



# Breath of Life

# Celebration



**TOGETHER: CURING CF**

Thursday, November 19, 2020, from 8-9 P.M. EST

**A VIRTUAL EVENT HONORING**

**PRESTON W. CAMPBELL III, MD**

Preston W. Campbell, III, M.D., is a strategic advisor to the Cystic Fibrosis Foundation, where he served as president and CEO from 2015 through 2019. In his time as CEO and as executive vice president for medical affairs from 1998 to 2015, Dr. Campbell oversaw a robust portfolio of path-breaking, collaborative drug discovery and development programs, resulting in the approval of four treatments that address the basic defect in CF, most recently Trikafta, which could potentially benefit 90 percent of people with the disease.



*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](mailto:info@cff.org) or call 1-800-FIGHT-CF.*

# SPONSORSHIP OPPORTUNITIES



## PRESENTING SPONSORSHIP \$250,000

- 2020 National Breath of Life Celebration event presented by Company
- Spotlight letter from Presenting Sponsor inviting community to attend
- Company recognized with a 60 second video during program
- Recognition full-page acknowledgement in digital program book with video
- Company recognized by logo in all digital event platform elements
- Presenting Sponsor, if a business, will be included in the National Corporate Champions program
  - All National Corporate Champions are recognized in the 2020 Annual Report, at the 2021 Volunteer Leadership Conference, Spring 2021 Impact Newsletter and on [www.cff.org](http://www.cff.org)

## GOLD SPONSORSHIP \$100,000

- Company recognized with a 30 second video during program
- Company recognized with full-page acknowledgement in digital program book including a video link
- Naming rights for specific moment within the virtual event (available on first come first serve basis)
- Company recognized by logo in all digital event platform elements
- Gold Sponsor, if a business, will be included in the National Corporate Champions program
  - All National Corporate Champions are recognized in the 2020 Annual Report, at the 2021 Volunteer Leadership Conference, Spring 2021 Impact Newsletter and on [www.cff.org](http://www.cff.org)

## SILVER SPONSORSHIP \$50,000

- Recognition full-page acknowledgement in digital program book including a 15 second video
- Company recognized by logo in all digital event platform elements

## BRONZE SPONSORSHIP \$25,000

- Recognition full-page acknowledgement in digital program book
- Company recognized by logo in all digital event platform elements

<b>PATRON SPONSORSHIP</b>	\$15,000
<b>PIPELINE SPONSORSHIP</b>	\$10,000
<b>ROSE SPONSORSHIP</b>	\$6,500

Sponsor recognition by name and support level in the digital National Breath of Life Celebration program book

# Breath of Life Celebration



Donate online at [events.cff.org/NYCBreathofLifeGala](https://events.cff.org/NYCBreathofLifeGala) OR complete this form and send it to:

Cystic Fibrosis Foundation  
Greater New York Chapter  
33 East 33rd Street, Suite 1101  
New York, NY 10016  
212-986-8783

For more information please contact  
Margie Ostrower MOstrower@cff.org  
Michelle Hudson MHudson@cff.org

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

- I would love to sponsor this year's virtual event at the following level:
- |                                    |                                    |                                   |                                   |
|------------------------------------|------------------------------------|-----------------------------------|-----------------------------------|
| <input type="checkbox"/> \$250,000 | <input type="checkbox"/> \$100,000 | <input type="checkbox"/> \$50,000 | <input type="checkbox"/> \$25,000 |
| <input type="checkbox"/> \$15,000  | <input type="checkbox"/> \$10,000  | <input type="checkbox"/> \$6,500  |                                   |

I am unable to attend but enclosed is my tax-deductible contribution of \$ \_\_\_\_\_

My tax-deductible gift will be matched by my employer

Enclosed is my check, payable to the Cystic Fibrosis Foundation (Check # \_\_\_\_\_)

VISA     AMEX     MASTERCARD     DISCOVER

Name (as it appears on card) \_\_\_\_\_

Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

*Sponsorship of the National Breath of Life Celebration supports the mission of the Cystic Fibrosis Foundation. This signature authorizes the Cystic Fibrosis Foundation to charge the credit card number the stated and agreed upon amount. The credit card information on the bottom of this form will be securely destroyed immediately after processing.*