




2021 SPONSORSHIP OPPORTUNITIES

TULSA CF CYCLE FOR LIFE NIGHT RIDE

Friday, August 27, 2021

EASTERN OKLAHOMA CHAPTER

April Mitchell, Development Director
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The mission of the Cystic Fibrosis Foundation is to cure cystic fibrosis and to provide all people with CF the opportunity to lead long, fulfilling lives by funding research and drug development, partnering with the CF community, and advancing high-quality, specialized care.

THE CYSTIC FIBROSIS FOUNDATION,

leading the way

ABOUT 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 drive and determination to prolong life has resulted in tremendous strides, accelerating innovative research and drug development, as well as advancing care and advocacy. People with CF are now reaching milestones once thought not possible. Yet not everyone can benefit from existing treatments. We believe every person with CF should have the chance to live a long, healthy life – a life free of cystic fibrosis. **Together, we will make CF stand for Cure Found.**

ABOUT 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. Today, children who once would not have lived long enough to attend elementary school are growing up into adults, graduating from college, pursuing careers, having children of their own. Thanks to Foundation-based research and care, many people with CF are now living into their 30s, 40s, and beyond.

We are driven by a dream that one day – every person with cystic fibrosis will have a chance to live a long, healthy life.



MEET DANNY

Danny was diagnosed with CF as a baby and the battle with this disease has been hard. “In my 20s, I became so ill that I had to stop work and move home. Over time, it was biking that helped me. I began biking everywhere.” In 2015, Danny decided to participate in CF Cycle for Life. He has returned to the event each year. “After about 10 miles, it’s just you and a big blue sky. CF Cycle gives me perspective – it has been amazing for me and my health.”

Our vision is a cure for 100 percent of people living with cystic fibrosis – we will not leave anyone behind.

A CURE FOR ALL

The Cystic Fibrosis Foundation has developed more than 10 treatments – an unprecedented number in a short span of time – adding decades of life to those with CF. Thanks to this work, the life expectancy of someone born with CF has doubled in the last 30 years.

Yet, we are not done. Not everyone can benefit from current treatments, so we must find a cure. We know that no pace is fast enough when you or your loved one are living with the challenges of CF. Advances in new gene-based technologies represent an unprecedented opportunity to end CF as we know it. Investing the assets we have today in research, while raising more donations for tomorrow, will ensure we have the resources to reach the finish line. You are an important part of our progress.

With your support we are confident that one day – not one person will lose a child, sibling, parent, or friend to cystic fibrosis. You have an opportunity in your lifetime to be part of defeating this terrible disease

1 in 31

Americans

are symptomless carriers
of the defective CF gene.

Median predicted
age is into the

40s

0

cures exist
for cystic fibrosis.

sponsorship



CF Cycle for Life offers a fantastic opportunity to unify our community in support of those with cystic fibrosis, as well as play a key role in helping us achieve our fundraising goal.

While we won't be together in person, we can be together in spirit—showing the strength of our community and boundless determination to find a cure for all people living with CF. Our virtual events bring together thousands of community members across the country. During times of uncertainty, your dedicated support gives us confidence as we stay on course to achieve our mission.

This sponsorship supports the mission of the CF Foundation; to cure cystic fibrosis and to provide all people with CF the opportunity to lead long, fulfilling lives by funding research and drug development, partnering with the CF community, and advancing high-quality, specialized care.

BENEFITS FOR YOUR CORPORATION AND TEAM

- Position your brand well in local communities and create connections with consumers
- Align with a results-driven organization where your support makes an impact
- Corporate teams unite colleagues, encourages collaboration and builds leadership.



Sponsorship opportunities exist at various levels with increasing benefits at each increment. All sponsorship levels are 100 percent tax deductible. We value our relationship with you and look forward to your participation as a CF Cycle for Life sponsor.

OUR VIRTUAL EVENTS BY THE NUMBERS

3,046 Total Community Reach **69** Peak Live Viewers **541** Post Engagements

"We are entering a new era in cystic fibrosis. Working alongside the CF community, we have achieved unparalleled advances in the treatment and care of cystic fibrosis. We will not rest until we have reached our mission: to cure cystic fibrosis and provide all people with CF the opportunity to lead long, fulfilling lives."

—Michael P. Boyle, M.D., President & Chief Executive Officer

EVENT SPONSORSHIP LEVELS AND BENEFITS

	Presenting \$10,000	Premier \$7,500	Community Champion \$5,000	Virtual Experience \$2,500	Care and Share \$1,500	Virtual Rest Stop \$500	Mission Supporter \$250
Event presented by company name (limited to one sponsor only)	X						
Company logo embedded on event presentation slides	X						
Corporate spokesperson to speak during virtual event (CFF approved script)	X (2 min)						
Sponsor recognized by name at National Virtual Event	X	X					
Company logo on chapter mobile app page	X	X					
Company logo on chapter event email templates	X	X	X				
Company logo on event participant bib	X	X	X				
Spotlight video (CFF approved) posted to Chapter social media pages	X (30 sec video)	X (30 sec video)	X (30 sec video)	X (30 sec video)			
Company sponsor individual moment of virtual event (first come, first serve – such as Mission Moment, Top Cyclists recognition, etc.)	X	X	X	X			
Company logo on event webpage(s)	X	X	X	X			
Company thanked on chapter social media pages by logo				X	X		
Company home page linked on Virtual Care and Share email	X	X	X	X	X	X	
Company name listed as sponsor on Virtual Care and Share email							X
Company recognition by logo and verbally during virtual program	X	X	X	X	X		
Company recognized by name and verbally during virtual program						X	X
Company logo on event shirt	X	X	X	X			
Company name on event shirt					X	X	



2021 Virtual Event Sponsorship Form

Sponsorship of this virtual event supports the mission of the Cystic Fibrosis Foundation

Company Name _____

Contact Name _____

Contact Title _____

Mailing Address _____

City _____ State _____ Zip _____

Phone# _____ Fax# _____

Email _____ Web Address _____

I would like to become a sponsor at the following level:

☐ Presenting Level \$10,000*

☐ Care and Share Level \$1,500*

☐ Premier Level \$7,500*

☐ Virtual Rest Stop Level \$500*

☐ Community Champion Level \$5,000*

☐ Mission Supporter Level \$250*

☐ Virtual Experience Level \$2,500*

I cannot sponsor but want to make a general donation to the event: ☐ _____

**For tax purposes, your donation is 100% tax-deductible.*

Sponsorship Payment:

☐ Check enclosed (payable to the Cystic Fibrosis Foundation) ☐ Please invoice ☐ Please call for payment: _____

☐ Company Credit Card Payment ☐ Personal Credit Card Payment

☐ Number: _____ Expiration Date: _____

Name on Card: _____ Total amount to charge: _____

Signature: _____

This signature authorizes the Cystic Fibrosis Foundation to charge the credit card number above the stated and agreed upon amount.
Credit card information will be securely destroyed immediately after processing.

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The Cystic Fibrosis Foundation, a 501(c)(3) nonprofit organization, has unrestricted financial reserves of about 12 times its budgeted 2021 expenses. These reserves are a result of the Foundation's successful venture philanthropy model, through which we have raised and invested hundreds of millions of dollars to help discover and develop breakthrough CF therapies. With this model, we have received and may receive milestone-based payments, equity interests, royalties on the net sales of therapies, and/or other forms of consideration. These funds and any future revenue from our model are reinvested into the CF Foundation's mission to cure cystic fibrosis and to provide all people with CF the opportunity to lead long, fulfilling 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.