



BREATH OF LIFE

Gala

CYSTIC FIBROSIS FOUNDATION

Saturday, February 29, 2020

Four Seasons Hotel

757 Market Street, San Francisco



SPONSORSHIP OPPORTUNITIES



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.



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, people with CF are now living into their 40s.

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

BREATH OF LIFE
Gala
CYSTIC FIBROSIS FOUNDATION

Sponsorship and Event Opportunities

Presenting Sponsor

\$25,000

(1 available)

\$17,960 Tax Deductible

- Three reserved tables with signage (30 seats)
- 2 overnight rooms at the Four Seasons Hotel
- Overnight valet parking for 2 cars
- Logo on Front Cover of Program Book
- Audio & visual recognition at the event as a "Presenting Sponsor"
- Web & social media recognition as a "Presenting Sponsor"

Platinum Sponsor

\$15,000

(1 available)

\$10,535 Tax Deductible

- Two reserved tables with signage (20 seats)
- 1 overnight room at the Four Seasons Hotel
- Full Page Acknowledgement in Inside Front Cover of Program Book
- Audio & visual recognition at the event as a "Platinum Sponsor"
- Web & social media recognition as a "Platinum Sponsor"

Gold Sponsor

\$10,000

\$7,980 Tax Deductible

- One reserved table with signage (10 seats)
- Full Page Acknowledgement in Program Book
- Audio & visual recognition at the event as a "Gold Sponsor"
- Web & social media recognition as a "Gold Sponsor"

Silver Sponsor

\$5,000

\$2,980 Tax Deductible

- One reserved table with signage (10 seats)
- Half Page Acknowledgement in Program Book
- Audio & visual recognition at the event as a "Silver Sponsor"

Table

\$3,500

\$1,480 Tax Deductible

- One reserved table (10 seats)

Individual Ticket

\$350

\$148 Tax Deductible

Tomorrow's Leaders

\$210

\$8 Tax Deductible

Program Book Full Page Acknowledgement

\$500

100% Tax Deductible

SIZE: 7.75" (height) x 4.875" (width) black/white

Program Book Half Page Acknowledgment

\$250

100% Tax Deductible

SIZE: 3.75" (height) x 4.875" (width) black/white

An acknowledgement page is a place where you have an opportunity to show your support of the Breath of Life Gala or the CF Foundation.

In-Kind Wine Sponsor

20 Cases of Wine | 10 cases of red/10 cases of white

100% Tax Deductible

- Full Page Acknowledgement in Program Book
- Audio & visual recognition at the event as a "Wine Sponsor"
- Opportunity to provide a tasting experience during reception

In-Kind Sparkling Wine Sponsor

4 Cases of Sparkling Wine

100% Tax Deductible

- Half Page Acknowledgement in Program Book
- Audio & visual recognition at the event as a "Sparkling Wine Sponsor"
- Opportunity to provide a tasting experience during reception

Confirmation of your sponsorship and/or acknowledgment page by **Friday, February 7, 2020** will ensure that it is included as such in the event program.

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|--|---|
| <input type="checkbox"/> Presenting Sponsor \$25,000 <i>1 available</i> (\$17,960 tax deductible) | <input type="checkbox"/> Full Page Acknowledgement \$500 (100% tax deductible) |
| <input type="checkbox"/> Platinum Sponsor \$15,000 <i>1 available</i> (\$10,535 tax deductible) | <input type="checkbox"/> Half Page Acknowledgement \$250 (100% tax deductible) |
| <input type="checkbox"/> Gold Sponsor \$10,000 (\$7,980 tax deductible) | <input type="checkbox"/> Individual Ticket \$350 (\$148 tax deductible) # ___ of tickets |
| <input type="checkbox"/> Silver Sponsor \$5,000 (\$2,980 tax deductible) | <input type="checkbox"/> Tomorrow's Leaders \$210 (\$8 tax deductible) # ___ of tickets |
| <input type="checkbox"/> Table \$3,500 (\$1,480 tax deductible) | <input type="checkbox"/> In-Kind Wine Sponsor (100% tax deductible) |
| | <input type="checkbox"/> In-Kind Sparkling Wine Sponsor (100% tax deductible) |

Contact Information

Company: _____

Name: _____

Title: _____

Phone: _____

Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Payment Information

I wish to make a donation of \$: _____

Please invoice Please charge my card \$: _____

Check enclosed, payable to: Cystic Fibrosis Foundation

Card Holder Name: _____ Signature: _____

Credit Card Number: _____ Exp: _____

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.

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 2019 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.