



Community



Care



Cure



*65 Roses Roundup
Virtual Gala*



CYSTIC FIBROSIS FOUNDATION



65 Roses Roundup Virtual Gala

Saturday, October 23, 2021

7- 8 pm

events.cff.org/65rosesroundupAZ

Event Co-chairs

Kylie and Jake Bowyer
Drs. Carole and Bob Griego
Erika and Chet Judd

Members

Samantha Amato
Lisa Amsler and Tanner Reed
Julie Barrett
Carol Bell
Karen Callan
Greg Coleman
Casey and Robert Comisso
Andy Davis

Carolyn Geerling-Goryl
Rachel Hugo
Michelle Ijams
Shanna Larson-Paola
Ken and Jennifer Lee
Dianne McCallister
Patty and Ross McCallister
Terri Osness

Amilyn Pierce
Dr. Stephen and Cindi Ripple
Susan Samoy
Judy Sweetser
Deb Taylor
Douglas Thoene
Gina Thomas



Arizona Chapter

Charles Colmark
Executive Director



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 life.



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.

About the 65 Roses Roundup Virtual Gala

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.

ABOUT OUR VIRTUAL EVENT

The **65 Roses Roundup Virtual Gala** is a collaboration between the passionate and dedicated committee members of the 65 Roses & Wine Gala in Phoenix and the Roundup for a Cure in Tucson. Attendees will experience heartfelt moments of hope and inspiration from members of the CF community. An elaborate auction of vacation properties, exclusive wine and spirits, gift certificates, and family fun outings will be available for bid through an amazing online auction. Support our path to a cure with a 100% tax deductible donation in one of the most moving moments of the evening, Bid for a Cure.



7000 Total Community Reach

2000 Peak Live Viewers

Unlimited Post Engagements

We invite you to be a part of the 65 Roses Roundup Virtual Gala. Please join us in celebrating the Cystic Fibrosis Foundation and our amazing community 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 Office

2021 65 Roses Roundup Virtual Gala Sponsor Opportunities

Premier Supporter - \$25,000 (100% tax-deductible)

- Recognition as the Premier Supporter, receiving recognition above all others, throughout the virtual event
- Recognition at the National Breath of Life Celebration on October 21, 2021 as a Bronze Supporter
 - Full page acknowledgement in National Breath of Life Celebration digital program book
- Logo placed in lead position on all printed & electronic materials for the virtual event including but not limited to:
 - Save the Date for Virtual Event
 - Message from Event/Board Chair
 - Event/campaign specific email communications
- 90 second CFF reviewed video message in digital program book (CFF reviewed)
- Full page recognition in digital event program book
- Company logo listed under event sponsors on virtual auction platform
- 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

Premier Party Supporter - \$25,000 (\$24,300 tax-deductible) ***

- Dinner for 20 with 6 select bottles of wine
- Table centerpiece, wine charms and assorted items
- All the benefits listed with the Premier Supporter

Platinum Supporter - \$15,000 (100% tax-deductible)

- Recognition as the Platinum Supporter throughout the virtual event campaign
- Recognition by company logo at the National Breath of Life Celebration on October 21, 2021 as a Patron Supporter
- Logo placed on all printed & electronic materials for the virtual event, including but not limited to:
 - Save the Date for virtual event
 - Message from Event/Board Chair
 - Event/campaign specific email communications
- 60-second CFF reviewed video message in digital event program book (CFF reviewed)
- Full page recognition in digital 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

Platinum Party Supporter - \$15,000 (\$14,300 tax-deductible) ***

- Dinner for 20 with 6 select bottles of wine
- Table centerpiece, wine charms and assorted items
- All the benefits listed with the Platinum Supporter

Gold Supporter - \$10,000 (100% tax-deductible)

- Recognition as the Gold Supporter throughout the virtual event campaign
- Recognition by company logo at the National Breath of Life Celebration on October 21, 2021 as a Patron Supporter
- Logo placed on all printed & electronic materials for the virtual event, including but not limited to:
 - Save the Date for virtual event
 - Message from Event/Board Chair
 - Event/campaign specific email communications
- 30-second CFF reviewed video message in digital event program book (CFF reviewed)
- Full page recognition in digital event program book
- Company logo listed under event sponsors on virtual auction platform
- Logo recognition on the Chapter social media pages

Gold Party Supporter - \$10,000 (\$9,570 tax-deductible) ***

- Dinner for 12 with 4 select bottles of wine
- Table centerpiece, wine charms and assorted items
- All the benefits listed with the Gold Supporter

Rose Supporter - \$6,500 (100% tax-deductible)

- Recognition as the Rose Supporter throughout the virtual event campaign
- Sponsor recognition by name in the National Breath of Life Celebration digital program book
- Logo placed on all printed & electronic materials for the virtual event, including but not limited to:
 - Event/campaign specific email communications
- Full page recognition in digital event program book
- Logo recognition on the Chapter social media page

Rose Party Supporter - \$6,500 (\$6,160 tax-deductible) ***

- Dinner for 10 with 2 select bottles of wine
- Table centerpiece, wine charms and assorted items
- All the benefits listed with the Rose Supporter

Silver Supporter - \$5,000 (100% tax-deductible)

- Recognition as a Silver Supporter throughout the virtual event campaign
- Logo placed on all electronic materials for the virtual event, including but not limited to:
 - Event/campaign specific email communications
- ½ page recognition in digital event program book
- Recognition by name on the Chapter social media pages

Silver Party Supporter - \$5,000 (\$4,660 tax-deductible) ***

- Dinner for 10 with 2 select bottles of wine
- Table centerpiece, wine charms and assorted items
- All the benefits listed with the Silver Supporter

Bronze Supporter - \$2,500 (100% tax-deductible)

- Recognition as a Bronze Supporter throughout the virtual event campaign
- Company name recognition on electronic materials for the virtual event, including but not limited to:
 - Event/campaign specific email communications
- ½ page recognition in the digital event program book

“Host Your Own Table” Supporter - \$2,500 (\$2,160 tax-deductible) ***

- Dinner for 10 with 2 select bottles of wine
- Table centerpiece, wine charms and assorted items
- All the benefits listed with the Bronze Supporter

Friend of the Foundation - \$1,500 (100% tax-deductible)

- Recognized by name as Friend of the Foundation throughout the virtual event campaign
- ½ page recognition digital event program book

“Host Your Friends” Supporter - \$1,500 (\$1,295 tax-deductible) ***

- Dinner for 6 with 1 select bottle of wine
- Table centerpiece, wine charms and assorted items
- All the benefits listed with the Friend of the Foundation Supporter

***PLEASE NOTE: Dinner option requires pick-up on 10/23/21 from CFF select caterer in Phoenix or Tucson between 4:30 pm and 6:00 pm. Delivery of meals may be arranged with the select caterer for an additional charge based on mileage and paid for by the sponsor to caterer. Dinner to-go benefits are to be enjoyed by individuals living in the same household indoors or guests from outside the same household outdoors. The CF Foundation discourages gatherings with individuals from different households indoors.”



65 Roses Roundup Virtual Gala Sponsorship Commitment Form



This sponsorship supports the mission of the Cystic Fibrosis Foundation

Contact Name _____ Company Name _____

Mailing Address _____

City _____ State _____ Zip _____

Phone# _____ Fax# _____

Email _____ Web Address _____

I would like to pledge at the following level:

- | | |
|--|--|
| <input type="checkbox"/> Premier Supporter \$25,000 (100% tax-deductible) | <input type="checkbox"/> Premier Catered Party Supporter \$25,000 (\$24,300 tax-deductible) |
| <input type="checkbox"/> Platinum Supporter \$15,000 (100% tax-deductible) | <input type="checkbox"/> Platinum Catered Party Supporter \$15,000 (\$14,300 tax-deductible) |
| <input type="checkbox"/> Gold Supporter \$10,000 (100% tax-deductible) | <input type="checkbox"/> Gold Catered Party Supporter \$10,000 (\$9,570 tax-deductible) |
| <input type="checkbox"/> Rose Supporter \$6,500 (100% tax-deductible) | <input type="checkbox"/> Rose Catered Party Supporter \$6,500 (\$6,160 tax-deductible) |
| <input type="checkbox"/> Silver Supporter \$5,000 (100% tax-deductible) | <input type="checkbox"/> Silver Catered Party Supporter \$5,000 (\$4,660 tax-deductible) |
| <input type="checkbox"/> Bronze Supporter \$2,500 (100% tax-deductible) | <input type="checkbox"/> Host Your Own Party Supporter \$2,500 (\$2,160 tax-deductible) |
| <input type="checkbox"/> Foundation Friend Supporter \$1,500 (100% tax-deductible) | <input type="checkbox"/> Host Your Friends \$1,500 (\$1,295 tax-deductible) |

I would like to include a journal acknowledgement in the digital event program:

Journal acknowledgements are 100% tax-deductible.

- Half Page \$500 (5 1/2" x 4 1/4") Quarter Page \$300 (5 1/2" x 2") Listing \$100 (one line – 50 characters)

I cannot make a pledge but want to make a general donation to the Arizona Chapter: _____

Sponsorship Payment:

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

Name on Card: _____ Total amount to charge: _____

Signature: _____

This signature authorizes the Cystic Fibrosis Foundation to charge the credit card number below the stated and agreed upon amount. Credit card information will be securely destroyed immediately after processing.

Credit Card Number: _____ Expiration Date: _____

Chapter Contact Information:

MeMe Aguila – Senior Development Director - Tucson
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5215 N. Sabino Canyon Road Tucson, AZ 85750
Chapter Phone: 520-690-4500

Toni Bauman – Senior Development Director - Phoenix
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2777 E. Camelback Road Suite 330 Phoenix, AZ 85016
Chapter Phone: 602-224-0068

The Cystic Fibrosis Foundation, a 501(c)(3) nonprofit organization, has unrestricted financial reserves of about 12 times its budgeted 2021 expenses. These reserves are a result of 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. With this model, we have received and may receive milestone-based payments, equity interests, royalties on the net sales of therapies, and/or other forms of consideration. These funds and any future revenue from our model are 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.

*****INFORMATION REGARDING ACKNOWLEDGEMENTS:**

All acknowledgements must be received by Friday, October 8th, 2021 to meet deadline

The purpose of a special event program/sponsor book is to provide contributors with an opportunity to support the event, recognize the efforts and achievements of key volunteers, announce a sponsor's contribution to the event, or provide a general statement of support to the CF Foundation.

In order to comply with IRS regulations regarding sponsored acknowledgements so that the CF Foundation is not subject to these taxes on these revenues, "sponsored" acknowledgements **may** include:

- A statement of thanks, support or recognition of the CF Foundation's efforts
- A personal message in keeping with the spirit of the event, particularly when recognizing an honoree or chairperson
- Logos and established slogans that do not contain qualitative or comparative descriptions of the sponsor's products, services, facilities or company
- A list of the sponsor locations, telephone numbers, and Internet or social media addresses
- Value-neutral descriptions, including displays or visual depictions, of the sponsor's product-line or services

"Sponsored" acknowledgements **cannot** include:

- Statements from a corporation or sponsor that exclusively promote a product or service or that contain qualitative or comparative descriptions of a product or service. Examples of unacceptable qualitative or comparative language include "Best jeweler in the area" or "#1 Resort"
- Price information, an endorsement, or an inducement (such as a coupon) to purchase or use a product or service
- A **call to action** such as "For more information, **visit...**", "**Contact** your travel professional...", "**Come** to our store..."etc.

For more information please contact Toni Bauman at tbauman@cff.org or 602-224-0068.

Dinner to-go benefits are to be enjoyed by individuals living in the same household indoors or guests from outside the same household outdoors. The CF Foundation discourages gatherings with individuals from different households indoors."