

20TH ANNUAL

WISH FOR WENDY

SPONSOR OPPORTUNITIES

SATURDAY, OCTOBER 26, 2019

NORTH PARK, ALPHARETTA

FIGHTCF.CFF.ORG/WISHFORWENDY



CYSTIC FIBROSIS FOUNDATION



CYSTIC FIBROSIS FOUNDATION, GEORGIA CHAPTER
57 EXECUTIVE PARK S, STE 380, ATLANTA, GA 30329

404.325.6973
GEORGIA@CFF.ORG

Dear Friends,

Thank you for inquiring about the Cystic Fibrosis Foundation's Wish for Wendy, the double-elimination co-ed softball tournament. We are celebrating our 20th year which makes this event one of the longest running CFF events in Georgia as well as one of the longest running charity softball events in the country. When my sister and I were each born with this disease, the outlook for patients was bleak at best with a life expectancy in the teens. Unfortunately my sister only lived 16 days but I want to continue her legacy and continue to fight for my life and many others by raising hundreds of thousands of dollars for the Cystic Fibrosis Foundation and making CF finally stand for Cure Found.



The only photo taken of Wendy Carol Lipman.

Today, thanks to your contributions, not only has the life expectancy increased but there are more adults living with cystic fibrosis than children, something that wasn't even close when we began the event back in 2000. There are several new breakthrough drugs like Kalydeco®, Orkambi® and Symdeko® and now a Triple Combination Drug that could, over time, expand therapies which treat the underlying cause of CF to more than 90% of people, including myself. Please help us continue to raise money so more children can live the life that Wendy was not afforded. Let's help CF patients live longer, more quality lives.

Thank you for your continued support

Sincerely,

Andy Lipman

Wendy's Brother, Author, Fundraiser, CF Survivor for 45 years and counting...



WHAT IS A WISH FOR WENDY?

This exciting community event, which raises hundreds of thousands of dollars each year to help fund CF research, was started by Andy Lipman in memory of his sister, Wendy. This is the twentieth year for A Wish for Wendy!

Wendy was born in December 1970, and died 15 days later, when complications from cystic fibrosis took her young life. Andy, along with his family and friends, began the tournament in 2000 to help raise money to fight this devastating disease. We have already exceeded the \$4,000,000 mark in our nineteen years! And we are closer than ever to making CF stand for "Cure Found"! You can help make that wish come true by participating in the tournament.

The generous sponsors of A Wish for Wendy contribute significantly to the event's success. In that role, the companies help provide event participants a truly memorable experience and help to make a difference in the lives of so many children and families dealing with cystic fibrosis.

Each year, over 500 families, players and supporters come out to this family friendly event which continues to create added fun and excitement attracting new and returning teams and supporters. With your help, we can ensure that A Wish for Wendy is, and will remain, an event for the entire community.

THE MISSION OF THE CYSTIC FIBROSIS FOUNDATION

The mission of the Cystic Fibrosis Foundation is to cure cystic fibrosis and to provide all people with the disease the opportunity to live full, productive lives by funding research and development, promoting individualized treatment and ensuring access to high-quality, specialized care.

WHAT IS CYSTIC FIBROSIS?

Cystic fibrosis is a rare, genetic, life-shortening disease that affects every organ in the body and makes breathing difficult. Some people with the disease say it's like breathing through a narrow straw. In people with CF, a defective gene causes a thick buildup of mucus in the lungs, pancreas and other organs. In the lungs, the mucus clogs the airways and traps bacteria, leading to life-threatening lung infections. Sixty years ago, most children did not live long enough to attend elementary school, but thanks to Foundation-based research and care, the median survival age of people with CF is now into the 40's.

WHY SUPPORT THE CYSTIC FIBROSIS FOUNDATION?

Founded in 1955, the Cystic Fibrosis Foundation is the world's leader in the search for a cure for cystic fibrosis. The Foundation was started by parents desperate to save their children's lives. Their relentless and impassioned determination to prolong life has resulted in tremendous strides over the past 60 years in accelerating innovative research and drug development, as well as advancing care and advocacy. Virtually every approved cystic fibrosis drug therapy available now was made possible because of the Foundation and its supporters. Still, we believe no one should have to die at a young age. We will not rest until we have a cure for all people living with CF.

For more information on sponsorship, creating a team or Wish for Wendy, contact Linda Murphy, Limurphy@cff.org

Important Note on Attendance at Foundation Events: To reduce the risk of getting and spreading germs at CF Foundation-sponsored events, we ask that everyone follow basic best practices by regularly cleaning your hands with soap and water or with an alcohol-based hand gel, covering your cough or sneeze with a tissue or your inner elbow and maintaining a safe 6-foot distance from anyone with a cold or infection.

Medical evidence shows that germs may spread among people with CF through direct and indirect contact as well as through droplets that travel short distances when a person coughs or sneezes. These germs can lead to worsening symptoms and speed decline in lung function.

To further help reduce the risk of cross-infection, the Foundation's attendance policy recommends inviting only one person with CF to attend the indoor portion of a Foundation-sponsored event at a specific time. For the outdoor portion, the Foundation recommends that all people with CF maintain a safe 6-foot distance from each other at all times.

ZUCKER FAMILY FOUNDATION

REACH FOR A CURE MATCHING CHALLENGE

We are very pleased to announce the Zucker Family Foundation, proud Presenting Sponsor for many, many years, is again issuing their very generous Challenge! For the past eight years, the Challenge was so successful, The Zucker Family Foundation is again matching all revenue received February 1, 2019 through December 15, 2019* for the 2019 Wish for Wendy Softball Challenge! The amount being matched this year is an incredible \$125,000. We hope that you will team up with us and the Zucker Family Foundation to support the mission of CF Foundation. Matches are so impactful because they allow donors to leverage their gifts. For every dollar donated, this \$125,000 Match for a Cure doubles your contribution!! To multiply your donation even further, ask your employer if they match charitable donations. For more information on companies that offer matching gifts, visit matchinggifts.com/cff or call the CFF Office to discuss further.

**All contributions to the Wish for Wendy Softball Challenge received 2/1/19 through 12/15/2019 will be eligible for this 1:1 match. Donations received in excess of the matching goal of \$125,000 will be credited to the Wish for Wendy event and will be used to support the CF Foundation's mission to cure cystic fibrosis and to provide all people with the disease the opportunity to lead full, productive lives by funding research and drug development, promoting individualized treatment, and ensuring access to high-quality, specialized care.*

The Cystic Fibrosis Foundation has unrestricted financial reserves of about 10 times its budgeted 2019 annual expenses, following a one-time royalty sale in 2014. These funds, along with the public's continuing support, are needed to help accelerate our efforts to pursue a lifelong cure for this fatal disease, fund development of new therapies and help all people with CF live full, productive lives. To obtain a copy of our latest Annual Report, visit <https://www.cff.org/About-Us/Reports-and-Financials/>, email info@cff.org or call 1-800-FIGHT-CF.



Wish for Wendy Softball Challenge 2019 Sponsorship Levels & Benefits	Presenting \$30,000	Premiere \$10,000	Field \$7,500	Hall of Fame \$5,000	All-Star \$2,500	Home Run \$1,000	MVP \$750	Glove \$500	Base \$300
Company Name included as Presenting Sponsor									
Sponsor recognition at the event									
Name & Company logo on all event related materials									
1st opportunity for 2020 sponsorship renewal									
Field named after company for the day of the event with signage (limit 4)									
Company logo featured on Wish for Wendy website for one year									
Opportunity to display one company-provided banner									
Opportunity to provide product sampling									
Name & company logo on event t-shirts & banner									
Acknowledgement in Wish for Wendy Day-Of programs									
	Full Page	Full Page	Full Page	Full Page	Full Page	1/2 Page	1/2 Page	1/4 Page	1/4 Page

2019 SPONSORSHIP COMMITMENT FORM

Sponsorship Opportunities:

100% tax deductible

- | | | |
|--|---|--------------------------------------|
| <input type="checkbox"/> Presenting \$30,000 | <input type="checkbox"/> Hall of Fame \$5,000 | <input type="checkbox"/> MVP \$750 |
| <input type="checkbox"/> Premiere \$10,000 | <input type="checkbox"/> All-Star \$2,500 | <input type="checkbox"/> Glove \$500 |
| <input type="checkbox"/> Field \$7,500 | <input type="checkbox"/> Home Run \$1,000 | <input type="checkbox"/> Base \$300 |

In-Kind Sponsorship Opportunities:

- Please contact me for a silent auction item
- Please contact me for a food donation for the concession stand

Team Registration:

- Team: \$500 (\$275 tax deductible based on 15 person team)

Method of Payment

- Check enclosed (Made payable to CFF)
- Please send me an invoice
- Please charge my credit card
- Pay online at fightcfcff.org/wishforwendy

Visa MC AmEx Discover \$ _____

Amount to Charge

Contact Information

Person/Organization (as is should appear in printed materials)

Address

CSZ

Email

Phone

Name on Card

Authorized Signature

This signature authorizes the Cystic Fibrosis Foundation to charge the credit card number below the stated and agreed upon amount. The credit card information on the bottom of this form will be securely destroyed immediately after processing

Credit Card Number

Expiration Date

