2020 Richmond’s Finest Campaign
SPONSORSHIP OPPORTUNITIES
Culminating Brewers Ball Event
Thursday, October 15, 2020

HTTPS://FINEST.CFF.ORG/RICHMOND
Spring 2020

This fall 2020, the Cystic Fibrosis Foundation, Virginia Chapter will celebrate its seventh year recognizing and honoring a group of young business and community leaders from the Richmond area for joining in the fight to help support innovative research and care to improve the lives of individuals living with cystic fibrosis. These individuals raise funds and awareness for the Cystic Fibrosis Foundation and are celebrated at a culminating Brewers Ball event at the Virginia War Memorial – this year, on Thursday, October 15, 2020 (new date) – to mark the end of the campaign.

We invite you to join us in support of these young leaders and the mission of the Foundation as a campaign or event sponsor. For your consideration and review, enclosed please find our 2020 sponsorship opportunities and benefits, along with comprehensive information about the campaign, the culmination Brewers Ball, and an overview of the work of the Cystic Fibrosis Foundation.

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

Thank you for your consideration,
The Cystic Fibrosis Foundation – Virginia Chapter invites YOU to help improve the lives of 30,000 children and adults with cystic fibrosis as a 2020 Richmond’s Finest campaign Sponsor.

The Cystic Fibrosis Foundation’s Finest campaign honors and recognizes the Richmond area’s most accomplished, and innovative emerging young leaders.

Honorees are competitively selected based on their leadership, successes, and philanthropic spirit – and commit to raising funds to support the Cystic Fibrosis Foundation mission to cure cystic fibrosis and provide all people with CF the opportunity to lead long, fulfilling lives.

Finest sponsors are invited to host or attend campaign events, and speaking opportunities are available.

FINEST CAMPAIGN EVENTS

**THURS, JAN 16**
Campaign Launch and Honoree Meet-and-Greet
1717 Innovation Center

**TUES, FEB 11**
CF Care Center Tour and “CF 101”
VCU Health, Children’s Hospital of Richmond at VCU

**THURS, JULY 30**
Finest Kickoff / Honoree Celebration Party
Quirk Hotel, Richmond

**OCT 15**
2020 Brewers Ball Culmination Event
Virginia War Memorial

**FRI, OCT 16**
Three Notch’d Collaboration Brew Breakfast & Beer Tapping Event

**SAT, NOV 7**
Great Strides Walk – Volunteer or Walk
THE CULMINATION EVENT

Richmond Brewers Ball
A Celebration of Richmond’s Finest Brews, Food, and People

Thursday, October 15, 2020, 7-11 pm (VIP Ticket entry at 6 pm)

Virginia War Memorial · 621 S Belvidere Street, Richmond

Richmond’s top young professionals and community leaders, campaign and event sponsors, local craft breweries, cideries, and distilleries, area restaurants/chefs, local CF ambassadors, and approximately 500 guests.

Attend a fun event featuring central Virginia’s finest brews, food, and people and recognizing the 2020 class of Richmond’s Finest Honorees, while supporting the Cystic Fibrosis Foundation 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, partnering with the CF community, and advancing high-quality, specialized care. www.cff.org

SOCIAL

FACEBOOK @BrewersBallRVA
INSTAGRAM @BrewersBallRVA
LINKED IN @Cystic Fibrosis Foundation

TICKETS

$75 per person ($58 tax deductible) | $125 VIP* Ticket ($103 tax deductible)
$800 x 12 Tickets ($596 tax deductible) | $1,200 x 12 VIP* Tickets ($936 tax deductible)

* VIP ticket includes 6PM entry, VIP Lounge access with couches, A/C, VIP tasting glass, special beer/cocktail offerings, and more. Limited availability on first-come, first-served basis.

HTTPS://FINEST.CFF.ORG/RICHMOND

INTERESTED IN SPONSORING THE BREWERS BALL EVENT?

BREWERS BALL EVENT SPONSORSHIP OPPORTUNITIES AVAILABLE, INCLUDING:

$10,000 Presenting Sponsor
$7,500 Brews & Food
$5,000 Bid for a Cure
$4,000 to $1,000 At-Event Recognition

$9,736 tax-deductible
$7,280 tax-deductible
$4,824 tax-deductible
$3,858 to $966 tax-deductible

Twelve (12) VIP Tickets
Ten (10) Brewers Ball VIP Tickets Recognition on Tasting Cups / Tables
Eight (8) Brewers Ball VIP Tickets Recognition from Stage & Bid Wall/Bling
Six (6) VIP to Two (2) Brewers Ball Tickets, Recognition Based on Level/Preference
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.

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<th>levels + benefits</th>
<th>$20,000</th>
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| Tax-deductible amount | ($19,340) | ($14,560) | ($9,736) | ($4,824) | ($2,912) | ($1,432) |

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<tr>
<th>Tickets + Recognition at Brewers Ball Event Thurs, Oct 15, 2020</th>
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<td>30 VIP Tickets</td>
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<th>Attendance + Recognition at All Campaign Events</th>
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<th>Recognition + Company-Branded Logo in Richmond Magazine</th>
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<td>✓ Premier Placement</td>
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<th>Company-Branded Logo on Finest Campaign + Event Materials</th>
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| Opportunity to Host Finest Networking or Leadership Development Event for 2020 Finest Honorees |
|-------------------------------------------------------------------------------------------------
| ✓ | ✓ | ✓ | | |

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<th>Speaking Opportunity at Campaign Events Inclusion dependent on event/s date/s &amp; commitment</th>
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<td>✓ All Events</td>
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**BENEFITS FOR YOUR COMPANY**

- Position your brand well in local communities and create connections with consumers;
- Align with a results-driven organization where your support makes an impact;
- Unites colleagues, and builds leadership.
sponsorship commitment form
Sponsorship of the Finest campaign supports the mission of the Cystic Fibrosis Foundation

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__

FINEST CAMPAIGN SPONSORSHIP

☐ Premier Sponsor • $20,000 ($19,340 tax-deductible)
☐ Platinum Sponsor • $15,000 ($14,560 tax-deductible)
☐ Gold Sponsor • $10,000 ($9,736 tax-deductible)
☐ Silver Sponsor • $5,000 ($4,824 tax-deductible)
☐ Bronze Sponsor • $2,500 ($2,912 tax-deductible)
☐ Champion Sponsor • $1,500 ($1,432 tax-deductible)

GENERAL DONATION

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

GUEST NAME(S)
Please enter your guest/name(s) and email address/es. Sponsors will be provided a guest form closer to the date of the event.

__________________________________________________ ______________________________________
__________________________________________________ ______________________________________
__________________________________________________ ______________________________________

FINEST HONOREE RECOGNITION Please direct my sponsorship to the following Richmond’s Finest Honoree: __________________________
Note: Sponsors are invited to nominate a Finest Honoree for the current and/or following year (based on availability); reach out to CFF for additional details.

PAYMENT

☐ Check enclosed (payable to “Cystic Fibrosis Foundation”) ☐ Please send invoice ☐ Please call for payment: __________________________
☐ Paid online at: https://Finest.cff.org/Richmond (please indicate date paid: ________ )
☐ Credit Card Number (☐ Personal or ☐ Business): _______________________________ 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, Suite 102, Richmond, Virginia 23226
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.

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.

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

ABOUT CYSTIC FIBROSIS

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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.
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 for a cure.

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.

Desi and her mom, Jamie

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.

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 attend the indoor portion of a Foundation-sponsored event at a specific time. For the outdoor portion, the Foundation recommends that all people with CF maintain a safe 6-foot distance from each other at all times.

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 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.