



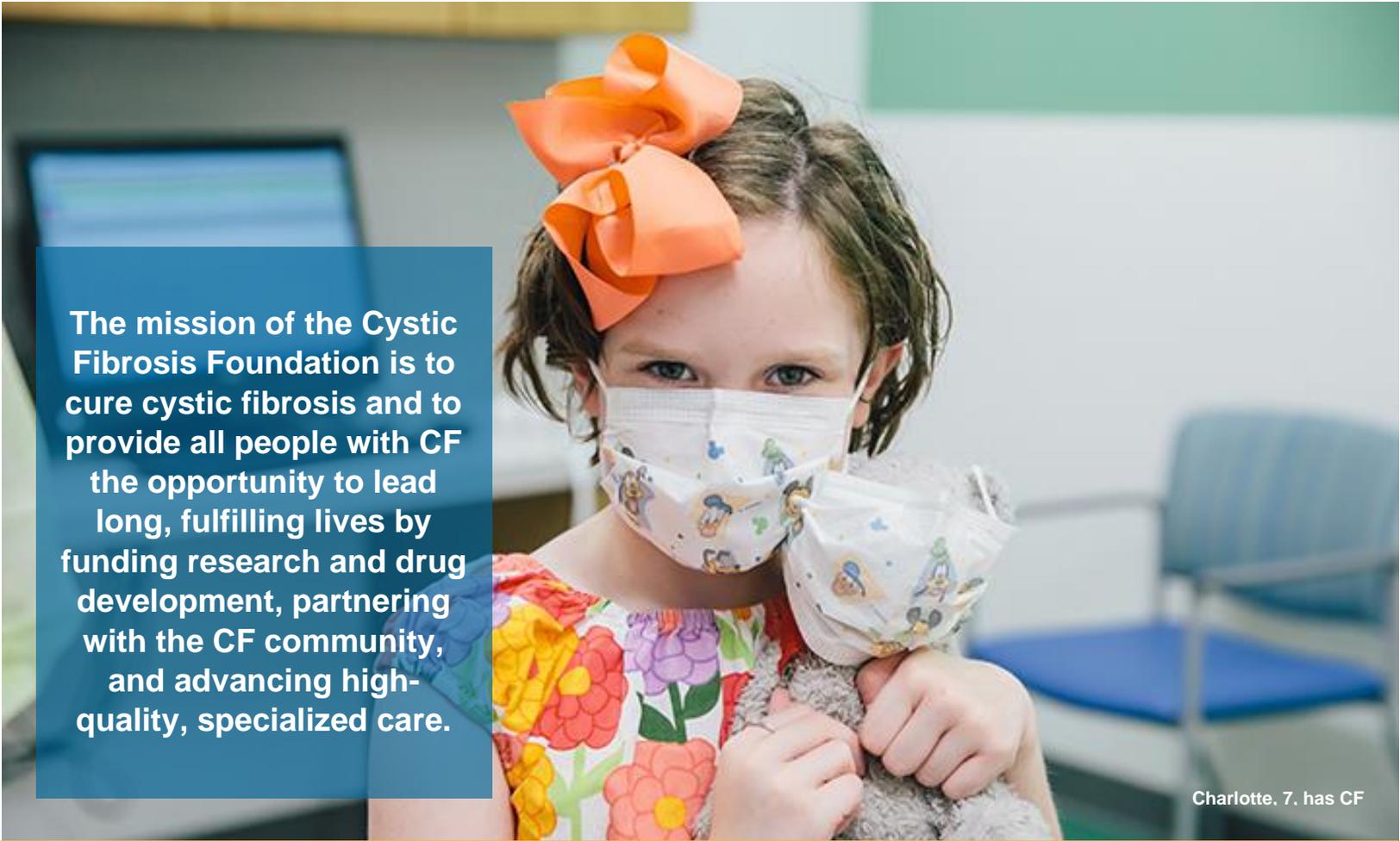
CF Fighters Abigail and Jack

Wisconsin Chapter 2020 Sponsorship Opportunities



Wisconsin Chapter
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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.

Charlotte. 7. has CF

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 relentless and impassioned determination to prolong life has resulted in tremendous strides, and this year we celebrate 65 years of 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.**

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. Sixty-five years ago, most children did not live long enough to attend elementary school, but thanks to Foundation-based research and care, many people with CF are now living into their 40s and beyond.

While people with CF are living longer than in the past, we still lose precious lives every day.



Desi and her mom, Jamie

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.

Despite tremendous progress, we are not yet done. Our story will not be finished until we find a cure for all people with CF.

A CURE FOR ALL

There are now four FDA-approved therapies that treat the underlying cause of CF and more than 25 potential new medications in the CF research pipelines.

Yet, we are not done. Not everyone can benefit from current therapies, so we are committed to exploring all science that has real potential to deliver 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. This will take many years and sustained investment. That’s why community support remains vital.

Together, we can make CF stand for Cure Found.

Your involvement matters as much as ever before to reach our goal towards a cure.

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.



This year the Foundation launched our 65 Roses Challenge with the goal of raising \$65 million in 2020 to advance our mission. Our virtual events offer 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 passion to find a cure for all people living with cystic fibrosis. 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

- Position your brand well in local communities and create connections with consumers
- Align with a results-driven organization where your support makes an impact
- Encourage collaboration and build leadership, form a corporate team and unite colleagues



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 virtual event sponsor. Forming a virtual corporate team is a great way to activate your sponsorship and engage your employees with our community in this virtual world.

OUR VIRTUAL EVENTS BY THE NUMBERS

2.5k Total Community Reach **68** Peak Live Viewers **388** Post Engagements

“We are entering a new era in cystic fibrosis. Working alongside the CF community for the past 65 years, 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

VIRTUAL SPONSORSHIP OPPORTUNITIES

	Presenting \$25,000	Premier \$20,000	Elite Supporter \$10,000	Community Champion \$7,500
Event presented by company name (limited to one sponsor only)	X			
Company logo embedded on event presentation slides	X			
Sponsor recognized by name at National 65 Roses Challenge P2P Celebration Event in October	X	X		
Company logo on chapter mobile app page (must be secured by July 30, 2020)	X	X		
Corporate spokesperson to speak during virtual event (CFF approved script)	X	X		
Company spotlight in Chapter email	X	X	X	
Company logo on event participant "bib"	X	X	X	
Company sponsor individual moment of virtual event (first come, first serve – such as Mission Moment, Super Strider recognition, etc.)	X	X	X	X
Company logo on chapter campaign webpage(s)	X	X	X	X
Company logo on chapter campaign email	X	X	X	X
Company thanked on chapter social media pages	X	X	X	X
Spotlight video (CFF approved) posted to Chapter social media pages	X	X	X	X
Virtual Care and Share Table via email	X	X	X	X
Company recognition by logo and verbally during virtual program	X	X	X	X
Company logo on event t-shirt	X	X	X	X

VIRTUAL SPONSORSHIP OPPORTUNITIES

	Virtual Experience \$3,500	Care and Share \$1,500	Tomorrow's Leaders \$1,500	Event Supporter \$1,000	Mission Supporter \$750
Company logo on chapter campaign email	X				
Spotlight video (CFF approved) posted to Chapter social media pages	X				
Company thanked on chapter social media pages by name		X	X		
Virtual Care and Share Table Email	X	X	X		
Company logo on recognition slide during event		X	X		
Company name on recognition slide during event				X	X
Verbal recognition during event program	X	X	X		
Company sponsor individual moment of virtual event	X				
Company logo on event t-shirt	X	X	X		
Company name on event t-shirt				X	

One Foundation, one goal to raise \$65 million dollars in 2020 to support our mission. Help us achieve our goal and join us as a Cystic Fibrosis Foundation event sponsor.



2020 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# _____ Email _____

Web Address _____

I would like to become a 65 Roses Challenge sponsor at the following level:

- Presenting Sponsor \$25,000*
- Premier Sponsor \$20,000*
- Elite Sponsor \$10,000*
- Community Champion Sponsor \$7,500*
- Virtual Experience \$3,500*
- Care and Share Sponsor \$1,500*
- Tomorrows Leaders \$1,500*
- Event Supporter \$1,000*
- Mission Supporter \$750*

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

- I would like to learn more about forming a Corporate Team.
- I would like more information about becoming a National or Regional Sponsor

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.

CF Foundation – Wisconsin Chapter

65 Roses Challenge
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Brookfield, WI 53005

Chapter Phone: (262) 798-2060

As of December 31, 2019, the Cystic Fibrosis Foundation, a 501(c)(3) nonprofit organization, had unrestricted financial reserves of about 11 times its budgeted 2020 expenses, following a royalty sale in 2014. The sale was made possible by 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. This and any future revenue from our model is 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.