



**2024 SPONSORSHIP
OPPORTUNITIES**
Tennessee Chapter
September 20-21, 2024



OUR MISSION

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 CYSTIC FIBROSIS

Cystic fibrosis is a progressive, genetic disease that causes a thick buildup of mucus in the lungs, pancreas, and other organs and affects people of every racial and ethnic group. In the lungs, mucus clogs the airways and traps bacteria, leading to infections, extensive lung damage, and respiratory failure. While many people with CF have seen transformations in their health because of existing therapies, there are still others who do not benefit, either because they cannot tolerate them, or their specific genetic mutations will not respond.

People living with the disease can face significant challenges, including frequent hospitalizations, complications, and treatment plans that can take multiple hours a day. And, many children and adults with CF still face the sobering prospect of a shortened life span.

ABOUT THE CYSTIC FIBROSIS FOUNDATION

DRIVEN BY A DREAM

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:

12+
treatments available, four of which address the underlying cause of CF

40+
therapies in the drug development pipeline

The CF population in the U.S. is close to **40,000** - an increase over the past decade due in large part to people living longer.

56 years old the median predicted age of survival for a person with CF born today - nearly 20 years longer than a decade ago.

60% of the U.S. population that lives with CF are adults. When the Foundation was founded nearly 70 years ago, children with CF rarely lived to 5 years old.

And yet, **0 cures exist** for cystic fibrosis.



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.



Xtreme Hike

Xtreme Hike offers a fantastic opportunity to get your company involved in support of those with cystic fibrosis and play a key role in helping us defeat this terrible disease.

For those living with CF, the day they participate in Xtreme Hike is often viewed as one of the most meaningful days of their year. It's the day that their community of co-workers, friends, and family hike through some of the most scenic trails in the nation across dozens of locations for one primary reason – to find a cure for cystic fibrosis.



MEET ROBBIE

Three years ago, Robbie Harvey signed up for his first Xtreme Hike and has been returning to the trails ever since then.



"In the last few decades, life with CF has been upgraded. And as exceptional as that is, we aren't done. That is why we hike. Every step on the trail propels the research required to find a cure for CF. A future that allows families to spend more time enjoying life."



OUR COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION

The Cystic Fibrosis Foundation is committed to fostering equity in CF and confronting the systemic barriers that have contributed to health inequities for many people of color with CF. These efforts are necessary to achieve our mission of finding a cure and providing all people with CF the opportunity to lead long, fulfilling lives.

We are working in close partnership with the community on many efforts to address racial inequities in cystic fibrosis, including:

- Establishing a nationwide newborn screening initiative to improve equity, sensitivity, and timeliness in diagnosing people of color with CF.
- Investing in 35 major industry research programs focused on genetic therapies, increasing our focus on rare and nonsense mutations, which are seen more often among communities of color.
- Reducing barriers to enrollment in clinical trials.



BENEFITS for your corporation

- Position your brand in local communities to create connections with consumers.
- Highlight your company's commitment to charitable giving through our matching gifts program where employees can meaningfully express their positive workplace culture while making a difference in the lives of those with CF.
- Inspire and motivate your colleagues as they enjoy opportunities to network, unite as one team around a cause, and grow their leadership abilities.
- We are entering a new era in cystic fibrosis, with life-changing new therapies and promising treatments on the horizon. Your organization has an opportunity to make an impact and make medical history by helping end this disease.

"Because of support from organizations like yours, individuals living with CF are achieving dreams for themselves, not limited by their disease. But there is still more work to do. I am confident that together we will continue our remarkable progress and cure cystic fibrosis."

– Michael P. Boyle, MD
President and Chief Executive Officer

Reach

4M

Unique website views

619K

Email subscribers

237K+

Facebook followers

31K+

Twitter followers

58K+

Instagram followers

12K+

YouTube subscribers

24K+

LinkedIn followers

7K

Social media engagements

445K

Chapter and national social media impressions

25K

Video views

Local Reach

27,932

Total community reach

\$923,135

Total funds raised

1,344

Total participants

9

Events held in 2023

EVENT SPONSORSHIP LEVELS AND BENEFITS

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 sponsor.



XTREME HIKE®

PRESENTING

PREMIER

COMMUNITY CHAMPION

EXPERIENCE

CARE AND SHARE

TRAIL SUPPORTER

MISSION SUPPORTER

\$10,000

\$7,500

\$5,000

\$2,500

\$1,500

\$1,000

\$500

Event presented by company name (limited to one sponsor only)



Company logo embedded into all event signage



Company logo on chapter campaign mobile app page



Corporate spokesperson to speak live at event or share video message with hikers (CFF reviewed remarks)

2 min

1 min

Verbal recognition during event program



Company spotlight in chapter campaign email



Company logo on event participant bibs



Custom sponsorship activation - work with CF Foundation staff to identify an area or aspect of the event that you can sponsor, to align with your brand's goals. (idea starters: interactive participant activity built on company input, start/finish line, photo area, post-hike celebration, food and beverage) *CFF reviewed



Company logo on chapter campaign webpage



Company logo on chapter campaign email footer



Company thanked on chapter social media pages with company logo



Company thanked on chapter social media pages by name



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\$10,000

\$7,500

\$5,000

\$2,500

\$1,500

\$1,000

\$500

Spotlight video posted to chapter social media pages (CFF reviewed)

2 min

1 min

30 sec

Spotlight video and full-page acknowledgement included in the Friday evening program (CFF reviewed)

2 min

1 min

30 sec

Full-page acknowledgement included in the Friday evening program (CFF reviewed)



Half-page acknowledgement included in the Friday evening program (CFF reviewed)



Company provided with a care and share table at Friday evening welcome dinner with company-provided banner displayed, and opportunity to include (CFF approved) message/give away in "swag bag"



Company logo and link to company home page shared on Thank You Sponsor email sent post-event



Company logo on event t-shirt*



Company name on event t-shirt*



Company provided with event logo to use in conjunction with event promotion with CFF approval



Company logo on event banner**



Company name on event banner**



Company logo on mission moment staked sign at event**



*Sponsorship must be committed by August 15, 2024 to receive t-shirt benefit.

**Sponsorship must be committed by September 10, 2024 to receive these benefits.



SPONSORSHIP GUIDELINES

This sponsorship supports the mission of the Cystic Fibrosis 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.

Thank you for your support. In the below statements, you will find guidelines around event attendance, the CF Foundation's Better Business Bureau statement, and if applicable to the selected sponsorship event logo use guidelines. Sponsorship of this event supports the mission of the Cystic Fibrosis Foundation.

All sponsorship proposals issued by CFF constitute a commitment of Sponsor to donate to CFF once acknowledged by email and CFF will endeavor to provide the applicable benefits that correlate to the sponsorship herein.

FOR YOUR SAFETY AND THE SAFETY OF OTHERS

The CF Foundation is committed to ensuring the health and wellbeing of individuals attending Foundation events. Individuals attending CF Foundation events must abide by the Foundation's Event Attendance Policy (www.cff.org/attendancepolicy), which includes guidance for event attendees living with cystic fibrosis.

CFF RESTRICTED LOGO USE SPONSOR ACKNOWLEDGEMENT

This Restricted Logo Use Sponsor Acknowledgement ("Acknowledgement") between the Cystic Fibrosis Foundation ("CFF") and the Sponsor, who accepts this Acknowledgement ("Sponsor"). CFF grants to Sponsor a revocable, nonexclusive license to use the Logo (as defined below) in connection with the event to which the Sponsor is contributing over \$5,000 ("Event"). Sponsor shall not use the Logo in any manner except as expressly set forth herein from the date of this signed Acknowledgement to up to the Event date. Sponsor agrees to use the Logo only, in connection with the Event and further agrees not to use the Logo in connection with any other sponsors whose logo or brand are deemed to be offensive, defamatory or vulgar. All references to the Logo shall mean the logo associated with the Event. Sponsor agrees not to use the CFF's Logo in a manner inconsistent with proper trademark use, or in any manner that tarnishes the name or reputation of the Cystic Fibrosis Foundation. Sponsor agrees to comply with any requirements established by CFF concerning the style, design, display and use of the Logo with every use of the Logo. Sponsor agrees to send CFF the website link or other relevant materials upon completion of adding the Logo to any promotional materials or third-party sites as part of the sponsorship. Sponsor shall also comply with requests from CFF for additional information, documents, or specimens concerning its use of the Logo. Sponsor agrees to modify or terminate any use of the Logo within 10 days of notice by CFF that, in its sole discretion, such use is not approved. Sponsor agrees that ownership of the Logo and the goodwill relating thereto shall remain vested in CFF both during the period of this license and thereafter. Sponsor agrees never to challenge, encourage a third-party challenge, or support any challenge to CFF's ownership of the Logo. Sponsor agrees to promptly inform CFF of the use of any marks similar to the Logo and any potential infringements of CFF's Logo that come to Sponsor's attention. Sponsor represents and warrants that it shall not use the Logo in any way that, directly or indirectly, raises any revenue for Sponsor. Sponsor and CFF agree that this license shall be royalty-free. Nothing herein shall be construed as an endorsement by CFF of the Sponsor or the Sponsor's business or activities. The language in this Acknowledgement supersedes any other executed agreement between the Sponsor and CFF. The Sponsor agrees and accepts this Acknowledgement upon providing CFF with a sponsorship payment.

The Cystic Fibrosis Foundation, a 501(c)(3) nonprofit organization, has unrestricted financial reserves of about 10 times the 2023 operating budget. These reserves are largely 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. 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/annual-reports-and-financials>, email info@cff.org or call 1-800-FIGHT-CF.

2024 XTREME HIKE SPONSORSHIP FORM

Sponsorship of Xtreme Hike supports the mission of the 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 \$10,000* | <input type="checkbox"/> Experience \$2,500* | <input type="checkbox"/> Trail Supporter \$1,000* |
| <input type="checkbox"/> Premier \$7,500* | <input type="checkbox"/> Care and Share \$1,500* | <input type="checkbox"/> Mission Supporter \$500* |
| <input type="checkbox"/> Community Champion \$5,000* | | |

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

Name on Card: _____ Signature: _____

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

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.

Jolly Johnson, Senior Development Director | jjohnson@cff.org

Tennessee Chapter | tennessee@cff.org

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Middle TN Area Office | 3401 Mallory Lane, Suite 100 | Franklin, TN 37067 | (615) 255-1167