



CF Fighter Lydia, Age 26

PITTSBURGH'S  
**50**  
FINEST  
CYSTIC FIBROSIS FOUNDATION

***Finest Finale Celebration***  
***Friday, October 15, 2021 | Aspinwall Riverfront Park***

***Presented By:***

**UPMC**  
LIFE CHANGING MEDICINE

**UPMC HEALTH PLAN**

**Event Sponsorship Opportunities**

Sara Kaczynski, Sr. Development Director  
skaczynski@cff.org | (412) 321-4422 | finest.cff.org/PGH50finest

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.

CF Fighter Charlotte, Age 7

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.**





CF Fighter Desi, Age 2

## 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.

# FINEST CAMPAIGN & FINALE CELEBRATION



The Cystic Fibrosis Foundation Western Pennsylvania Chapter, along with UPMC and UPMC Healthplan, are proud to present **Pittsburgh's 50 Finest**. The chosen honorees exemplify leadership qualities, are active in their communities, and have excelled in their chosen profession. Those selected are among the most prominent, influential and successful young professionals in our city!

For 25 years, Pittsburgh's 50 Finest have put their creativity, passion and competitive spirit to the test as they've worked together to raise awareness and funds to support the mission of the CF Foundation. The 2020-2021 class of Pittsburgh's 50 Finest are striving to continue to help blaze a trail forward to find a cure for all those living with CF.

The honorees have committed to professional growth through a guided fundraising and awareness campaign which includes networking, socializing at events, fundraising and connecting with our local CF Community. It will culminate with the **Pittsburgh's 50 Finest Finale Celebration, on Friday, October 15, 2021, at the Aspinwall Riverfront Park**. This evening recognizes each honoree for their outstanding accomplishments, and provides guests with great food and refreshments, entertainment, and fun!

During times of uncertainty, your dedicated support gives us confidence as we stay on course to achieve our mission; 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.



**We invite you to be a part of the Pittsburgh's 50 Finest Finale Celebration. Please join us in celebrating the history of the Cystic Fibrosis Foundation while helping us accomplish all that we still need to do.**

## 2021 HONOREES

Madeline Adamczyk  
Tyler Andrews  
Nick Arnoni  
Jacquelyn Campos  
Alyssa Cavallaro  
Maria Conley  
Bruce Cullen  
Deanna Dicesere  
Jessica Eberley  
Elisa Elias  
Theresa Faber  
Daniela Fasano  
Justin Garvey  
Stephen Goth  
Aaron Horsfield  
Jessica Kaylor  
Alexandra Kovalchick  
Kevin Kraft  
Anna Marodi  
Christina Martinez  
Sarah Masterson  
Dani McSweeney  
Manda Metzger  
Quinntarra Morant  
Linden Nelson  
Molly Onufer  
Jacqueline O'Toole  
Hilary Paladino  
Catrina Pinto  
Alicia Plummer  
Tim Prex  
Robin Rectenwald  
Andrew Rimer  
Kristen Rupnik  
Javier Santos  
Connor Sease  
Robert Sigurdsson  
Kristen Spezialetti  
Monica Stanton  
Mariah Sturges  
Taylor Takacs  
Amy Wesson  
Katie White  
Steven Williams

*"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*



## 2021 Pittsburgh's 50 Finest Sponsor Opportunities

### Platinum Sponsor - \$15,000 (tax-deductible TBD)

- Recognition as the Platinum Sponsor throughout the Pittsburgh's 50 Finest 2021 campaign and at the Finest Finale Celebration
- Six (6) tickets, with reserved seating, to the Finest Finale Celebration to distribute at the Sponsor's discretion
- Logo placed on all printed & electronic materials for Pittsburgh's 50 Finest including but not limited to event-specific email communications
- 60-second video message featured in digital event program book (CFF reviewed)
- Full page acknowledgement in the digital event program book (CFF to provide specs)
- Half page acknowledgement included in the custom recognition booklet of Pittsburgh's 50 Finest featured in the *Pittsburgh Post-Gazette*. Digital and print copies will be available for sponsor's distribution. (CFF to provide specs and print deadlines)
- Company logo, with link to corporate website, displayed on the Pittsburgh's 50 Finest website
- Logo recognition on Western PA chapter's social media pages highlighting event sponsors
- Verbal recognition by our emcee during the event

**\*BONUS RECOGNITION:** Company recognized by name in the digital program book for the CF Foundation's National Virtual Breath of Life Celebration on Thursday, October 21, 2021.

### Gold Sponsor - \$10,000 (tax-deductible TBD)

- Recognition as the Gold Sponsor throughout the Pittsburgh's 50 Finest 2021 campaign and at the Finest Finale Celebration
- Four (4) tickets, with reserved seating, to the Finest Finale Celebration to distribute at the Sponsor's discretion.  
Logo placed on all printed & electronic materials for Pittsburgh's 50 Finest including but not limited to event-specific email communications
- 30-second video message featured in digital event program book (CFF reviewed)
- Full page acknowledgement in the digital event program book (CFF to provide specs)
- Half page acknowledgement included in the custom recognition booklet of Pittsburgh's 50 Finest featured in the *Pittsburgh Post-Gazette*. Digital and print copies will be available for sponsor's distribution. (CFF to provide specs and print deadlines)
- Company logo, with link to corporate website, displayed on the Pittsburgh's 50 Finest website
- Logo recognition on Western PA chapter's social media pages highlighting event sponsors
- Verbal recognition by our emcee during the event

**\*BONUS RECOGNITION:** Company recognized by name in the digital program book for the CF Foundation's National Virtual Breath of Life Celebration on Thursday, October 21, 2021.

### **Rose Sponsor - \$6,500** (tax-deductible TBD)

- Recognition as the Rose Sponsor throughout the Pittsburgh's 50 Finest 2021 campaign and at the Finest Finale Celebration
- Four (4) tickets, with reserved seating, to the Finest Finale Celebration to distribute at the Sponsor's discretion
- Logo placed on all printed & electronic materials for Pittsburgh's 50 Finest including but not limited to event-specific email communications
- Full page acknowledgement in the digital event program book (CFF to provide specs)
- Quarter page acknowledgement included in the custom recognition booklet of Pittsburgh's 50 Finest featured in the *Pittsburgh Post-Gazette*. Digital and print copies will be available for sponsor's distribution. (CFF to provide specs and print deadlines)
- Company logo, with link to corporate website, displayed on the Pittsburgh's 50 Finest website
- Logo recognition on Western PA chapter's social media pages highlighting event sponsors
- Verbal recognition by our emcee during the event

### **Silver Sponsor - \$5,000** (tax-deductible TBD)

- Recognition as the Silver Sponsor throughout the Pittsburgh's 50 Finest 2021 campaign and at the Finest Finale Celebration
- Two (2) tickets, with reserved seating, to the Finest Finale Celebration to distribute at the Sponsor's discretion
- Logo placed on all printed & electronic materials for Pittsburgh's 50 Finest including but not limited to event-specific email communications
- Half page acknowledgement in the digital event program book (CFF to provide specs)
- Quarter page acknowledgement included in the custom recognition booklet of Pittsburgh's 50 Finest featured in the *Pittsburgh Post-Gazette*. Digital and print copies will be available for sponsor's distribution. (CFF to provide specs and print deadlines)
- Company logo, with link to corporate website, displayed on Pittsburgh's 50 Finest website
- Logo recognition on the Western PA chapter's social media pages highlighting event sponsors
- Verbal recognition by our emcee during the event

### **Bronze Sponsor - \$2,500** (tax-deductible TBD)

- Recognition as the Bronze Sponsor throughout the Pittsburgh's 50 Finest 2021 campaign and at the Finest Finale Celebration
- Two (2) tickets, with reserved seating, to the Finest Finale Celebration to distribute at the Sponsor's discretion
- Company name recognition on all printed & electronic materials for Pittsburgh's 50 Finest including but not limited to event-specific email communications
- Half page acknowledgement in the digital event program book (CFF to provide specs)
- Name recognition on the Western PA chapter's social media pages highlighting event sponsors
- Verbal recognition by our emcee during the event

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

- Make a direct contribution to advance the mission of the Cystic Fibrosis Foundation – to find a cure for all those living with CF.
- Name recognition in digital event program book
- Name recognition as a Bid Benefactor on-screen during the event
- Verbal recognition by emcee throughout the event

### **Digital Event Program Book Acknowledgements - (100% tax-deductible)**

- Full Page Acknowledgement           \$750 (CFF to provide specs)
- Half Page Acknowledgement           \$500 (CFF to provide specs)

*Opportunities continue next page...*



## Pittsburgh's 50 Finest Sponsorship Experiences

Select from one of the unique custom experiences below to highlight your company during the Finest Finale Celebration. Each Sponsorship Experience is fully tax-deductible.

### Libation Station Sponsor – \$5,000 (opportunity for multiple sponsors)

- Logo recognition displayed on all cocktail napkins and custom signage throughout the bar area of the Finest Finale Celebration

### Location, Location, Location - \$5,000 (opportunity for multiple sponsors)

- Be at the center of the Finale Celebration! Logo placement featured on all guest table centerpieces, table numbers, and menu cards

### Arrive in Style - \$5,000 (opportunity for multiple sponsors)

- Give our Top 2 Highest Fundraising Honorees the extra recognition they deserve with VIP transportation to and from the Finale Celebration! Logo recognition displayed on the cars for the duration of the event

### Red Carpet Sponsor - \$3,500 (opportunity for multiple sponsors)

- Let's make an entrance! Logo recognition featured on custom signage lining the red-carpet entrance to the Finale Celebration

### Entertainment Sponsor - \$3,500 (opportunity for multiple sponsors)

- Keep the tunes playing all night long to celebrate the Finest Honorees' successful campaign! Logo recognition displayed on the DJ booth during the Finale Celebration

### Fanfare Sponsor- \$2,500 (opportunity for multiple sponsors)

- Help guests cheer on this year's class of Pittsburgh's 50 Finest Honorees! Logo recognition on custom "fanfare items," provided to each guest table

### And the Grand Total is - \$2,500 (opportunity for multiple sponsors)

- Help us announce the grand total raised by this year's class of Pittsburgh's 50 Finest! Logo placement featured on the giant numbers used to display the fundraising total

### Take a Treat Sponsor- \$1,000 (opportunity for multiple sponsors)

- After the Grand Total is announced, make the evening more special with a late-night snack or specialized gift for the honorees and their guests! Logo placement featured on signage and/or thankyou tags

Due to the COVID-19 pandemic, indoor events sponsored by the CF Foundation are strictly prohibited at this time. Scheduled outdoor events must adhere to strict requirements to minimize the risk of COVID-19 infection. Events may be subject to change at any time based on guidance from the Centers for Disease Control and Prevention and local health officials.

#### IMPORTANT NOTE ON ATTENDANCE AT OUTDOOR FOUNDATION EVENTS:

To minimize the risk of COVID-19 infection, attendees at CF Foundation events must adhere to the following requirements:

- Practice physical distancing and maintain at least a safe 6-foot distance from persons outside of their household at all times
- Face masks strongly encouraged and expected to be worn in accordance with local guidelines. (Note, children under two years of age should not wear masks due to safety concerns and therefore should not attend CF Foundation events where there is risk of interacting with someone outside of their household.)
- Follow basic infection, prevention and control practices by regularly washing hands with soap and water or with an alcohol-based hand gel, covering your cough or sneeze with a tissue or your inner elbow.
- Persons with CF should consult their physician before participation in any in-person event as they may be at an increased risk for severe illness from COVID-19. People with CF should maintain a safe 6-foot distance from persons outside of their household at all times.

#### FOR YOUR SAFETY AND THE SAFETY OF OTHERS:

- For the health and wellbeing of the CF community, those eligible to be vaccinated are required to be fully vaccinated to join us in-person for the event. If you are not fully vaccinated, we invite you to participate virtually if that option exists.
- We do not plan to ask for you to provide proof of vaccination. We are, however, counting on the fact that you appreciate the potential consequences of exposing members of the CF community to COVID and will abide by this requirement.
- We cannot guarantee that all people in attendance at the event, including participants, sponsors, volunteers, and vendors, have been fully vaccinated.





# Pittsburgh's 50 Finest 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 sponsorship level:

### TRADITIONAL SPONSORSHIPS:

### SPONSORSHIP EXPERIENCES:

- Platinum Sponsor \$15,000     Bronze Sponsor \$2,500     Libation Station Sponsor \$5,000\*     Entertainment Sponsor \$3,500\*
- Gold Sponsor \$10,000     Bid Benefactor Sponsor \$1,000\*     Location is Key \$5,000\*     Fanfare Sponsor \$2,500\*
- Rose Sponsor \$6,500     Full Page Acknowledgement \$750\*     Arrive in Style \$5,000\*     And the Grand Total is \$2,500\*
- Silver Sponsor \$5,000     Half Page Acknowledgement \$500\*     Red Carpet Sponsor \$3,500\*     Take a Treat Sponsor \$1,000\*

\*100% tax-deductible

Please provide the name of the Honoree you are pledging in support of (if applicable): \_\_\_\_\_

I cannot make a pledge but want to make a general donation to the Western Pennsylvania 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

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:

**Sara Kaczynski, Sr. Development Director**  
600 Waterfront Drive, Suite 223  
Pittsburgh, PA 15222

**Chapter Phone: 412-321-4422**  
**Mobile Phone: 724-972-3700**  
**Website: finest.cff.org/pgh50finest**

The official registration and financial information of the Cystic Fibrosis Foundation may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 800-732-0999. Registration does not imply endorsement.

*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](mailto:info@cff.org) or call 1-800-FIGHT-CF.*