



2024 SPONSORSHIP OPPORTUNITIES Arizona Chapter

June 14, 2024

RNDC Phoenix: 402 S 54th Pl, Phoenix, AZ 85034

azsfinest.org



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.



Arizona's Finest

This year's Arizona's Finest is brought to you by the passion and dedication from the committee members of Arizona's Finest alumni and our Tomorrow's Leaders. Attendees will experience a fun evening of cocktails, food tasting stations, music and games as you learn more about the CF Foundation and get to know this year's honorees. Enjoy an auction of vacation properties, gift certificates, and family fun outings available for bid through an amazing online auction.



Support our path to a cure with a 100% tax deductible donation in one of the most moving moments of the evening, Bid for a Cure. 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.

MEET SEAN

Patricia & John Dean's son Sean was diagnosed with cystic fibrosis at 6 weeks of age. Soon after, they decided they were not going to let CF take any more than necessary. They were going to fight, and their first call was to the local AZ Cystic Fibrosis Foundation chapter. They now had a very clear mission to focus on. The Deans made the commitment that Sean would not fight this on his own.

"There are things about CF that we cannot control, but getting involved with the fundraising to help support the mission, including life saving research has given incredible hope. This research has changed the CF story for so many families.

On the right, is a picture of Sean speaking to the 2010 AZ Finest Nominees when he was 9 years old and the median life expectancy was 26-30.

Next to it is a picture of Sean today. At age 23, he's getting ready to graduate from college this May, pursuing his dreams and the median life expectancy has jumped to 56 and beyond!"

-Tricia Dean





COMMITMENT TO OUR COMMUNITY

The Cystic Fibrosis Foundation wants every person with CF to have access to timely diagnosis, quality care, and community support. For decades, CF was mischaracterized as a genetic disease with a limited number of mutations, impacting white people. Today, we know CF is more complex and impacts people who identify as Hispanic, Black, and other races and ethnicities.

We are working in close partnership with our community to integrate health equity into everything we do, including:

- Improving newborn screening guidelines so that every baby born with CF in the US can be diagnosed early.
- Investing in research to better understand and treat the full range of more than 1,500 CF mutations.
- Improving access to clinical trials through new trial design and enrollment practices.



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

10K

Total community reach

\$494K

Total funds raised

3K

Total participants

6

Events held in 2023

EVENT SPONSORSHIP LEVELS AND BENEFITS

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



PREMIER

\$10,000 (\$9,400 tax-deductible)

- Recognition as the Premier Supporter, receiving recognition above all others, throughout the Arizona's Finest event
- Twenty tickets (20) for the evening of the event
- Corporate spokesperson to speak during program
- Onsite distribution of company-branded materials with CFF approval
- Company recognition in event press release
- Logo placed in lead position on all printed & electronic materials and communications for the Arizona's Finest event including but not limited to:
 - Event website
 - Save the Date
 - Invitation
 - Event specific email communications
- Video message and recognition shared on Chapter social media page (CFF reviewed, limited to 90 seconds)
- Full page recognition in the event program book (CFF reviewed)
- Company logo listed under event sponsors on virtual auction platform
- Opportunity to share a thank you video on chapter Facebook page (CFF reviewed, limited to 90 sec.)
- Personalized thank you message suitable to be distributed among your entire company
- Company provided with event logo to use in conjunction with event promotion with CFF approval

PLATINUM

\$7,500 (\$7,050 tax-deductible)

- Recognition as the Platinum Supporter throughout the Arizona's Finest event
- Fifteen tickets (15) for the evening of the event
- Company recognition in audio/visual presentations during the event
- Logo placed on all printed & electronic materials and communications for the Arizona's Finest event, including but not limited to:
 - Event website
 - Save the Date for event
 - Invitation
 - Event/campaign specific email communications
- Video message and recognition shared on Chapter social media page (CFF reviewed, limited to 60 seconds)
- Full page recognition in the event program book (CFF reviewed)
- Company logo listed under event sponsors on virtual auction platform
- Opportunity to share a thank you video on Chapter Facebook page (CFF reviewed, limited to 60 sec.)
- Logo recognition on the Chapter social media pages
- Company provided with event logo to use in conjunction with event promotion with CFF approval

EVENT SPONSORSHIP LEVELS AND BENEFITS

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GOLD	\$5,000 (\$4,700 tax-deductible)
<ul style="list-style-type: none">• Recognition as the Gold Supporter throughout the Arizona's Finest event• Ten tickets (10) for the evening of the event• Logo placed on all printed & electronic materials and communications for the Arizona's Finest event, including but not limited to<ul style="list-style-type: none">◦ Event/campaign specific email communications• Video message and recognition shared on Chapter social media page (CFF reviewed, limited to 30 seconds)• Full page recognition in the event program book (CFF reviewed)• Company logo listed under event sponsors on virtual auction platform• Logo recognition on the Chapter social media pages• Company provided with event logo to use in conjunction with event promotion with CFF approval	
ROSE	\$2,500 (\$2,260 tax-deductible)
<ul style="list-style-type: none">• Recognition as a Rose Supporter throughout the Arizona's Finest event• Eight (8) event tickets• Half page recognition in the event program book (CFF reviewed)• Recognition by name on the Chapter social media pages	
SILVER	\$1,500 (\$1,380 tax-deductible)
<ul style="list-style-type: none">• Recognition as a Silver Supporter throughout the Arizona's Finest event• Four (4) event tickets• Half page recognition in the event program book (CFF reviewed)	
BRONZE	\$500 (\$440 tax-deductible)
<ul style="list-style-type: none">• Recognition as a Bronze Supporter throughout the Arizona's Finest event• Two (2) event tickets• Quarter (1/4) page recognition in the event program book (CFF reviewed)	
FRIEND OF THE FOUNDATION	\$250 (\$190 tax-deductible)
<ul style="list-style-type: none">• Recognition as a Friend of the Foundation throughout the Arizona's Finest event• Two (2) event tickets	



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. This disclosure is applicable to all Cystic Fibrosis Foundation Trademarks.

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 THEMED SPONSORSHIP FORM

Sponsorship of the 2024 AZ's Finest 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"/> Premier \$10,000 (\$9,400 tax deductible) | <input type="checkbox"/> Silver \$1,500 (\$1,380 tax deductible) |
| <input type="checkbox"/> Platinum \$7,500 (\$7,050 tax deductible) | <input type="checkbox"/> Bronze \$500 (\$440 tax deductible) |
| <input type="checkbox"/> Gold \$5,000 (\$4,700 tax deductible) | <input type="checkbox"/> Friend of the Foundation \$250 (\$190 tax deductible) |
| <input type="checkbox"/> Rose \$2,500 (\$2,260 tax deductible) | |

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.

Chapter Contact Information:

Leslie Wood – Development Manager
Email: lwood@cff.org
2777 E Camelback Rd, Suite 330, Phoenix, AZ 85016
Chapter Phone: 602-224-0068
Mobile: 530-355-2909



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.