



2020 SPONSORSHIP OPPORTUNITIES

5th Annual Charlottesville's Finest Campaign & Brewer's Ball

2020 Finest Campaign | January – June 2020
Brewers Ball Event | Thursday, June 11, 2020 · 7-11 PM
IX Art Park · Charlottesville, Virginia

<https://finest.cff.org/brewersballville>



Fall 2019

On Thursday, June 11, 2020, the Cystic Fibrosis Foundation, Virginia Chapter will celebrate its fifth year in Charlottesville with a campaign honoring the area's *Finest* young business and community leaders.

In the campaign's five-year history, the Charlottesville community has come together to recognize and honor sixty (60) of Charlottesville's finest young leaders and has raised over \$296,000 to support the CF Foundation's mission. In 2020, fifteen (15) new Charlottesville's Finest will receive this distinction, and we hope to net six-figures for the first time to move us closer to a cure for CF.

We invite you to join us in celebrating these future leaders as a sponsor of the Cystic Fibrosis Foundation and the Finest campaign from January to June, or to sponsor the culminating Brewers Ball event on June 11, 2020. Sponsors are also invited to nominate a colleague or client as a Finest Honoree (deadline for submission for the 2020 campaign is November 1, 2020).

Many in the medical research field believe that a cure for cystic fibrosis is within reach in the next 20 years—and when that happens, you will be able to say you were a part of making CF stand for "Cure Found."

Thank you for your consideration.

Our warmest regards,



Terri Q. Quinan
Executive Director
804.527.1500 Office
tquinan@cff.org



Cecil Banks
Chair, Charlottesville's Finest/Brewer's Ball Committee
804.398.0579 Cell
banks.cecil@gmail.com

Cystic Fibrosis Foundation | Virginia Chapter

804.527.1500 | 7202 Glen Forest Drive | Suite 102 | Richmond, Virginia 23226
www.cff.org/virginia

**2020
Nominations
Now Being
Accepted**

**2019
Charlottesville's
Finest
Honorees**

Jeffrey Bloem
Murphy & Rude

Geneva Hodges
UVA Health

Matt Kirby
UVA Baseball

Michaela Lieberman
Legal Aid Justice Center

Ellie (Cooke) Stoneking
UVA

Doran Tremblay
UVA

Kevin Lonabaugh
UVA Health

Charlie Santiuste
*S&P Global Market
Intelligence*

Chris Schenkkan
CFRA Research

Rob Schmidt
ChartIQ

Dalainna Vizzier
Customink

Caroline Wilke
The Covenant School

Scott Williams
Camp4Real

Thank you to our 2019 Finest & Brewers Ball Sponsors



QIM
QUANTITATIVE
INVESTMENT
MANAGEMENT



Sarah C. Webb

S&P Global
Market Intelligence



Media Sponsor

This is our town.

The **MISSION** of the Cystic Fibrosis Foundation is to **CURE CYSTIC FIBROSIS** and to provide all people with the disease the **OPPORTUNITY TO LEAD FULL, PRODUCTIVE LIVES** by funding **RESEARCH AND DRUG DEVELOPMENT**, promoting **INDIVIDUALIZED TREATMENT** and ensuring **ACCESS TO HIGH-QUALITY, SPECIALIZED CARE**.



2020 Finest & Brewer's Ball Committee

Cecil Banks
Chair

Rob Schmidt
Vice-Chair

Lauren Ahrens

Cailin Collier

Margaret Fisher

Matt Kirby

Eileen Krepkovich

Rhonda List

Charlie Santiuste

Lynsie Steele

Shannon Thomas

Dave Warwick

Caroline Wilke

CF Ambassador

Jared List

Ella Balasa (Richmond)

CF Foundation State Council

Colleen Chulis
Lindy Kastendike

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 over the past 60 years in 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 with cystic fibrosis.

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 years ago, most children did not live long enough to attend elementary school, but thanks to CF Foundation-based research and care, the median survival age of people with CF is now into the 40's.

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

2020 CHARLOTTESVILLE'S FINEST & BREWER'S BALL

5TH ANNUAL CELEBRATION OF CHARLOTTESVILLE'S FINEST BEER, FOOD & PEOPLE

campaign + event overview

The Cystic Fibrosis Foundation's Charlottesville's Finest and Brewer's Ball campaign honors and recognizes the city's most accomplished, innovative, and emerging young leaders for joining in the fight to end CF.

CFF Finest Honorees are competitively selected based on their exemplary leadership, business and professional successes, spheres of influence, and philanthropic spirit to raise money and awareness for CFF. Honorees participate in a six-month campaign during which time they learn about CF and the work of the CF Foundation, raise money to help advance innovative research, care, and treatment for those living with CF, and commit to raising a minimum of \$2,500 for the CF Foundation. Honorees are recognized at a campaign kickoff party and participate in ongoing networking and professional development opportunities throughout the campaign. Sponsors of the Finest campaign can host campaign events and receive recognition at campaign events and at the Ball.

Honorees are recognized at the end of the Finest campaign a culminating event, the **Brewer's Ball**— a who's who gathering of young professional guests, community leaders, and local craft breweries/cideries/restaurants, who come together for one night to make a positive local impact and support the CFF mission to provide those living with CF the opportunity to lead full, productive lives. Brewers Ball sponsors will be recognized at the June event and at the kickoff party in March. Additional opportunities for sponsorship of the Brewers Ball include food and beverage sponsors and in-kind sponsorships through support for the event and the Live and Silent auctions.

WHAT 2020 Brewer's Ball: A Celebration of Charlottesville's Finest Brews, Food & People

WHEN Thursday, June 11, 2020 • 7:00 to 11:00 PM • VIP Reception + Lounge Open at 6 PM

WHERE IX Art Park • 963 E. 2nd Street, Charlottesville, Virginia

WHO Charlottesville's top young business and community leaders, local craft breweries, cideries, and distilleries, area restaurants/chefs, local CF ambassadors, and 500 event guests

WHY To support the Cystic Fibrosis Foundation's mission to cure cystic fibrosis and to provide *all* people with the disease the opportunity to lead full, productive lives by funding research and drug development, promoting individualized treatment, and ensuring access to high-quality, specialized care

TICKETS \$75 per person (\$58 tax-deductible) | \$150 VIP ticket per person (\$131 tax-deductible)

Tickets will be available to purchase online starting Jan 1, 2020 at <https://finest.cff.org/brewersballcville>

Note | 2020 Brewers Ball tickets will be available for purchase in January 2020. Ticket prices may change; check back. **VIP Ticket** includes early admission (6PM) and VIP Lounge access with specialty drink/food offerings, A/C, lounge area, and a special tasting glass give-away.

SOCIAL [Like | Follow | Share @ Facebook.com/BrewersBallCville](#) @CFF-Virginia | [Instagram @BrewersBallCVL](#) @CFF_Virginia | [Twitter.com/BrewersBallCVL](#) @BrewersBallCville @CFF_VA

As a 2020 Charlottesville's Finest & Brewer's Ball sponsor, you will help move us closer to a world without cystic fibrosis.

WHY SUPPORT THE FOUNDATION?

Many people with CF are living long enough to realize their dreams of attending college, pursuing careers, getting married, and having children. This is due in large part to the work of the Foundation and the amazing CF community. We helped discover the gene that causes CF, created a state-of-the-art model for CF care, and have funded groundbreaking research. But we're not done. We are working every day to build on this incredible momentum, and we won't stop until there is a cure for *all* people living with CF.



Despite tremendous progress, we are not yet done. Our story will not be finished until we have achieved normal life spans and have a cure for 100 percent of people with CF.

Research Advances

Drugs that treat the genetic cause of CF are rapidly becoming available to more individuals as a result of the CF Foundation's efforts. There are now three FDA-approved therapies that treat the basic defect in cystic fibrosis for more than half of the population.

Perhaps most exciting, more and more people will be helped by these treatments in coming years.

In fact, by 2026, we expect that close to 95 percent of people with CF will benefit from similar drugs.

Better Today's

In addition to adding tomorrows by pursuing innovative treatments, we're also committed to helping people with CF live the best lives that they can today. Along with new therapies and a one-time cure, we're still steadfast in our efforts to develop treatments that address the symptoms of CF. We are continuing to invest in CF care by increasing our support for the 120 centers in our innovative care network, with a focus on adult care and mental health. And we're actively focused on lung transplant initiatives for the many adults with CF who need them. We are enabling efforts by and for people with CF. And we're working diligently in the policy arena to ensure that people with CF have access to the care they need. In addition, CF Foundation *Compass*, exists to help people with CF and their families with insurance, financial, legal and other complex issues they are facing.

A Cure for All

But we don't just want to treat CF. We want to end CF – for everyone, including those with rare or nonsense mutations. To bring that vision to life, we are focused on a very high-tech and experimental process called gene editing. Gene editing will remove the genetic mutation that causes CF and replace it with a normal sequence of DNA. Research into using gene editing to cure CF is already underway. Although there are many hurdles, with time and continued effort, we believe we will see a permanent, one-time cure in our lifetimes.

We need your involvement now as much as ever before to reach our goal of a cure for *all* people living with CF.

finest campaign | sponsorship opportunities

sponsorship levels + benefits	\$20,000 Finest Presenting Sponsor	\$10,000 Finest & CFF Mission Sponsor	\$7,500 Finest Kickoff Party Sponsor	\$6,000 Finest Professional Development Sponsor	\$5,000 Finest Bid for a Cure Sponsor	\$3,000 Finest Networking Sponsor	\$2,500 Finest Honoree Sponsor	\$1,500 Honoree Fundraising Support Sponsor
<i>Tax-deductible amount</i>	(\$19,620)	(\$9,734)	(\$7,272)	(\$5,810)	(\$4,848)	(\$2,898)	(\$2,432)	(\$1,500)
Opportunity to Support Young Innovators & Leaders in the Community	✓	✓	✓	✓	✓	✓	✓	
Tickets to the Brewer's Ball Event 6/13 (as desired)	✓ ₂₀	✓ ₁₄	✓ ₁₂	✓ ₁₀	✓ ₈	✓ ₆	✓ ₄	
Recognition at campaign events as a Finest Honoree Sponsor	✓	✓	✓	✓	✓	✓	✓	✓
Recognition & Company Branded Logo in C-VILLE Weekly (May-June)	✓ Premier placement	✓ Premier placement	✓ Premier placement	✓	✓	✓	Name listing	Name listing
Company Branded Logo on Finest Campaign Website	✓	✓	✓	✓	✓	✓	Name listing	Name listing
Company Branded Logo on Night-Of Signage & AV Presentation	✓	✓	✓	✓	✓	✓	Name listing	Name listing
Recognition at Kickoff Party & Brewers Ball VIP Reception	✓	✓	✓	✓	✓	✓	✓	
Opportunity to Host of Sponsor Professional Development Talk for Honorees	✓ ₂	✓ ₂	✓ ₂	✓ ₁	✓ ₁	✓ ₁	✓ ₁	✓ ₁
Company Branded Logo on Honoree Signs at the Ball	✓	✓	✓	✓	✓	✓		
Company-Branded Logo on Honoree Awards	✓	✓	✓	✓	✓	✓		
Opportunity to Host Finest Campaign Kickoff Party Common House (March)	✓	✓	✓	✓	✓	✓		
Speaking Opportunity at Campaign Kickoff Party Common House (March)	✓	✓	✓	✓				
Designation of Gift as Fundraising Incentive for Honorees								✓
Campaign Presented By... Sponsor Recognition	✓							

ADDITIONAL BREWERS BALL EVENT SPONSORSHIP OPPORTUNITIES

● Brewers Ball Event Sponsorship Opportunities Available – please reach out for additional information and details (klayton@cff.org, 804.527.1500)

brewers ball event | sponsorship opportunities

sponsorship levels + benefits	\$20,000 Presenting Sponsor	\$10,000 Mission Sponsor	\$7,500 Brews & Food Sponsor	\$6,000 VIP Sponsor	\$5,000 Bid for a Cure Sponsor	\$3,000 Auctions Sponsor	\$2,500 Honoree Sponsor	\$1,500 Music Sponsor	\$1,000 Honoree Fundraising Sponsor
<i>Tax-deductible amount</i>	(\$19,620)	(\$9,734)	(\$7,272)	(\$5,810)	(\$4,848)	(\$2,898)	(\$2,432)	(\$1,466)	(\$1,000)
Event Attendance (# of Guests)	✓ 20	✓ 14	✓ 12	✓ 10	✓ 8	✓ 6	✓ 4	✓ 2	N/A
Recognition from the Stage	✓	✓	✓	✓	✓	✓	✓	✓	
Recognition & Company Branded Logo in C-VILLE Weekly Ad (June)	✓ Premier placement	✓ Premier placement	✓ Premier placement	✓	✓	✓	Name listing	Name listing	
Company Branded Logo on Event Website, e-Invitation, & Social Media	✓	✓	✓	✓	✓	✓	Name listing	Name listing	
Company Branded Logo on Night-Of Signage & AV Presentation	✓	✓	✓	✓	✓	✓	Name listing	Name listing	
Recognition at VIP Reception (6 PM)	✓	✓	✓	✓	✓	✓	✓		
Opportunity to Host Professional Talk for Honorees	✓	✓	✓	✓	✓	✓	✓		
Company Branded Logo on Additional Night-Of Materials	✓ Tasting Cups	✓ Tasting Cups /VIP Lounge	✓ Tasting Cups /VIP Lounge	✓ VIP Lounge	✓ Bid Cards & Signage	✓ Auction Signage			
Company-Branded Logo Projected On Tent	✓	✓	✓	✓ VIP Lounge	✓				
VIP Lounge Access Private VIP lounge access w/ special beer/cocktails, gift, AC/fans, early access (6 PM)	✓ 20	✓ 14	✓ 12	✓ 10	✓ 8				
Speaking Opportunity from the Stage	✓	✓	✓	✓ VIP Reception					
Acknowledgement (Digital)	✓	✓	✓						
Designation of Gift as Fundraising Incentive for Honorees									✓
Presented By Sponsor Recognition	✓								

ADDITIONAL OPPORTUNITIES

- Honoree Fundraising Sponsor | \$1,000 | Designation of gift as an Honoree fundraising incentive on social media (100% tax deductible)
- Host Sponsor | \$800 Block of 12 Tickets [Save \$100] (\$596 tax deductible) | \$1,600 Block of 12 VIP Tickets [Save \$200] (\$1,372 tax-deductible)
- In-Kind sponsorships | printing | entertainment | auctioneer | décor | food | beer/wine/cocktails | auctions

Sponsorship Commitment Form



SPONSOR / COMPANY NAME _____

Please list company name exactly as you would like it to appear in recognition of your sponsorship support.

Contact Name / Title _____

Address _____

City _____

State _____

Zip _____

Phone # _____

Fax # _____

Email _____

SELECT PREFERRED SPONSORSHIP TYPE

- Finest Campaign & Brewers Ball Sponsor
 Finest Campaign Sponsor only
 Brewers Ball Event Sponsor only

BREWER'S BALL EVENT SPONSORSHIP

- Presenting Sponsor • \$20,000 (\$19,620 tax-deductible)
 Mission Sponsor • \$10,000 (\$9,734 tax-deductible)
 Brews Sponsor • \$7,500 (\$7,272 tax-deductible)
 VIP Sponsor • \$6,000 (\$5,810 tax-deductible)
 Bid for a Cure Sponsor • \$5,000 (\$4,848 tax-deductible)
 Auctions Sponsor • \$3,000 (\$2,898 tax-deductible)
 Honoree Sponsor • \$2,500 (\$2,432 tax-deductible)
 Music Sponsor • \$1,500 (\$1,466 tax-deductible)

BREWERS BALL TICKETS | EVENT HOSTS

- Ticket \$75 x ____ = \$____.00 (\$58 tax-deductible per ticket)
 Host Sponsor (12 Tickets) \$800 (\$596 tax-deductible)

FINEST CAMPAIGN & HONOREE SPONSORSHIP

- Finest Presenting Sponsor • \$20,000 (\$19,620 tax-deductible)
 Finest Mission Sponsor • \$10,000 (\$9,734 tax-deductible)
 Finest Kickoff & Recognition Sponsor • \$7,500 (\$7,272 tax-deductible)
 Finest Professional Development Sponsor • \$6,000 (\$5,810 tax-deductible)
 Finest Bid for a Cure Sponsor • \$5,000 (\$4,848 tax-deductible)
 Finest Networking Sponsor • \$3,000 (\$2,898 tax-deductible)
 Finest Honoree Sponsor • \$2,500 (\$2,432 tax-deductible)
 Finest Fundraising Support Sponsor • \$1,500 (100% tax-deductible)
 Nominate a Charlottesville's Finest Honoree
 Additional info and a Nomination Form will be provided.

GENERAL DONATION

- I am / we are unable to sponsor but want to make a tax-deductible general donation of: \$_____ (100% tax-deductible)

- VIP Ticket \$150 x ____ = \$____.00 (\$131 tax-deductible per ticket)
 VIP Host Sponsor (12 VIP Tickets) \$1,600 (\$1,372 tax-deductible)

VIP TICKET includes event admission an hour early at 6:00 pm and exclusive access all night to a private VIP lounge area with couches, VIP-only food and beverage offerings, A/C (weather dependent/as needed), and VIP tasting cup. Only 20-25 individual VIP tickets will be sold; first-come, first-served basis.

GUEST NAME(S) Please enter your guest(s) name(s)/email address(es) _____

PAYMENT

- Check enclosed (payable to "Cystic Fibrosis Foundation") Please send invoice Please call for payment: _____
 Paid online at: <https://Finest.cff.org/brewersballville> (please indicate date paid: _____)
 Credit Card Payment | Number: _____ Type: _____ Expiration Date: _____

Total amount to charge: \$_____.00 Name on Card: _____

Billing Address (if different from above): _____

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.

PLEASE EMAIL, FAX OR MAIL FORM TO: Katherine Layton, klayton@cff.org, 804.527.0016 (fax), 7202 Glen Forest Drive, 102, Richmond, Virginia 23226

IMPORTANT NOTE ON ATTENDANCE AT FOUNDATION EVENTS | To reduce the risk of getting and spreading germs at CF Foundation-sponsored events, we ask that everyone follow basic best practices by regularly cleaning your hands with soap and water or with an alcohol-based hand gel, covering your cough or sneeze with a tissue or your inner elbow and maintaining a safe 6-foot distance from anyone with a cold or infection. Medical evidence shows that germs may spread among people with CF through direct and indirect contact as well as through droplets that travel short distances when a person coughs or sneezes. These germs can lead to worsening symptoms and speed decline in lung function. To further help reduce the risk of cross-infection, the Foundation's attendance policy recommends that all people with CF maintain a safe 6-foot distance from each other at all times while attending an outdoor Foundation-sponsored event.

The Cystic Fibrosis Foundation has unrestricted financial reserves of about 13 times its 2018 budgeted expenses following a one-time royalty sale in 2014. These funds, along with the public's continuing support, are needed to help accelerate our efforts to pursue a cure for this fatal disease, fund development of new therapies, and help all people with CF live full, productive 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.

FINANCIAL STATEMENTS AVAILABLE AT STATE DIVISION OF CONSUMER AFFAIRS, DEPARTMENT OF AGRICULTURE AND CONSUMER SERVICES, P.O. BOX 1163, RICHMOND VA, 23218.