



**Honoring Tampa Bay's Finest**  

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**CYSTIC FIBROSIS FOUNDATION**

# **2021 SPONSORSHIP OPPORTUNITIES**

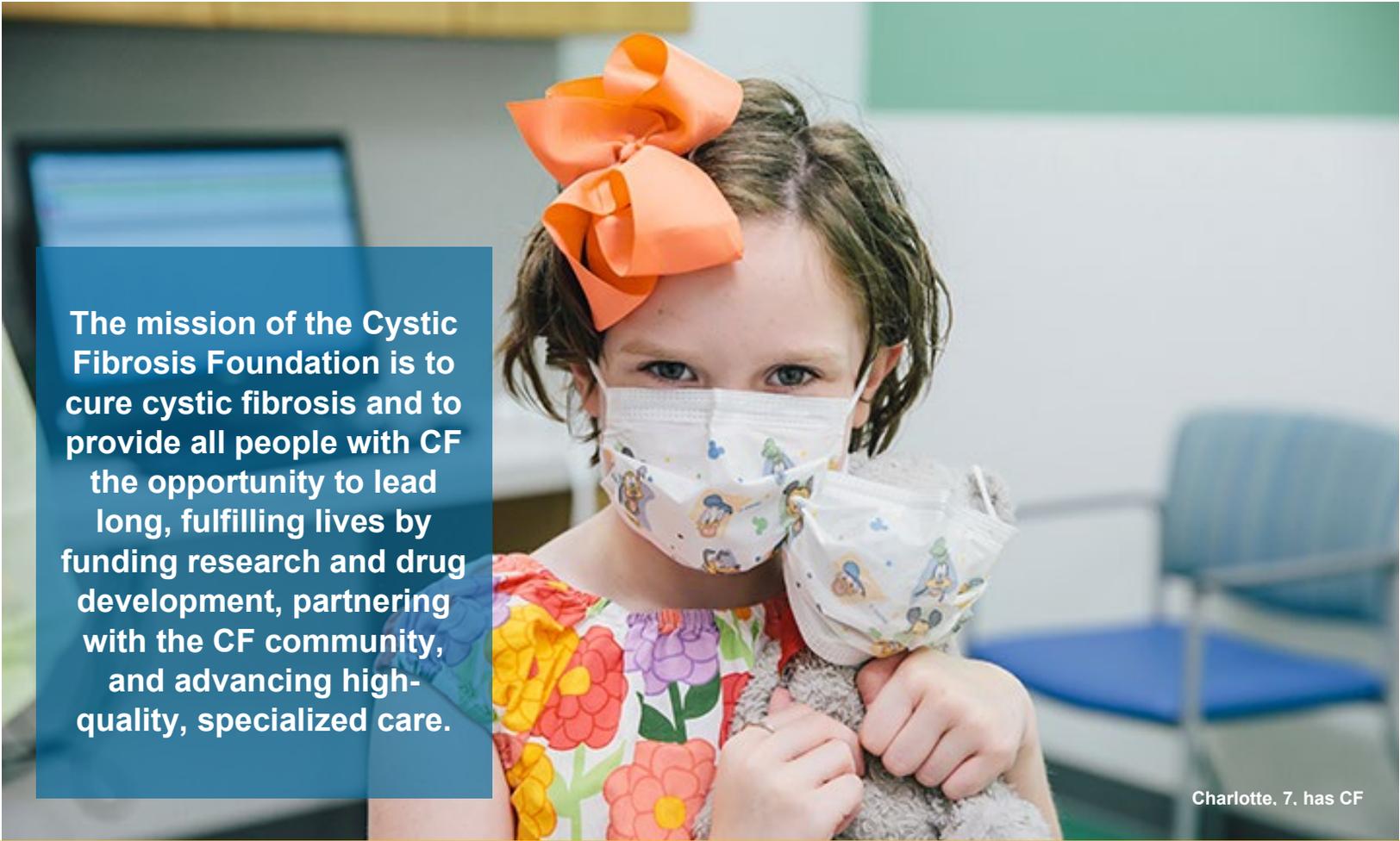
**Rock N' Roses: Honoring Tampa Bay's Finest**

**Saturday, November 6, 2021  
7:00pm**

**[Finest.cff.org/rocknroses](https://finest.cff.org/rocknroses)**

**West Florida Chapter**  
Ryan Reid, Executive Director  
[rreid@cff.org](mailto:rreid@cff.org) | (813) 374.9041





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.**



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.

# ABOUT ROCK N' ROSES

Rock N' Roses: Honoring Tampa Bay's Finest, will bring the Tampa Bay community together to support a great cause - the fight against cystic fibrosis. We will honor the work done thus far in the fight, and those who have contributed to the success of the Foundation's 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.

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.

## 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. (if virtual option exists)
- 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.

## BENEFITS FOR YOUR COMPANY

- Position your brand well in local communities and create connections with consumers
- Align with a results-driven organization where your support makes an impact
- Double your corporate impact and seek matching gifts opportunities at your corporation
- Encourage collaboration and build leadership and unite colleagues



*"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 Potential Sponsor,

My sister, Tara (Parker) Illingworth, has a dream to find a cure for the disease she battles every day. Cystic fibrosis is a rare, genetic, life-shortening disease that affects the lungs, pancreas and other organs in the body and makes breathing difficult. Some people with the disease say it's like breathing through a straw.

Making "CF" stand for "Cure Found" is our ultimate goal. Tara and 30,000 others in our country are impacted by CF. Her dream has turned into a goal, and that goal...into an event. Please mark your calendars for this year's "Rock N' Roses, Honoring Tampa Bay's Finest" event held by the Cystic Fibrosis Foundation (CFF).

Rock N' Roses, Honoring Tampa Bay's Finest will take place on Saturday, November 6, 2021 at 7:00pm at Egypt Shrine Center of Tampa Bay.

The Cystic Fibrosis Foundation is a volunteer-led organization. Community volunteers raise funds through special events. The fundraising from these events is utilized by the Cystic Fibrosis Foundation to advance the organization's mission.

In 1955, when the Foundation was founded, children with CF rarely lived long enough to attend elementary school. Today, the median predicted age of survival is more than 40 and people with CF are achieving milestones like attending college, getting married and having children - goals that used to seem impossible. By 2026, we expect that close to 95 percent of people with CF will benefit from drugs that we helped to develop. Many say ours is the best story in modern medicine.

Despite tremendous progress, we are not done yet. Our story will not be finished until we have achieved normal life spans and have a cure for 100% of people with CF. And that's why we're writing you today, asking for your help in propelling us closer to the finish line by supporting this amazing event.

Until there's a cure,

Kyle Parker  
2021 Rock N' Roses/Tampa Bay's Finest Committee

# 2021 ROCK N' ROSES Sponsor Opportunities

## Red Rose Sponsor - \$10,000 (\$9,488 tax-deductible)

- 32 tickets at premium reserved area. Food, beverage, and entertainment included.
- Company name/logo recognition as the Red Rose Sponsor throughout the event and prominently displayed in all event print materials, social media, and on event website. (*Artwork must be submitted by October 5<sup>th</sup> and approved by CFF*)
- Display benefits at event with opportunities to distribute company-branded materials.
- Opportunity with the right to display 2 banners at event (*sponsor provided*).
- Recognition throughout the event by emcee, and recognition in multi-media production at Rock 'N Roses.

## Orange Rose Sponsor - \$5,000 (\$4,744 tax deductible)

- 16 event tickets with seating at 2 reserved tables. Food, beverage, and entertainment included.
- Company name/logo recognition as the Orange Rose Sponsor throughout the event and displayed in all event print materials, social media, and on event website. (*Artwork must be submitted by October 5<sup>th</sup> and approved by CFF*)
- Display benefits at event with opportunities to distribute company-branded materials.
- Opportunity with the right to display 1 banner at event (*sponsor provided*).
- Recognition in multi-media production at Rock N' Roses.

## Yellow Rose Sponsor - \$2,500 (\$2,308 tax deductible)

- 12 event tickets with seating at 2 reserved tables. Food, beverage, and entertainment included.
- Company name/logo recognition as the Yellow Rose Sponsor throughout the event and displayed in all event print materials, social media, and on event website. (*Artwork must be submitted by October 5<sup>th</sup> and approved by CFF*)
- Recognition in multi-media production at Rock N' Roses.

## White Rose Sponsor - \$1,000 (\$872 tax deductible)

- 8 event tickets with seating at reserved table. Food, beverage, and entertainment included.
- Company name/logo recognition as the White Rose Sponsor on social media, and event website.
- Recognition in multi-media production at Rock N' Roses.

## Pink Rose Sponsor - \$500 (\$436 tax deductible)

- 4 event tickets with seating at reserved table. Food, beverage, and entertainment included.
- Company name/logo recognition as the White Rose Sponsor on social media, and event website.
- Recognition in multi-media production at Rock N' Roses.

### 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.



# 2021 Rock N' Roses Sponsorship Commitment Form

Company Name \_\_\_\_\_ Contact Name \_\_\_\_\_

Contact Title \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone# \_\_\_\_\_ Email \_\_\_\_\_

I would like to pledge at the following level:

- Red Rose Sponsor \$10,000\* (\$9,488 tax deductible)
- Orange Rose Sponsor \$5,000\* (\$4,744 tax deductible)
- Yellow Rose Sponsor \$2,500\* (\$2,308 tax deductible)
- White Rose Sponsor \$1,000\* (\$872 tax deductible)
- Pink Rose Sponsor \$500\* (\$436 tax deductible)

**\*Reserved Table Assignments: Please include the following individuals at my table(s):** (Please use additional sheets if needed)

\_\_\_\_\_  
\_\_\_\_\_

I cannot sponsor but want to make a general donation to Rock N' Roses:  \_\_\_\_\_

### 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:

Nathan Maloney nmaloney@cff.org 813.374.9041	West Florida Chapter 5100 W Kennedy Blvd., Ste 195 Tampa, FL 33609
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*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.*

A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL FREE 800-HELP-FLA OR VISITING [WWW.800HELPPFLA.COM](http://WWW.800HELPPFLA.COM). FLORIDA REGISTRATION NUMBER (#CH956); REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THE STATE.