

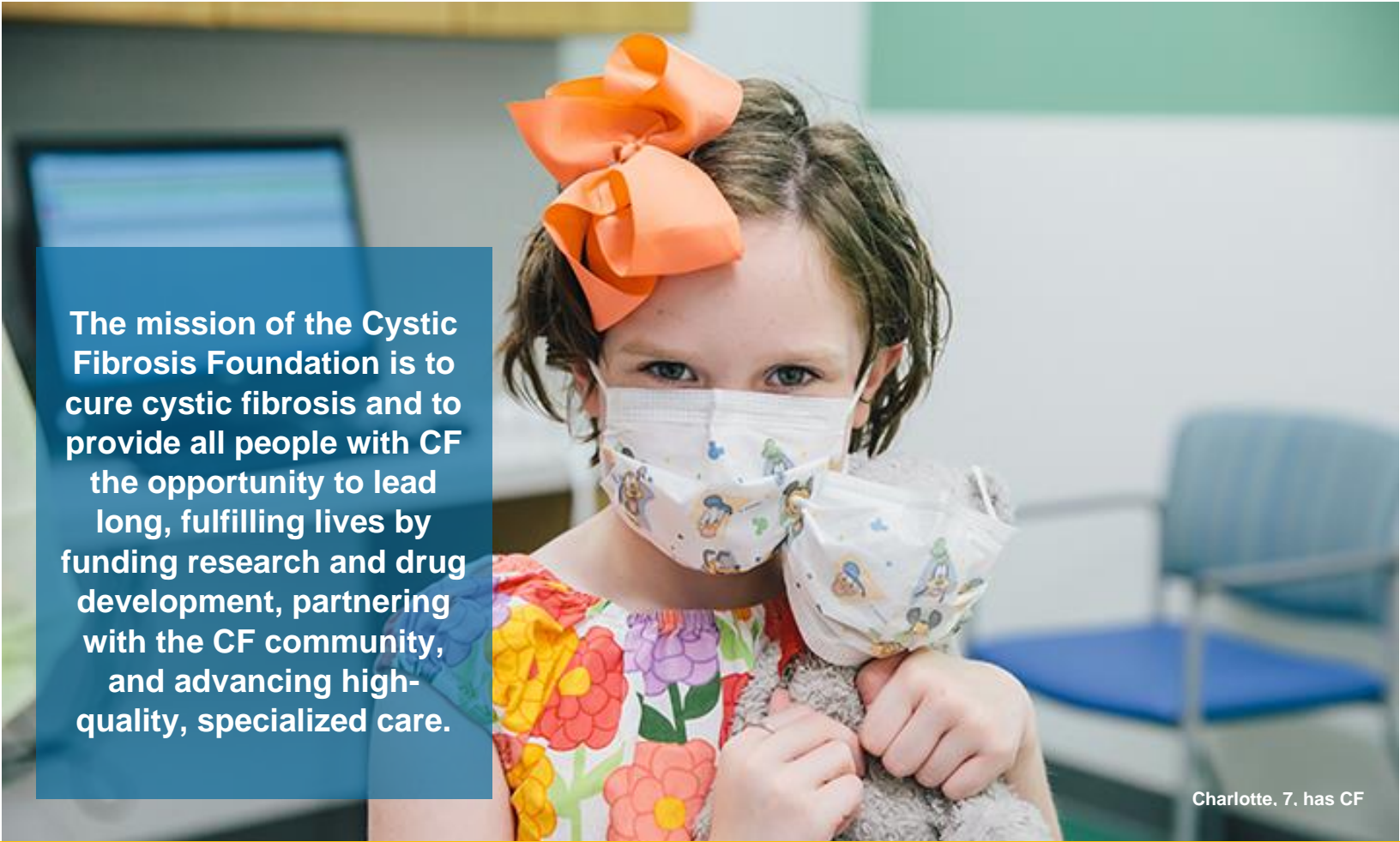


## **2021 CFSational: Women of WNY Luncheon Virtual Sponsorship Opportunities**

**Thursday, April 29, 2021**  
**[www.events.cff.org/cfsational](http://www.events.cff.org/cfsational)**

**Western New York Chapter**  
100 College Parkway, Suite 280, Williamsville, NY 14221  
(716) 204-2535





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 drive and determination to prolong life has resulted in tremendous strides, accelerating innovative research and drug development, as well as advancing care and advocacy. People with CF are now reaching milestones once thought not possible. Yet not everyone can benefit from existing treatments. We believe every person with CF should have the chance to live a long, healthy life – a life free of cystic fibrosis. **Together, we will make CF stand for Cure Found.**

## 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. Today, children who once would not have lived long enough to attend elementary school are growing up into adults, graduating from college, pursuing careers, having children of their own. Thanks to Foundation-based research and care, many people with CF are now living into their 30s, 40s, and beyond.

**We are driven by a dream that one day – every person with cystic fibrosis will have a chance to live a long, healthy lives**



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.

**Our vision is a cure for 100 percent of people living with cystic fibrosis – we will not leave anyone behind.**

### A CURE FOR ALL

The Cystic Fibrosis Foundation has developed more than 10 treatments – an unprecedented number in a short span of time – adding decades of life to those with CF. Thanks to this work, the life expectancy of someone born with CF has doubled in the last 30 years.

Yet, we are not done. Not everyone can benefit from current treatments, so we must find 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. Investing the assets we have today in research, while raising more donations for tomorrow, will ensure we have the resources to reach the finish line. You are an important part of our progress.

**With your support we are confident that one day – not one person will lose a child, sibling, parent, or friend to cystic fibrosis. You have an opportunity in your lifetime to be part of defeating this terrible disease**

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.

**Our virtual events offer a fantastic opportunity to unify our community in support of those with cystic fibrosis, as well as play a key role in helping us achieve our fundraising goal.**

While we won't be together in person, we can be together in spirit—showing the strength of our community and boundless determination to find a cure for all people living with CF. Our virtual events bring together thousands of community members across the country. During times of uncertainty, your dedicated support gives us confidence as we stay on course to achieve our mission.

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.

### **CFSational: Women of WNY Luncheon**

Thursday, April 29, 2021, 12:00pm

*Virtual platform and link to online celebration will be available closer to the event date!*

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.



### **ABOUT OUR VIRTUAL EVENTS**

**2.9K** Total Community Reach    **76** Peak Live Viewers    **382** Post Engagements

**We invite you to be a part of the CFSational: Women of WNY Luncheon. Please join us in celebrating the history of the Cystic Fibrosis Foundation while helping us accomplish all that we still need to do.**

*“We are entering a new era in cystic fibrosis. Working alongside the CF community, 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*



Dear Friend of the CF Foundation,

On behalf of the Cystic Fibrosis Foundation of Western New York, thank you in advance for your consideration of support for the CFSational: Women of WNY Luncheon. This signature event honors women in our community who inspire others with their dedication to, and support of, the Cystic Fibrosis Foundation. We'd love for you to join us for our virtual celebration on Thursday, April 29, 2021.

Please join us as we honor **Diane Celento, Maria Gullo, Holly Kemp and Devonie Lorigo** as 2021 CFSational Women of Western New York! We are also pleased to be recognizing **Laura Zulla** with the inaugural **Ann L Swan Legacy Award!** Our virtual celebration, hosted by Linda Pellegrino, will include special awards presentations with honoree remarks, select auction and live bid for a cure; we're also pleased to share with you all entertainment from sINgSPIRE, a choir of singers with CF.

Your support continues to drive the significant advancements being made by the CF Foundation. In October 2019 the CF Foundation announced the FDA approval of TRIKAFTA, the single most significant scientific advance in CF since the discovery of the CFTR gene 30 years ago. Following this tremendous milestone, the CF Foundation announced the Path to a Cure, a \$500 million challenge to researchers and drug developers to accelerate the pace of progress for treatments for all people with CF and ultimately to deliver a cure. It is clear that our fight is far from over and we will not rest until we have treatments for all and a cure of this disease. In fact, our most important and challenging work is still ahead of us.

Thank you again for your thoughtful consideration of support for the Cystic Fibrosis Foundation. In supporting the foundation, you are *adding tomorrows every day* to the lives of those with cystic fibrosis.

Sincerely,

Ruth Reilly  
Committee Chair

Kelly Tronolone  
Development Director

## 2021 Event Committee

Ruth Reilly  
Committee Chair

Dr. Danielle Goetz

Kathy Goodrow

Jennifer Kopf

Carolyn Markowski

Maria Muscarella

Meaghan Randall

Marie Romano

Susie Pieri

Megan Whelan

Laura Zulla

# 2021 VIRTUAL EVENT Sponsor Opportunities

## Presenting Sponsor - \$10,000 (100% tax-deductible)

- Recognition as the Presenting Sponsor, receiving acknowledgment above all others, before, during and after the event
- Sponsor name or logo placement in a lead position on all printed & electronic materials for the virtual event including but not limited to:
  - Event website
  - Event invitation to past (3) years participants, *Print deadline 1/22/21*
  - Event emails to past (3) years participants
  - Event updates via chapter newsletter
  - Event posts via chapter social media pages
- Opportunity to share a video on Chapter Facebook page (*CFF reviewed, limited to 90 sec.*)
- Company Executive to receive full page welcome message in digital event program book
- Full page recognition in digital event program book (front inside cover) to pay tribute to the honorees or to recognize your company's philanthropic activities, with opportunity to include:
  - 90 second CFF reviewed video message in digital program book (*CFF reviewed*)
- Sponsor name or logo listed under event sponsors in digital program book
- Sponsor name or logo to be featured on virtual banner during virtual event
- Opportunity to share a pre-recorded video during virtual event (*CFF reviewed, limited to 90 sec.*)
- Sponsor name or logo listed under event sponsors on virtual auction platform

## Trailblazer Sponsor - \$5,000 (100% tax-deductible)

- Recognition as the Trailblazer Sponsor before, during and after the event
- Sponsor name or logo placement in a prominent position on all printed & electronic materials for the virtual event including but not limited to:
  - Event website
  - Event invitation to past (3) years participants, *Print deadline 1/22/21*
  - Event emails to past (3) years participants
  - Event updates via chapter newsletter
  - Event posts via chapter social media pages
- Opportunity to share a video on Chapter Facebook page (*CFF reviewed, limited to 60 sec.*)
- Full page recognition in digital event program book to pay tribute to the honorees or to recognize your company's philanthropic activities, with opportunity to include:
  - 60 second CFF reviewed video message in digital program book (*CFF reviewed*)
- Sponsor name or logo listed under event sponsors in digital program book
- Sponsor name or logo to be featured on virtual banner during virtual event
- Opportunity to share a pre-recorded video during virtual event (*CFF reviewed, limited to 60 sec.*)
- Sponsor name or logo listed under event sponsors on virtual auction platform

## **Platinum Sponsor - \$2,500 (100% tax-deductible)**

- Recognition as a Platinum Sponsor before, during and after the event
- Sponsor name or logo placement on all printed & electronic materials for the virtual event including but not limited to:
  - Event website
  - Event invitation to past (3) years participants, *Print deadline 1/22/21*
  - Event emails to past (3) years participants
  - Event updates via chapter newsletter
  - Event posts via chapter social media pages
- Opportunity to share a video on Chapter Facebook page (*CFF reviewed, limited to 60 sec.*)
- Half page recognition in digital event program book to pay tribute to the honorees or to recognize your company's philanthropic activities, with opportunity to include:
  - 60 second CFF reviewed video message in digital program book (*CFF reviewed*)
- Sponsor name or logo listed under event sponsors in digital program book
- Sponsor name or logo listed under event sponsors on virtual auction platform

## **Gold Sponsor - \$1,500 (100% tax-deductible)**

- Recognition as a Gold Sponsor before, during and after the event
- Sponsor name or logo placement on all printed & electronic materials for the virtual event including but not limited to:
  - Event website
  - Event emails to past (3) years participants
  - Event updates via chapter newsletter
  - Event posts via chapter social media pages
- Half page recognition in digital event program book to pay tribute to the honorees or to recognize your company's philanthropic activities
- Sponsor name or logo listed under event sponsors in digital program book

## **Silver Sponsor - \$1,000 (100% tax-deductible)**

- Recognition as a Friend of the CF Foundation before, during and after the event
- Sponsor name or logo placement on all printed & electronic materials for the virtual event including but not limited to:
  - Event website
  - Event emails to past (3) years participants
- Half page recognition in digital event program book to pay tribute to the honorees or to recognize your company's philanthropic activities
- Sponsor name or logo listed under event sponsors in digital program book

## **Patron Sponsor - \$500 (100% tax-deductible)**

- Recognized as a Patron Sponsor before, during and after the event
- Quarter page recognition in digital event program book to pay tribute to the honorees or to recognize your company's philanthropic activities
- Sponsor name or logo listed under event sponsors in digital program book



# Virtual Event Sponsorship Commitment Form

This sponsorship 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 pledge at the following level:

- Presenting Sponsor \$10,000 (100% tax deductible)
- Trailblazer Sponsor \$5,000 (100% tax deductible)
- Platinum Sponsor \$2,500 (100% tax deductible)
- Gold Sponsor \$1,500 (100% tax deductible)
- Silver Sponsor \$1,000 (100% tax deductible)
- Patron Sponsor \$500 (100% tax deductible)

I cannot make a pledge but want to make a general donation to the CFSational: Women of WNY Luncheon:  \_\_\_\_\_

### 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:

**Kelly Tronolone**  
Cystic Fibrosis Foundation  
100 College Parkway, Suite 280  
Williamsville, NY 14221

**Phone: 716-204-2535**  
**Email: ktronolone@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](mailto:info@cff.org) or call 1-800-FIGHT-CF. **A copy of the latest annual report may be obtained from the organization or from The Charities Bureau, Department of Law, 120 Broadway, New York, NY 10271.***