

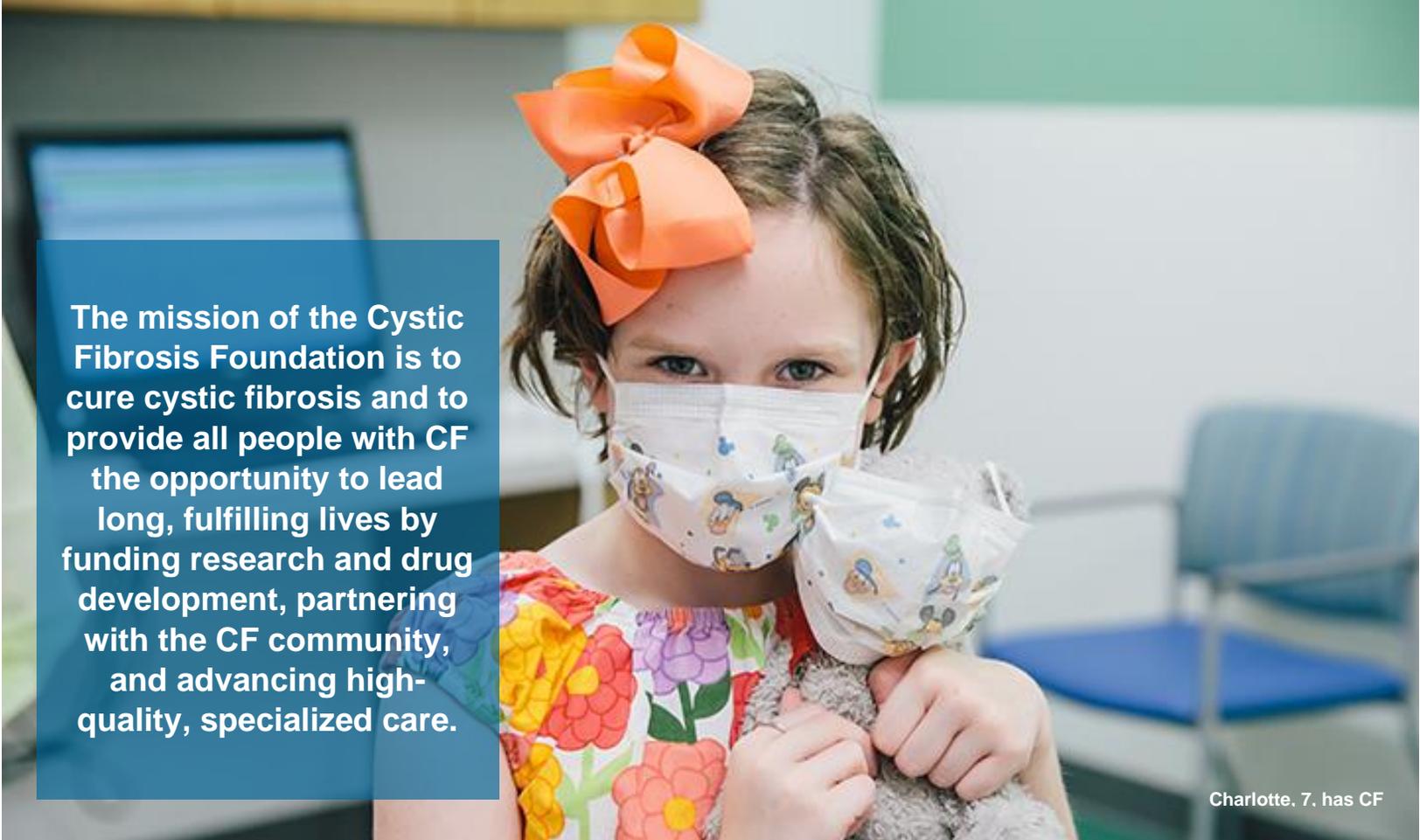


# Gateway Chapter 2021 Sponsorship Opportunities 30<sup>th</sup> Annual Reach for a Star Gala



**Gateway 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 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 30<sup>th</sup> Annual Reach for a Star Gala

**Our event offers 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.**

The Reach for a Star Gala celebrates the heroes in our community who are working to provide a hopeful future for those living with cystic fibrosis. This black-tie event includes a cocktail reception, gourmet dinner at the Ritz-Carlton Hotel, live and silent auctions, entertainment and more!

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.

## 30th Annual Reach for a Star Gala

**November 19, 2021**

**The Ritz Carlton – St. Louis**

**6:00PM VIP Access**

**6:45PM Cocktail Reception**

**7:30PM Dinner & Auction**

### BENEFITS FOR YOUR CORPORATION

- 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



**EVERNORTH<sup>SM</sup>**

NOTE: Evernorth is our 2021 Premier Sponsor

*“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 Gala Sponsor Opportunities

## Premier Supporter - \$30,000 (\$25,740 tax-deductible)

- Recognition as the Premier Supporter of the 30<sup>th</sup> Annual Reach for a Star Gala, receiving recognition above all others, throughout the event
- Three VIP Tables of 10, includes early access to cocktail reception & special wine pour
- Logo placed in lead position on all printed & electronic materials for the event including but not limited to:
  - Save the Date for the 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 auction platform
- Opportunity to speak or share a video during 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
- Recognition as a Bronze Sponsor in the National Breath of Life Celebration
  - Company recognized with full-page acknowledgement in digital program book
  - Company recognized by logo on event website
  - Company recognized by name on all event communications

## Platinum Supporter - \$15,000 (\$10,920 tax-deductible)

- Recognition as the Platinum Supporter throughout event
- Three VIP Tables of 10, includes early access to cocktail reception
- Logo placed on all printed & electronic materials for the event, including but not limited to:
  - Save the Date for the event
  - Message from Event/Board Chair
  - Event/campaign specific email communications
- 60-second CFF reviewed video message in digital event program book *(CFF reviewed)*
- 1-page recognition in digital event program book
- Company logo listed under event sponsors on 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
- Recognition by name in the National Breath of Life Celebration digital program book

## Gold Supporter - \$10,000 (\$7,280 tax-deductible)

- Recognition as the Gold Supporter throughout the event
- Two VIP Tables of 10, includes early access to cocktail reception
- Logo placed on all printed & electronic materials for the event, including but not limited to:
  - Save the Date for the event
  - Message from Event/Board Chair
  - Event/campaign specific email communications
- 30-second CFF reviewed video message in digital event program book *(CFF reviewed)*
- 1-page recognition in digital event program book
- Company logo listed under event sponsors on auction platform
- Logo recognition on the Chapter social media pages
- Recognition by name in the National Breath of Life Celebration digital program book

## Rose Supporter - \$6,500 (\$5,140 tax-deductible)

- Recognition as the Rose Supporter throughout the event
- One VIP Table of 10, includes early access to cocktail reception
- 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 pages

## Silver Supporter - \$5,000 (\$3,640 tax-deductible)

- Recognition as a Silver Supporter throughout the event
- One VIP Table of 10, includes early access to cocktail reception
- Logo placed on all electronic materials for the 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

## Bronze Supporter - \$3,000 (\$1,740 tax-deductible)

- Recognition as a Bronze Supporter throughout the event
- One General Admission Table of 10
- Company name recognition on electronic materials for the event, including but not limited to:
  - Event/campaign specific email communications
- 1/2-page recognition in the digital event program book

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

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

### Individual Tickets

**GA \$250**

*(\$124 Tax Deductible)*

**VIP \$500**

*(\$364 Tax Deductible)*

### Tables of 10

**GA \$2,500**

*(\$1,240 Tax Deductible)*

**VIP \$5,000**

*(\$3,640 Tax Deductible)*



## Attendance Policy

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.) 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. (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.





# 2021 Reach for a Star Gala Sponsorship 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 level:

- Premier Supporter \$30,000 (\$25,740 tax-deductible)
- Silver Supporter \$5,000 (\$3,640 tax-deductible)
- Platinum Supporter \$15,000 (\$10,920 tax-deductible)
- Bronze Supporter \$3,000 (\$1,740 tax-deductible)
- Gold Supporter \$10,000 (\$7,280 tax-deductible)
- Foundation Friend Supporter \$1,500 (100% tax-deductible)
- Rose Supporter \$6,500 (\$5,140 tax-deductible)

### Individual Tickets: (Please indicate how many tickets – tables seat 10)

- General Admission Ticket \$250 each (\$124 tax deductible)      x \_\_\_\_\_ = \$ \_\_\_\_\_
- VIP Ticket \$500 each (\$364 tax deductible)      x \_\_\_\_\_ = \$ \_\_\_\_\_

I cannot make a pledge but want to make a general donation to the Gateway 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:

Jenny Pagel-Guile  
8251 Maryland Avenue Ste 16  
St. Louis, MO 63105

Chapter Phone: 314-733-1241

*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.*