



# 2019 SPONSORSHIP OPPORTUNITIES

## **BREATH OF LIFE GALA**

Saturday, October 12, 2019  
MILWAUKEE PUBLIC MUSEUM  
800 W Wells St, Milwaukee, WI 53233

## **CFF WISCONSIN CHAPTER**

400 S. Executive Drive, Suite 109, Brookfield, WI 53005  
(262) 798-2060  
[www.cff.org/Wisconsin](http://www.cff.org/Wisconsin)

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**.



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 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 years ago, most children did not live long enough to attend elementary school, but thanks to 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 young lives every day.**

## 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 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 that goal.**

# sponsorship

## *An elegant evening in support of an important mission*

On **SATURDAY, OCTOBER 12, 2019**, supporters of the Cystic Fibrosis Foundation will gather together for a magical evening to change the future for those with cystic fibrosis (CF).

Join CFF at **MILWAUKEE PUBLIC MUSEUM** as we raise funds to help eliminate CF, a life-threatening genetic disease that affects the lungs and digestive systems in 30,000 children and adults in the United States. Ten million Americans – or one in 31 people – carry the defective CF gene. Currently, there is NO cure.

Guests will be treated to a fabulous black-tie celebration, starting with a cocktail and hors d'oeuvres reception beginning at 6:00 PM, followed by a delicious sit-down dinner, fantastic live auction and program, dessert and dancing. This extraordinary evening is full of entertainment and touching insight into the lives of those living with CF.

This event supports our 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. This funding has helped expand the CF drug development pipeline to more than 30 potential lifesaving CF therapies. This expanded pipeline represents more possibilities for finding a cure and a control to this disease than in the cumulative history of CF Foundation's funded research. Any one of these therapies, or a combination of drugs, could make a significant difference in the lives of those battling CF.

### **MAKE A DIFFERENCE ~ JOIN US TO HELP MAKE HISTORY!**

We invite you to be a part of this year's event by supporting the Cystic Fibrosis Foundation and the annual Gala as an event sponsor. We look forward to seeing you for this special evening.

For updated event information, please visit our event webpage at:  
[events.cff.org/wibreathoflife2019](https://events.cff.org/wibreathoflife2019).



## **2019 PARTICIPATION OPPORTUNITIES:**

### **PREMIER SPONSOR \$15,000 (\$11,400 is tax-deductible)**

#### ***Recognition Benefits Include:***

- Three reserved tables with premium seating (30 tickets)
- Opportunity for your company to provide an approved one-page letter in the event book
- Company logo identification on all printed materials and Breath of Life Gala web site / CFF Wisconsin Facebook page
- Audio and visual recognition during event
- Two-page center spread acknowledgement in program book

### **PRESENTING SPONSOR \$10,000 (\$7,600 is tax-deductible)**

#### ***Recognition Benefits Include:***

- Two reserved tables with premium seating (20 tickets)
- Event will be recognized as the CFF Breath of Life Gala presented by “Your Company Name”
- Company logo identification on printed materials and Breath of Life Gala web site / CFF Wisconsin Facebook page
- Audio and visual recognition during event
- One full-page acknowledgement in program book

### **AUCTION SPONSOR \$7,500 (\$6,300 is tax-deductible)**

#### ***Recognition Benefits Include:***

- Company logo in pre / post event collateral, including the event invitation and program
- Company logo incorporated into the hour-long live auction visual presentation
- Company logo incorporated on all silent auction bid boards
- One reserved table (10 tickets)
- One full-page acknowledgement in program book

### **SITE SPONSOR \$5,000 (\$3,800 is tax-deductible)**

#### ***Recognition Benefits Include:***

- One reserved table with premium seating (10 tickets)
- Official sponsorship recognition during the event evening
- Logo identification on all printed materials, including evening presentation
- Half-page acknowledgement in program book

### **TABLE OF 10 \$3,000 (\$1,800 is tax-deductible)**

- One reserved table with premium seating (10 tickets)

### **INDIVIDUAL TICKET \$400 (\$280 is tax-deductible)**

### **FULL-PAGE PROGRAM ACKNOWLEDGEMENT \$1,000 (100% tax-deductible)**

### **HALF-PAGE PROGRAM ACKNOWLEDGEMENT \$500 (100% tax-deductible)**

# 2019 Breath of Life Gala Agreement

Please RSVP by  
September 13

## I would like to participate at the following level:

- Premier Sponsor at \$15,000 (\$11,400 tax-deductible)  
 Presenting Sponsor at \$10,000 (\$7,600 tax-deductible)  
 Auction Sponsor at \$7,500 (\$6,300 tax-deductible)  
 Site Sponsor at \$5,000 (\$3,800 tax-deductible)  
 Table of 10 at \$3,000 (\$1,800 tax-deductible)  
 Individual Ticket(s) \_\_\_\_\_ (number of tickets) x \$400 each (\$280 tax-deductible per ticket)  
 Full-Page Acknowledgement at \$1,000 (100% tax-deductible)  
 Half-Page Acknowledgement at \$500 (100% tax-deductible)

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

## Contact Information:

Contact Name: \_\_\_\_\_ Company: \_\_\_\_\_  
Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## Payment Information:

- Enclosed is my check, payable to the Cystic Fibrosis Foundation  
 I've paid my sponsorship online at: [events.cff.org/wibreathoflife2019](https://events.cff.org/wibreathoflife2019)  
 Please send me an invoice  
 Please bill my credit card this amount: \$ \_\_\_\_\_  
Account number: \_\_\_\_\_ Expiration date: \_\_\_\_\_  
Name on card: \_\_\_\_\_ Signature: \_\_\_\_\_

*(This signature authorizes the Cystic Fibrosis Foundation to charge the credit card number above the stated and agreed upon amount.)  
(The credit card information on this form will be securely destroyed immediately after processing.)*

## Send completed form to:

CFF, Attn: Breath of Life Gala, 400 S. Executive Drive, Suite 109, Brookfield, WI 53005  
(CFF contact: Lola Wells at [LWells@cff.org](mailto:LWells@cff.org) / 262-798-2060)

**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 inviting only one person with CF to an indoor Foundation-sponsored event at a specific time.

*The Cystic Fibrosis Foundation has unrestricted financial reserves of about 10 times its budgeted 2019 annual 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 lifelong 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](mailto:info@cff.org) or call 1-800-FIGHT-CF.*

*A financial statement of the Cystic Fibrosis Foundation disclosing assets, liabilities, fund balances, revenue and expenses for the preceding fiscal year will be provided upon request.*

