



CF Fighter Lydia, Age 26

PITTSBURGH'S
50
FINEST
CYSTIC FIBROSIS FOUNDATION

Finest Finale Celebration

Friday, October 15, 2021 | Wyndham Grand Pittsburgh Downtown

Presented By:

UPMC
LIFE CHANGING MEDICINE

UPMC HEALTH PLAN

Event Sponsorship Opportunities

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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.

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.

PITTSBURGH'S 50 FINEST

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 Wyndham Grand Pittsburgh Downtown**. 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 *Pittsburgh's 50 Finest*.

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



2021 Pittsburgh's 50 Finest Sponsor Opportunities

SPONSORSHIP DISCLAIMER:

Events may be subject to change at any time, based on health concerns, including concerns based on guidance from the Centers for Disease Control and Prevention and local health officials. In these instances when events are moved to a virtual format, sponsorship benefits may be adjusted to suit the virtual format.

Sponsors may be required to wear a mask, if they are interacting with event participants or manning a care and share table, based on venue guidelines, local municipality guidelines and/or the current COVID situation where the event is taking place.

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
- Recognition at CF Foundation WPA Chapter's Annual Meeting held in first quarter 2022

***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
- Recognition at CF Foundation WPA Chapter's Annual Meeting held in the first quarter 2022

***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.

Opportunities continue next page...

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
- Recognition at CF Foundation WPA Chapter's Annual Meeting held in the first quarter 2022

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
- Recognition at CF Foundation WPA Chapter's Annual Meeting held in first quarter 2022

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

Reserved Table - \$1,000 (tax-deductible TBD)

- One reserved table for ten (10) guests at the Finest Finale Celebration
- Name listed in the digital event program book

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

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

Individual Finale Celebration Ticket - \$100 (tax-deductible TBD)

- Cabaret seating is first-come, first-served. Complimentary drink ticket, food stations, entertainment.

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.

Finest Hour - \$10,000 (opportunity for multiple sponsors)

- What's FINER than cocktail hour? Finest Hour! Logo recognition displayed on cocktail napkins and tables during the Finest Honoree & Alumni cocktail hour of the Finest Finale Celebration
- 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)
- Verbal recognition by emcee throughout the event

Libation Station - \$7,500 (opportunity for multiple sponsors)

- Logo recognition displayed on the front of a custom bar at the Finest Finale Celebration
- Logo recognition on the drink tickets distributed to every guest
- 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)
- Verbal recognition by emcee throughout the event

Dance It Out - \$5,000 (1 available)

- Logo recognition displayed on the custom dance floor of the Finest Finale Celebration
- 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)
- Verbal recognition by emcee throughout the event

Finest Fanfare - \$5,000 (opportunity for multiple sponsors)

- Logo recognition on custom "fanfare items," provided to help guests cheer on this year's class of Pittsburgh's 50 Finest Honorees.
- 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)
- Verbal recognition by emcee throughout the event

IMPORTANT NOTE ON ATTENDANCE AT FOUNDATION EVENTS

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

- 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.
- To further help reduce the risk of cross-infection, CFF's attendance policy recommends inviting only one person with cystic fibrosis to attend the indoor portion of an event at a specific time. For the outdoor portion, the Foundation recommends that all people with cystic fibrosis maintain a safe 6-foot distance from each other at all times.

FOR YOUR SAFETY AND THE SAFETY OF OTHERS:

- We strongly recommend that you be fully vaccinated if you plan to join us in-person for the event. If you do not expect to be fully vaccinated by the event date, we encourage you to participate virtually.
- All Cystic Fibrosis Foundation staff in attendance at the event have certified to the Foundation that they have been fully vaccinated.
- 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:

- Platinum Sponsor \$15,000
 - Gold Sponsor \$10,000
 - Rose Sponsor \$6,500
 - Silver Sponsor \$5,000
 - Bronze Sponsor \$2,500
 - Finest Hour Sponsor \$10,000*
 - Libation Station Sponsor \$7,500*
 - Dance It Out Sponsor \$5,000*
 - Finest Fanfare Sponsor \$5,000*
 - Full Page Program Acknowledgement \$750*
 - Half Page Program Acknowledgement \$500*
 - Reserved Table: _____ @ \$1,000 each
 - Individual Ticket: _____ @ \$100 each
- *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 or call 1-800-FIGHT-CF.