

CORKS KEGS

CYSTIC FIBROSIS FOUNDATION

2020 SPONSORSHIP OPPORTUNITIES

CORKS & KEGS

Featuring New Leaders of Des Moines

Friday, November 6th, 6:30 – 9:30 PM

VIP Entrance at 5:30 PM

Des Moines University | Olsen Center

<https://events.cff.org/corksandkegsia>

Cystic Fibrosis Foundation

Iowa Chapter

1501 42nd St, Suite 230

West Des Moines, IA 50266

515-252-1530 | iowa@cff.org



The mission of the Cystic Fibrosis Foundation is 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.

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 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.

sponsorship

Corks & Kegs, formerly known as the Wine Opener, promises to be a distinctive evening of aromatic wines, craft-brewed beers, and delicious cuisine dishes from Des Moines' finest eateries – all for an incredible cause: to help **find a cure for cystic fibrosis**. Please join us for a celebration of the progress we have made to date, and the work we have yet to do.

Enjoy silent and live auctions, mystery wine auction, and a special musical guest!

Start your evening off at 5:30 PM with our **VIP reception and early entrance to the event** at DMU with specialty cocktail, wine and hors d'oeuvres.

Corks & Kegs will be attended by 400 of Des Moines' **corporate and community leaders**. We hope you will be a part of this unique and mouthwatering culinary experience!



We invite you to be a part of this year's event and join us for an unforgettable evening at Corks & Kegs as an event sponsor.

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.





2020 SPONSORSHIP OPPORTUNITIES

Des Moines University | Des Moines, Iowa

Friday, November 6th

PRESENTING SPONSOR - \$10,000

(one available, \$8,248 tax deductible)

- Company logo and name synonymous with the event for all event materials, i.e. "Corks & Kegs presented by (Company Name)"
- Premier branding on invitations and other pre-event collateral (must be secured by September 18, 2020)
- Opportunity to speak during the program
- Twenty-Four (24) invitations to the VIP Experience
- Three reserved tables including wine and desserts
- Your logo on two live billboards in high-traffic, specifically designated locations (TBD), non-exclusive
- Logo displayed on billboard the day of the event and the day after
- Logo will also be on all electronic photos taken by participants, non-exclusive
- Opportunity to speak with Foundation at TV or Radio interviews about event
- Acknowledgement in the event program and sponsor slide show
- Acknowledgement on social media outlets as well as CF Foundation Iowa event website

UNTIL IT'S DONE SPONSOR - \$8,500

(one available, \$6,748 tax deductible)

- Logo on invitations and other pre-event collateral (must be secured by September 18, 2020)
- Twenty-Four (24) invitations to the VIP Experience
- Three reserved tables including wine and desserts
- Your logo on two live billboards in high-traffic, specifically designated locations (TBD), non-exclusive
- Logo displayed on billboard the day of the event and the day after
- Logo will also be on all electronic photos taken by participants, non-exclusive
- Acknowledgement in the event program and sponsor slide show
- Acknowledgement on social media outlets as well as CF Foundation Iowa event website

CURE SPONSOR - \$5,000

(two available, \$3,832 tax deductible)

- Sixteen (16) invitations to the VIP Experience
- Two reserved tables including wine and desserts
- Acknowledgement in the event program and sponsor slide show
- Acknowledgement on social media outlets as well as CF Foundation Iowa event website

VINEYARD SPONSOR - \$3,500

(\$2,916 tax deductible)

- Eight (8) invitations to the VIP Experience
- One (1) reserved table including wine and desserts
- Acknowledgement in the event program and sponsor slide show
- Acknowledgement on social media outlets as well as CF Foundation Iowa event website

BAR SPOTLIGHT SPONSOR - \$2,500

(one available, 100% tax deductible)

- Sponsor to provide 400 tastings at event
- Your company recognized at the bars
- "Of Choice" signs on display
- Company logo on cocktail napkins
- Acknowledgement on social media outlets as well as CF Foundation Iowa event website

SILENT AUCTION SPONSOR - \$2,500

(one available, 100% tax deductible)

- Your logo exclusively printed on silent auction materials
- Your logo exclusively displayed on silent auction mobile bidding screens
- Company recognized as Silent Auction Sponsor on an email blast sent prior to the event which showcases auction items
- Acknowledgement on social media outlets as well as CF Foundation Iowa event website

PHOTO BOOTH SPONSOR - \$1,500

(one available, 100% tax deductible)

- Your logo exclusively printed on selfie stand wrap.
- Full back page acknowledgement on program book
- Acknowledgement on social media outlets as well as CF Foundation Iowa event website

IMPACT SPONSOR - \$1,000

(\$868 tax deductible)

- Four (4) invitations to the event
- Acknowledgement in the event program and sponsor slideshow
- Company logo on CF Foundation Iowa Facebook page and event website

WINE AUCTION SPONSOR - \$1,000

(one available, 100% tax deductible)

- Your company exclusively recognized at wine auction table
- Company logo attached to each wine bottle
- Half-page acknowledgement in program book
- Acknowledgement on social media outlets as well as CF Foundation Iowa event website



2020 Corks & Kegs Sponsorship Form

Sponsorship of Corks & Kegs supports the mission of the Cystic Fibrosis Foundation

Company Name _____ Contact Name _____

Contact Title _____

Mailing Address _____

City _____ State _____ Zip _____

Phone# _____ Fax# _____

Email _____ Web Address _____

I would like to become a sponsor at the following level:

- Presenting Sponsor \$10,000 (\$8,248 tax deductible)
- Silent Auction Sponsor \$2,500 (100% tax deductible)
- Until It's Done Sponsor \$8,500 (\$6,748 tax deductible)
- Photo Booth Sponsor \$1,500 (100% tax deductible)
- Cure Sponsor \$5,000 (\$3,832 tax deductible)
- Impact Sponsor \$1,000 (\$868 tax deductible)
- Vineyard Sponsor \$3,500 (\$2,916 tax deductible)
- Wine Auction Sponsor \$1,000 (100% tax deductible)
- Bar Spotlight Sponsor \$2,500 (100% tax deductible)

I cannot sponsor but want to make a general donation to the event: _____

Sponsorship Payment:

- Check enclosed (payable to the Cystic Fibrosis Foundation) Please invoice Please call for payment: _____
- Credit Card Payment: Number: _____ Expiration Date: _____

Name on Card: _____ Total amount to charge: _____

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.

Chapter Contact Information:

Kelsey White
1501 42nd Street, Suite 230
West Des Moines, IA 50266

Chapter Phone: 515-252-1530
Chapter Email: iowa@cff.org

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.

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.