



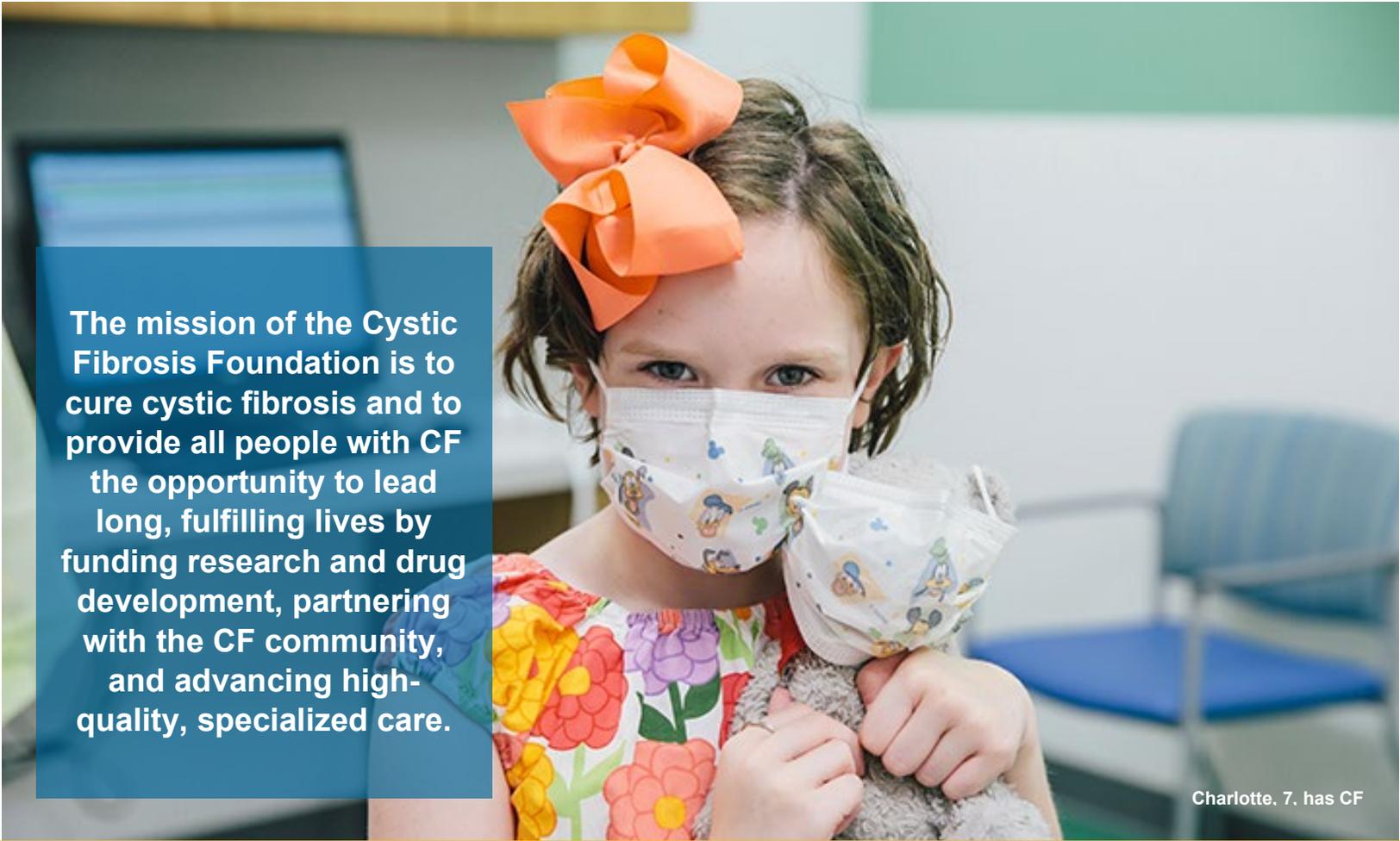
CF Fighters Abigail and Jack

## Arkansas – West Tennessee Chapter 2020 Virtual Event Opportunities & 2021 Finest Gala Opportunities



Arkansas – West Tennessee Chapter  
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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.

# ABOUT FINEST VIRTUAL TOAST & FINEST GALA

This year the Foundation launched our 65 Roses Challenge with the goal of raising \$65 million in 2020 to advance our mission. 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 in 2020, we can be together in spirit—showing the strength of our community and passion to find a cure for all people living with cystic fibrosis. During times of uncertainty, your dedicated support gives us confidence as we stay on course to achieve our mission.

On Thursday, October 22, 2020 the Arkansas-West Tennessee Chapter will host a virtual toast to recognize the 2020-2021 Finest Honorees, Breath of Life Award winner, Annie Norris, our sponsors, and volunteers. This virtual event will be a toast to the commitment of our supporters and to brighter days to come in 2021.



We will celebrate together at our in-person event, the Finest Gala, on Saturday, October 23, 2021. The new Finest Gala combines the Breath of Life Gala and Taste of the Finest into one event. It will truly be the best of both worlds – an evening of elegance combined with tastings from some of central Arkansas's finest restaurants. This night of celebration will honor 30 of central Arkansas's finest young professionals and the CF Foundation's top honor, the Breath of Life award, will be presented to Annie Norris. The evening will conclude with an after party with a performance by Boom Kinetic.

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

**5,200** Total Community Reach      **75** Peak Live Viewers

**728** Post Engagements

**We invite you to be a part of the 2020 Virtual Toast and 2021 Finest Gala event. Please join us in celebrating the history of the Cystic Fibrosis Foundation while helping us accomplish all that we still need to do.**



# FINEST

# HONOREES

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Jake Baker, Arvest Bank  
Katie Beck, Office of Governor Asa Hutchinson  
Matthew Boch, Dover Dixon Horne PLLC  
Jacob Campbell, Keller Williams Realty  
Crystal DeSellems, Baptist Health  
Jeff Elliott, Merrill Lynch  
Lauren Euseppi, CJRW  
Sarah Fortner, THV 11

Adam Fry, Geiger - Arkansas Branding Team  
Nicole Gillum, Capitol Advisors Group  
Beren Gould, Rainwater, Holt & Sexton  
Lauren Grinder, Mitchell Williams  
Brandon Hansberry, First Security Bank  
Janai Taylor Harris, E.O.S.

Brooke Hollowoa, Arkansas Dept. of Transformation and Shared Services  
Hannah Howe, The Property Group  
Noressa Kennedy Hinkler, Travel Nurse Across America  
Joyti Lal, Arkansas Blue Cross Blue Shield

Jaime Land, Office of Arkansas Attorney General Leslie Rutledge  
Laura Lee, Presidio  
Mallory Lester, Otis Elevator  
Parker Marshall, Ameriprise Financial  
Skye Martin, Arkansas Department of Human Services  
Maradyth McKenzie, Junior League of Little Rock and The Property Group  
Sarah Jo Reynolds, Republican Party of Arkansas  
Steven Reynolds, Eagle Bank Mortgage  
Catherine Sims, Local Fashion Blogger, Style in the Rock  
Brittany Snyman, Regions Bank  
Dana Szymkowicz, CTEH  
Gerald Thomas, Arkansas Health and Wellness

# 2020 VIRTUAL EVENT & 2021 FINEST GALA

## Sponsor Opportunities

### Premier Supporter & Finest Gala 2021 Presenting Sponsor - \$20,000 (*\$18,380 tax-deductible*)

- Recognition as the Premier Supporter, receiving recognition above all others, throughout the Virtual Toast in 2020 and at the Finest Gala in 2021
- Two (2) tables of ten (10) at in-person Finest Gala 2021
- Logo placed in lead position on all printed & electronic materials for the virtual toast and Finest Gala in 2021 including but not limited to:
  - Save the Date for Virtual Toast and Finest Gala
  - Message from Event/Board Chair
  - Event/campaign specific email communications
  - Event/campaign specific website
  - Cover of program book
  - Logo/name on signage at in-person event
- 90 second CFF reviewed video message in digital program book (*CFF reviewed*)
- 1-page recognition in digital and printed event program book
- Company logo listed under event sponsors on virtual auction platform
- Logo recognition at 2021 Chapter Annual Meeting
- Recognition on signage as “2020 Champion” at 2021 in-person event (*must be confirmed by December 31, 2020*)
- On-screen and verbal recognition at the in-person Finest Gala 2021
- Enrollment of six (6) young professionals into the CF Foundation’s Tomorrow’s Leaders program
- Invitation for company representative to join event committee, speak at the Finest Gala, and help present awards to the Finest Young Professional honorees
- Opportunity for company representative to speak at the Finest Gala event kickoff
- Opportunity to speak or share a video during virtual event (*CFF reviewed, limited to 90 sec.*)
- Opportunity to share a thank you video on Chapter Facebook page (*CFF reviewed, limited to 90 sec.*)
- Personalized thank you message suitable to be distributed among your entire company
- Representative will be given an opportunity to speak at Chapter 2021 Annual Meeting (*CFF reviewed script, limited to 3-5 min*)
- Opportunity to host/speak at a future Tomorrow’s Leaders event

#### **National Virtual Breath of Life Celebration:**

- Name recognition in the digital program book at CFF National Virtual Breath of Life Celebration in November (*must be confirmed by November 1, 2020*)

## **Platinum Supporter - \$15,000 (\$13,520 tax-deductible)**

- Recognition as the Platinum Supporter throughout the Virtual Toast in 2020 and at the Finest Gala in 2021
- Two (2) tables of ten (10) at the in-person event Finest Gala 2021
- Logo placed on all printed & electronic materials for the virtual event and Finest Gala 2021, including but not limited to:
  - Save the Date for virtual event and in-person event
  - Event/campaign specific email communications
  - Event/campaign specific website
  - Cover of program book
  - Logo/name on signage at in-person event
- 60-second CFF reviewed video message in digital event program book *(CFF reviewed)*
- 1-page recognition in digital and printed event program book
- Company logo listed under event sponsors on virtual auction platform
- Opportunity to share a thank you video on Chapter Facebook page *(CFF reviewed, limited to 60 sec.)*
- Logo recognition on the Chapter social media pages
- Logo recognition at 2021 Chapter Annual Meeting
- On screen and verbal recognition at the in-person event in 2021
- Enrollment of four (4) young professionals into the CF Foundation's Tomorrow's Leaders program
- Invitation for company representative to join event committee
- Opportunity to host/speak at a future Tomorrow's Leaders event
- Name recognition in the digital program book at CFF National Virtual Breath of Life Celebration in November *(must be confirmed by November 1, 2020)*

## **Gold Supporter - \$10,000 (\$8,520 tax-deductible)**

- Recognition as the Gold Supporter throughout the Virtual Toast in 2020 and at the Finest Gala in 2021
- Two (2) tables of ten (10) at the in-person event Finest Gala 2021
- Logo placed on all printed & electronic materials for the virtual event, including but not limited to:
  - Save the Date for virtual event and in-person event
  - Event/campaign specific email communications
  - Event/campaign specific website
  - Cover of program book
  - Logo/name on signage at in-person event
- 30-second CFF reviewed video message in digital event program book *(CFF reviewed)*
- 1-page recognition in digital and printed event program book
- Company logo listed under event sponsors on virtual auction platform
- Logo recognition on the Chapter social media pages
- Logo recognition at 2021 Chapter Annual Meeting
- On screen and verbal recognition at the in-person event in 2021
- Enrollment of four (4) young professionals into the CF Foundation's Tomorrow's Leaders program
- Invitation for company representative to join event committee
- Opportunity to host/speak at a future Tomorrow's Leaders event
- Name recognition in the digital program book at CFF National Virtual Breath of Life Celebration in November *(must be confirmed by November 1, 2020)*

## **Rose Supporter - \$6,500 (\$5,760 tax-deductible)**

- Recognition as the Rose Supporter throughout the Virtual Toast in 2020 and at the Finest Gala in 2021
- One (1) tables of ten (10) at the in-person event Finest Gala 2021
- Logo placed on all printed & electronic materials for the virtual event, including but not limited to:
  - Event/campaign specific email communications
  - Event/campaign specific website
  - Cover of program book
  - Logo/name on signage at in-person event
- 1-page recognition in digital and printed event program book
- Logo recognition on the Chapter social media pages
- Recognition by logo during Chapter 2021 Annual Meeting
- On screen and verbal recognition at the in-person event in 2021
- Enrollment of four (4) young professionals into the CF Foundation's Tomorrow's Leaders program and opportunity to speak at a future Tomorrows Leaders event
- Name recognition in the digital program book at CFF National Virtual Breath of Life Celebration in November (must be confirmed by November 1, 2020)

## **Silver Supporter - \$5,000 (\$4,260 tax-deductible)**

- Recognition as a Silver Supporter throughout the Virtual Toast in 2020 and at the Finest Gala in 2021
- One (1) tables of ten (10) at the in-person event Finest Gala 2021
- Logo placed on all electronic materials for the virtual event, including but not limited to:
  - Event/campaign specific email communications
  - Logo/name on signage at in-person event
- ½ page recognition in digital and printed event program book
- Recognition by logo on the Chapter social media pages
- Recognition by name during Chapter 2021 Annual Meeting
- On screen and verbal recognition at the in-person event in 2021
- Enrollment of four (4) young professionals into the CF Foundation's Tomorrow's Leaders program and opportunity to speak at a future Tomorrows Leaders event

## **Bronze Supporter - \$2,500 (\$1,900 tax-deductible)**

- Recognition as a Bronze Supporter throughout the Virtual Toast in 2020 and at the Finest Gala in 2021
- One (1) tables of ten (10) at the in-person event Finest Gala 2021
- Company name recognition on electronic materials for the virtual event, including but not limited to:
  - Event/campaign specific email communications
  - Name recognition on signage at in-person event
- 1/2-page recognition in the digital and printed event program book
- On screen and verbal recognition at the in-person event in 2021
- Recognition by logo on the Chapter social media pages

## **Friend of the Foundation - \$1,500 (\$1,380 tax-deductible)**

- Recognized by name as Friend of the Foundation throughout the Virtual Toast in 2020 and at the Finest Gala in 2021
- Two (2) individual tickets at the in-person event Finest Gala 2021
- ½ page recognition digital event program book
- On screen and verbal recognition at the in-person event in 2021
- Acknowledgment of sponsorship on Chapter Facebook page



# 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 sponsor at the following level:

- Premier Supporter \$20,000\*
- Silver Supporter \$5,000\*
- Platinum Supporter \$15,000\*
- Bronze Supporter \$2,500\*
- Gold Supporter \$10,000\*
- Foundation Friend Supporter \$1,500\*
- Rose Supporter \$6,500\*
- Individual In-person Tickets \$250 (\$190 tax deductible)

I cannot sponsor but want to make a general donation to the Arkansas-West Tennessee Chapter:  \_\_\_\_\_

Please credit my financial support to the fundraising efforts of the Finest Honoree /Committee Member: \_\_\_\_\_

Sponsorship Payment:

Check enclosed (payable to the Cystic Fibrosis Foundation)       Please call for payment: \_\_\_\_\_

Please invoice – Signature confirming sponsorship commitment: \_\_\_\_\_

Company Credit Card Payment       Personal Credit Card Payment       Paid on Event Website (finest.cff.org/lrfinest)

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Total amount to charge: \_\_\_\_\_

Signature: \_\_\_\_\_

This signature authorizes the CysticFibrosis 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:

**Bethany Howell**  
320 Executive Court, Ste. 302  
Little Rock, AR 72205

**Chapter Phone: 501-371-0233**  
**Mobile Phone: 571-358-5165**

*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.*