

2022 SPONSORSHIP OPPORTUNITIES

NEW YORK STATE CHAPTERS

CENTRAL • GREATER • NORTHEASTERN • WESTERN



GREAT STRIDES[®]

CYSTIC FIBROSIS FOUNDATION



DRIVEN BY A DREAM

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.



ABOUT THE CYSTIC FIBROSIS FOUNDATION

We are driven by a dream that one day—every person with cystic fibrosis will have the chance to live a long, healthy life. Recognized globally, the Cystic Fibrosis Foundation has led the way in the fight against cystic fibrosis, fueling extraordinary medical and scientific progress. The life expectancy of someone born with CF has doubled in the last 30 years. Despite this progress, many people with CF do not benefit from existing therapies.

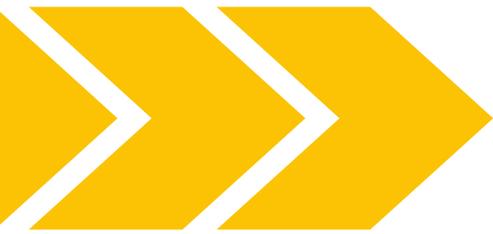
Our vision is a cure for every person with cystic fibrosis and a life free from the burden of this disease. We will not leave anyone behind. You are an important part of our progress. Together, let's make CF stand for Cure Found.

ABOUT CYSTIC FIBROSIS

In people with cystic fibrosis, a defective gene causes a thick buildup of mucus in the lungs, pancreas and other organs. In the lungs, mucus clogs the airways and traps bacteria, leading to infections, extensive lung damage and respiratory failure. Many people with CF do not benefit from existing therapies, either because their disease is too advanced or because their specific genetic mutations will not respond.

Those who can take current therapies continue to face challenging complications—leading to hospitalizations, missed school and work, and significant interruptions in their daily routine. And, many children and adults with CF still face the sobering prospect of a shortened life span.





Our vision is
A CURE FOR 100% of people living with cystic fibrosis.
 – WE WILL NOT LEAVE ANYONE BEHIND.

MEET DESI



After learning that their 10-day-old daughter, Desi, was diagnosed with cystic fibrosis, Jamie and her husband Ross resolved that they would do all they could to share her story and find a cure. “We went into warrior mode,” said Jamie.

“We made a promise that we would do everything possible, in any way possible, to help her thrive, survive, and live the dreams that she decides she wants to live.”

But we’re not done, and we won’t stop fighting until there is a cure for Desi and for all people living with CF.

A CURE FOR ALL.

Winning this fight means working harder and faster. Genetic therapies – our best hope for curing cystic fibrosis – are more complex than anything we have ever done. Progressing a genetic therapy could cost the Foundation 10 times more than the development of a novel therapy a decade ago. The Foundation is leading the way in applying this emerging science to CF.

In addition to CF, there are more than 1,000 diseases caused by this type of genetic mutation, virtually all of which have eluded researchers seeking FDA-approved therapies. While our focus is on cutting-edge research for CF, our hope is that future genetic-based therapies could also benefit many others living with genetic diseases. You are an important part of our progress. Corporate donations help accelerate scientific advancements.

1 IN 31

AMERICANS
 ARE SYMPTOMLESS
 CARRIERS OF THE
 DEFECTIVE CF GENE

40s

MEDIAN PREDICTED AGE FOR
 SOMEONE BORN WITH CF — MORE
 THAN DOUBLED SINCE THE START
 OF THE CF FOUNDATION

0

CURES EXIST FOR
 CYSTIC FIBROSIS

GREAT STRIDES sponsorship

GREAT STRIDES®

CYSTIC FIBROSIS FOUNDATION



Great Strides 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.

**You have an opportunity to be part of
defeating this terrible disease.**

Great Strides, the Cystic Fibrosis Foundation's largest national fundraising event offers hope to those living with cystic fibrosis. Each year, approximately 125,000 people participate in nearly 300 walks across the country to support the Foundation's mission to cure cystic fibrosis and raise awareness about this rare, genetic, life-shortening disease that makes it difficult to breathe. Working alongside the CF community, the CF Foundation has helped advance the development or more

than a dozen CF treatments and added decades of life for those with CF. Thanks to this work, the life expectancy of someone born with CF has doubled in the last 30 years.

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.

“Our vision for the future is clear: transformative therapy and a cure for every person with cystic fibrosis. Our most important and challenging work is ahead of us.

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

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, encourage collaboration and build leadership.



NY State by the numbers

13K

Total Community Reach

\$1.4M

Fundraising Goal

23

Walk Sites

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 an Great Strides sponsor.

GREAT STRIDES New York



New York State is comprised of four Cystic Fibrosis Foundation Chapters. Each Chapter covers a different area of the state and hosts a number of Great Strides walks.

Central

Ithaca
Mohawk Valley
Ogdensburg
Syracuse*

Greater

Lower Hudson Valley*
Nassau County*
New York City*
Poughkeepsie
Staten Island
Suffolk County

Northeastern

Albany*
Fonda
Glens Falls
Plattsburgh
Schodack

Western

Buffalo*
Jamestown
Hornell
Lockport
Orchard Park
Rochester*
Salamanca
Tonawanda



*Flagship walk sites

Banking on a Cure an industry alliance in search of a cure

This Great Strides campaign was created in 2016 to highlight the banking industry and individual company involvement. Since then, the banking industry has raised over \$120,000 to support the CF Foundation.

Become a sponsor, form a team, and support your local community!



PCSB Bank

Golden Sneaker Challenge how our care centers get involved

This is a friendly competition amongst Cystic Fibrosis Foundation Care Centers, with the goal of supporting the CF Community while strengthening the relationship between the center and local CFF chapter. Throughout the year, each Care Center will have a variety of opportunities to accumulate as many points as possible.

Talk to your local chapter to learn more about how you can support the care centers near you!



Mount Sinai
Beth Israel

EVENT SPONSORSHIP LEVELS AND BENEFITS

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

GREAT STRIDES®

CYSTIC FIBROSIS FOUNDATION



	PRESENTING \$40,000	PREMIER \$30,000	ELITE SUPPORTER \$20,000	COMMUNITY CHAMPION \$10,000
Event presented by company name statewide	●			
Company logo embedded into all event signage for in-person/virtual events statewide	●			
Company logo on chapter campaign mobile app page statewide	●	●		
Corporate spokesperson to speak live or by video message during in-person/virtual event (CFF approved, limit 2 min.)	●	●		
Company spotlight in statewide campaign email	●	●	●	
Company sponsor individual moment of event (first come first serve basis)	●	●	●	●
Company logo on each NY state campaign webpage	●	●	●	
Company logo on each NY state campaign email footer	●	●	●	●
Company thanked on all NY state social media pages with company logo	●	●	●	●
Spotlight video posted to all NY state social media pages and virtual kick-off (CFF approved)	2 min.	1 min.	30 sec.	
Spotlight video and full-page acknowledgement included in NY State Virtual Event Program Book (CFF approved)	2 min.	1 min.	30 sec.	30 sec.
Company provided with a care and share table with company-provided banner displayed, and opportunity to include (CFF approved) message/give away in "swag bag"	All walks	12 walks	8 walks	4 walks
Company logo and link to company home page shared on Thank You Sponsor email sent post event by each NY state chapter	●	●	●	●
Company logo on NY state event t-shirts	●	●	●	●

Events may be subject to change at any time, based on health concerns, including concerns based on guidance from the Centers for Disease Control and Prevention and local health officials. In these instances when events are moved to a virtual format, sponsorship benefits may be adjusted to suit the virtual format.

Sponsors may be required to wear a mask, if they are interacting with event participants or manning a care and share table, based on venue guidelines, local municipality guidelines and/or the current COVID situation where the event is taking place.

EVENT SPONSORSHIP LEVELS AND BENEFITS

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	EVENT EXPERIENCE \$5,000	CARE & SHARE \$2,500	EVENT SUPPORTER \$1,500	ROSE SUPPORTER \$1,000	MISSION SUPPORTER \$500
Company sponsor individual moment of event (first come first serve basis)	●				
Company logo on chapter campaign email footer	●				
Full-page acknowledgement in NY State Virtual Event Program Book (CFF approved)	●				
Half-page acknowledgement in NY state Virtual Event Program Book (CFF approved)		●	●		
Company provided with a care and share table with company-provided banner displayed, and opportunity to include (CFF approved) message/give away in "swag bag"	1 walk	1 walk			
Company provided with a table with company-provided banner displayed			1 walk		
Verbal recognition during event program	●	●			
Company thanked on chapter social media pages with company logo	●	●			
Company thanked on chapter social media pages by name			●	●	
Company logo and link to company home page shared on Thank You Sponsor email sent post event by each NY state chapter	●	●	●	●	●
Company logo on NY state event t-shirts	●				
Company name on NY state event t-shirts		●	●	●	
Company logo on mission moment sign		●	●	●	●

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2022 GREAT STRIDES SPONSORSHIP FORM

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

GREAT STRIDES®
CYSTIC FIBROSIS FOUNDATION



Company Name _____

Contact Name _____

Contact Title _____

Mailing Address _____

City _____ State _____ Zip _____ Phone# _____

Email _____ Web Address _____

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

- | | | |
|---|---|---|
| <input type="checkbox"/> Presenting \$40,000* | <input type="checkbox"/> Community Champion \$10,000* | <input type="checkbox"/> Event Supporter \$1,500* |
| <input type="checkbox"/> Premier \$30,000* | <input type="checkbox"/> Event Experience \$5,000* | <input type="checkbox"/> Rose Supporter \$1,000* |
| <input type="checkbox"/> Elite \$20,000* | <input type="checkbox"/> Care and Share \$2,500* | <input type="checkbox"/> Mission Supporter \$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

Card Number: _____ Expiration Date: _____ Total amount to charge: _____

Name on Card: _____ 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.

Northeastern New York Chapter
Contact: Mary Schell

455 Patroon Creek Blvd., Suite 108
Albany, NY 12206

518.453.3583
mschell@cff.org

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.

Due to the COVID-19 pandemic, indoor events sponsored by the CF Foundation are strictly prohibited at this time. Scheduled outdoor events must adhere to strict requirements to minimize the risk of COVID-19 infection. Events may be subject to change at any time based on guidance from the Centers for Disease Control and Prevention and local health officials.

IMPORTANT NOTE ON ATTENDANCE AT FOUNDATION EVENTS

To minimize the risk of COVID-19 infection, attendees at CF Foundation events must adhere to the following requirements:

- Practice physical distancing and maintain at least a safe 6-foot distance from persons outside of their household at all times
- Face masks strongly encouraged and expected to be worn in accordance with local guidelines. (Note, children under two years of age should not wear masks due to safety concerns and therefore should not attend CF Foundation events where there is risk of interacting with someone outside of their household).
- Follow basic infection, prevention, and control practices by regularly washing hands with soap and water or with an alcohol-based hand gel, covering your cough or sneeze with a tissue or your inner elbow.
- Persons with CF should consult their physician before participation in any in-person event as they may be at an increased risk for severe illness from COVID-19. People with CF should maintain a safe 6-foot distance from persons outside of their household at all times.

FOR YOUR SAFETY AND THE SAFETY OF OTHERS:

- For the health and wellbeing of the CF community, those eligible to be vaccinated are required to be fully vaccinated to join us in-person for the event. If you are not fully vaccinated, we invite you to participate virtually if that option exists.
- We do not plan to ask for you to provide proof of vaccination. We are, however, counting on the fact that you appreciate the potential consequences of exposing members of the CF community to COVID and will abide by this requirement.
- We cannot guarantee that all people in attendance at the event, including participants, sponsors, volunteers, and vendors, have been fully vaccinated.

**A copy of the latest annual report may be obtained from the organization or from
The Charities Bureau, Department of Law, 120 Broadway, New York, NY 10271.**