

RISING STARS

CYSTIC FIBROSIS FOUNDATION

2020 SPONSORSHIP OPPORTUNITIES

WNY's Rising Stars Virtual Celebration

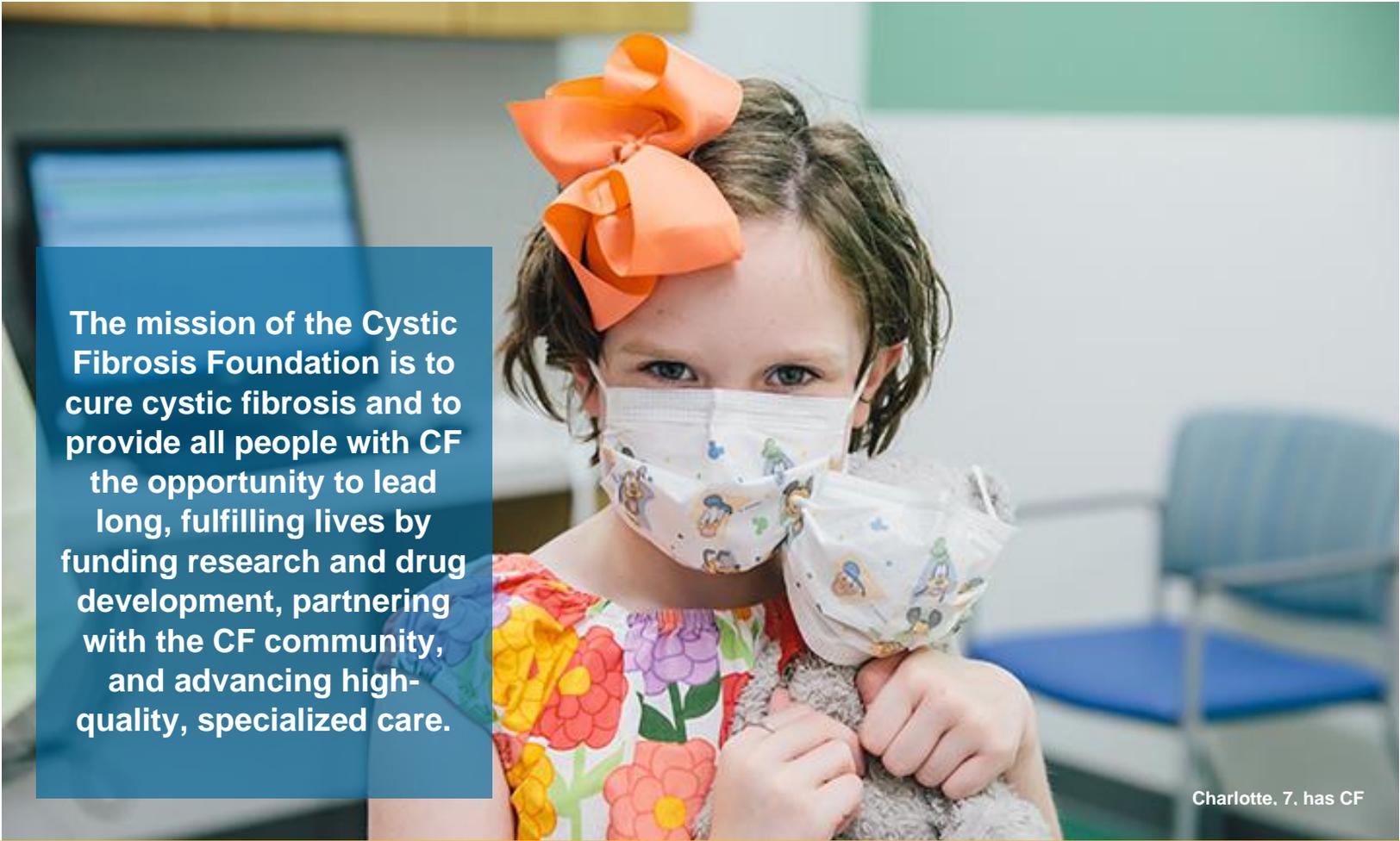
Thursday, November 12, 2020

6:00 pm – 7:30 pm

WNY Chapter

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





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.**

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

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.



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

The Cystic Fibrosis Foundation's Rising Stars virtual celebration is in honor of the Rising Stars Class of 2020, a select group of WNY's elite professionals who have been successful participants in the program. The evening is a "who's who" gathering of honorees who show exemplary leadership, are active in their communities, and have excelled in their profession or business. These leaders are not only making a positive local impact, they're also committed to supporting the Foundation's mission.

Those who participate are given the opportunity to display their community involvement and highlight their professional achievements, while raising funds to provide all people with cystic fibrosis the opportunity to lead full, productive lives.

We invite you to be a part of this year's Rising Stars program and join us in celebrating these leaders by supporting the Cystic Fibrosis Foundation and the WNY's Rising Stars virtual celebration as a 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.

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.



Rising Stars Class of 2019

"We are entering a new era in cystic fibrosis. Working alongside the CF community for the past 65 years, we have achieved unparalleled advances in the treatment and care of cystic fibrosis. We will not rest until we have reached our mission: to cure cystic fibrosis and provide all people with CF the opportunity to lead long, fulfilling lives."

—Michael P. Boyle, M.D., President & Chief Executive Officer



2020 Event Committee

Emily Barber
Committee Chair

Kristen Cavalleri

John Gianadda

Kelly Glosser

Maria Gullo

Heather Johnson

Stephanie Leach

Michaela Kowalick

Amanda Krywy

Denise Orlowski

Christopher Sanchez

Daniel Schlein

Tom Vullo

Margaret Zimmer

Dear Community Leader,

The Cystic Fibrosis Foundation of the Western New York chapter is incredibly proud to continue the tradition of honoring our Rising Stars and we'd love for you to join us in this celebration.

This program is truly something special. I was first introduced to the Cystic Fibrosis Foundation through my sorority, Delta Phi Epsilon. Through the philanthropic initiatives we hosted to support the CF Foundation, my eyes were opened to the daily challenges and victories individuals with cystic fibrosis encountered. I quickly became quite invested in the mission. Upon graduation, I found it imperative that I continue my involvement with the Foundation. In 2018, I became a Rising Star and now proudly serve as Chair of the 2020 Rising Stars program.

The Cystic Fibrosis Foundation (CFF) has had a significant impact on every single person with CF. When founded 65 years ago, most children did not live long enough to attend elementary school. Thanks to Foundation-based research and care, people with CF are now living into their 40s and beyond. In addition to extending lives, the quality of those years has improved dramatically.

A new medication was approved by the FDA in October 2019 that is having an astonishing impact on those able to take it. Story after story will leave you breathless.

One woman went from researching lung transplant options, no longer able to work, and sleeping poorly. With this new medication she is now sleeping through the night, back to her beloved profession as a teacher, and even running a half marathon!

With this new medication, many are saying they can breathe better than they ever let themselves dream of breathing.

If this new medication is so amazing, why do we need your help? Our work is not done. This medication will help about 90% of folks with CF. We need to find an equally effective medication for the remaining 10%.

And most importantly, we don't just want to treat CF, we want to end CF. Although there are many hurdles, with time and continued effort, we believe we will see a permanent, one-time cure in our lifetimes. **Your help can make a difference!**

Please join us as a sponsor of the CFF and the Rising Stars program and be a part of something remarkable; one day fulfilling the CFF's mission to find a cure for cystic fibrosis.

Emily G. Barber
Committee Chair, Rising Stars
Rising Stars Class of 2018

SPONSORSHIP OPPORTUNITIES

Celebration Sponsor: \$6,500 – 100% tax deductible

- Naming opportunity for Celebration Event Virtual Waiting Room – 10-15 minutes before event starts
- Opportunity to host virtual engagement event with honorees (limit 4) *available before Oct. 1st*
- Logo branded gift packages to honorees – award, celebration gifts
- Include small gift to honorees in celebration gift packages
- Company featured on website, social media, and all printed materials
- Sponsors invited to share a message to their preferred honoree during the Virtual Waiting Room slide show
- Invitation to join Virtual Celebration on November 12, 2020
- Inclusion in Virtual Celebration event closing credits
- One full-page acknowledgement in program book
- 8 individual enrollments in Tomorrow's Leaders for 2021
- Receive – digital program book and 5 printed copies mailed to your preferred address

Gold Sponsor: \$3,500 – 100% tax deductible

- Opportunity to host virtual engagement event with honorees (limit 4) *available before Oct. 1st*
- Logo branded gift packages to honorees – award, celebration gifts
- Include small gift to honorees in celebration gift packages
- Company featured on website, social media, and all printed materials
- Sponsors invited to share a message to their preferred honoree during the Virtual Waiting Room slide show
- Invitation to join Virtual Celebration on November 12, 2020
- Inclusion in event closing credits
- One full-page acknowledgement in program book
- 8 individual enrollments in Tomorrow's Leaders for 2021
- Receive – digital program book and 1 printed copy mailed to your preferred address

Silver Sponsor: \$2,000 – 100% tax deductible

- Logo branded gift packages to honorees – award, celebration gifts
- Company listed on website, social media, and all printed materials
- Sponsors invited to share a message to their preferred honoree during the Virtual Waiting Room slide show
- Invitation to join Virtual Celebration on November 12, 2020
- Inclusion in event closing credits
- One half-page acknowledgement in program book
- 4 individual enrollments in Tomorrow's Leaders for 2021
- Receive – digital program book and 1 printed copy mailed to your preferred address

Bronze Sponsor: \$1,000 – 100% tax deductible

- Company listed on social media and some printed materials
- Sponsors invited to share a message to their preferred honoree during the Waiting Room slide show
- Invitation to join Virtual Celebration on November 12, 2020
- Included in event closing credits
- Listing in program book
- 2 individual enrollments to Tomorrow's Leaders for 2021
- Receive – digital program book and 1 printed copy mailed to your preferred address



2020 WNY's Rising Stars Sponsorship Form

Sponsorship of Rising Stars 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:

- Celebration Sponsor \$6,500 (100% tax deductible)
- Silver Sponsor Level \$2,000 (\$100% tax deductible)
- Gold Sponsor Level \$3,500 (100% tax deductible)
- Bronze Sponsor Level \$1,000 (100% tax deductible)

This sponsorship is in honor of WNY's Rising Stars honoree: _____

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: _____

Company Credit Card Payment Personal Credit Card Payment

Credit Card 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:

Lauren Orłowski
CFF - WNY Chapter
100 College Pkwy, Suite 280, Williamsville, NY 14221

Chapter Phone: (716) 204-2535
Email: lorłowski@cff.org

As of December 31, 2019, the Cystic Fibrosis Foundation, a 501(c)(3) nonprofit organization, had unrestricted financial reserves of about 11 times its budgeted 2020 expenses, following a royalty sale in 2014. The sale was made possible by the Foundation's successful venture philanthropy model, through which we have raised and invested hundreds of millions of dollars to help discover and develop breakthrough CF therapies. This and any future revenue from our model is reinvested into the CF Foundation's mission to cure cystic fibrosis and to provide all people with CF the opportunity to lead long, fulfilling 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 attend the indoor portion of a Foundation-sponsored event at a specific time.

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