



WINE ON THE WATER

CYSTIC FIBROSIS FOUNDATION

Thursday, September 16th
Early Access admission 5:30pm
General admission 6:30pm
Volunteer Landing

<https://events.cff.org/wineonthewater/>

Cystic Fibrosis Foundation
Tennessee Chapter
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Knoxville, TN 37919
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**CYSTIC FIBROSIS
FOUNDATION**
ADDING TOMORROWS



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.

event overview



Wine on the Water is an evening of tasting great wine and wonderful food on the Volunteer Landing waterfront. We're excited to announce it is back in-person this September!

The 17th annual event to benefit the Cystic Fibrosis Foundation will be held Thursday, September 16, 2021 with Early Access admission at 5:30pm and general admission at 6:30pm.

Mix and mingle with more than 1,000 event attendees and help further the mission of the CF Foundation.

SIP GREAT WINES

Wine novices and wine experts alike will enjoy sipping on the wide variety of domestic and international wines available.

SAVOR GREAT CUISINE

Enjoy a variety of food from some of East Tennessee's best restaurants and eateries.

WE'RE HARD TO MISS!

Event promotion efforts for Wine on the Water include

- More than 40 commercials on WVLT
- Online listing on www.wvlt.com
- 40 promos on Star 102.1
- 10 on air mentions on Star 102.1
- Online listing of event on Star 102.1
- Website events.cff.org/wineonthewater/
- Virtual Program Book
- 50 event volunteers

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: 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.

sponsorship



Wine on the Water 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.

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.

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
- Build team camaraderie and treat clients

Sponsorship opportunities exist at various levels with increasing benefits at each increment.

Past Sponsors include

Regal Entertainment Group • Forensics • AbbVie • UT Medical Center • Gilead
WVLT • Star 102.1 • Pinnacle Bank • A&B Distributing •
Storage Solutions • ImageMatters
Ameriplan • Region's Bank • Grayson Auto Group • Concord Title • Edfinancial

"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

sponsorship packages

\$10,000 - CHAMPAGNE SPONSOR *\$9,240 Tax Deductible*

- One available champagne sponsorship, " _____ presents Wine on the Water"
- A tent will be provided for your company to distribute product samples & company provided materials
- Recognition on the following:
 - Event attendee wine glasses
 - Street banner over Neyland Drive
 - Television and radio public service announcements
 - Event advertisements
 - Event website
 - Event e-blasts
 - Highlighted on chapter Facebook & Instagram accounts
 - Full page acknowledgment with premiere placement in virtual event program
- Your company will receive 20 early access tickets
- Free Parking

\$7,500 - MERLOT SPONSOR *\$6,892 Tax Deductible*

- Available merlot sponsorship, "Wine on the Water, powered by _____"
- A tent will be provided for your company to distribute product samples & company provided materials
- Recognition on the following
 - Television and radio public service announcements
 - Event advertisements
 - Event website
 - Event e-blasts
 - Highlighted on chapter Facebook & Instagram accounts
 - Full page acknowledgement in virtual event program
- Your company will receive 16 early access tickets
- Free Parking

\$5,000 - ZONE SPONSOR *\$4,468 Tax Deductible*

- Zone sponsorships available: Beer Garden, Wine Lounge, etc... (first come, first serve on selection)
- Company name listed in association with sponsored zone
- A tent will be provided for your company to distribute product samples & company provided materials
- Recognition on the following
 - Television public service announcements
 - Event advertisements
 - Event website
 - Event e-blasts
 - Highlighted on chapter Facebook & Instagram accounts
 - Half page acknowledgement in virtual event program
- Your company will receive 14 early access tickets
- Free Parking

sponsorship packages

\$2,500 - CHARDONNAY SPONSOR

\$2,120 Tax Deductible

- A tent will be provided for your company to distribute product samples & company provided materials
- Recognition on the following
 - Event website
 - Event e-blasts
 - Highlighted on chapter Facebook & Instagram accounts
 - Quarter page acknowledgement in virtual event program
- Your company will receive 10 early access tickets
- Free Parking

\$1,500 - ZINFANDEL SPONSOR

\$1,272 Tax Deductible

- A tent will be provided for your company to distribute product samples & company provided materials
- Recognition by name in the the virtual event program
- Your company will receive 6 early access tickets
- Free Parking

Early Access Admission \$85

\$47 Tax Deductible

One hour early admission & unlimited food, wine & beer samples; live entertainment; upgraded take home wine glass; free parking

General Admission \$65

\$38 Tax Deductible

Unlimited food, wine & beer samples; live entertainment; take home wine glass; free parking



SPONSORSHIP LEVEL (please check one)

- \$10,000 CHAMPAGNE SPONSOR** \$9,240 Tax Deductible
- \$7,500 MERLOT SPONSOR** \$6,892 Tax Deductible
- \$5,000 ZONE SPONSOR** \$4,468 Tax Deductible
- \$2,500 CHARDONNAY SPONSOR** \$2,120 Tax Deductible
- \$1,500 ZINFANDEL SPONSOR** \$1,272 Tax Deductible

ADD-ONS (please indicate quantity)

- ____ **Early Access Ticket \$85**
\$47 Tax Deductible
- ____ **Additional GA Ticket \$65**
\$38 Tax Deductible

Sponsorship of, Wine on the Water, supports the mission of the Cystic Fibrosis Foundation

Company Name (as to be used in benefits) _____

Contact Name _____

Contact Title _____

Mailing Address _____

City _____ State _____ Zip _____

Phone# _____ Fax# _____

Email _____ Web Address _____

I cannot sponsor but want to make a general donation to Wine on the Water: _____

Please make my donation in honor of: _____

Sponsorship Payment:

Check enclosed (payable to the CFF) 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: _____ Date: _____

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.

Cystic Fibrosis Foundation, Tennessee Chapter

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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.

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.