



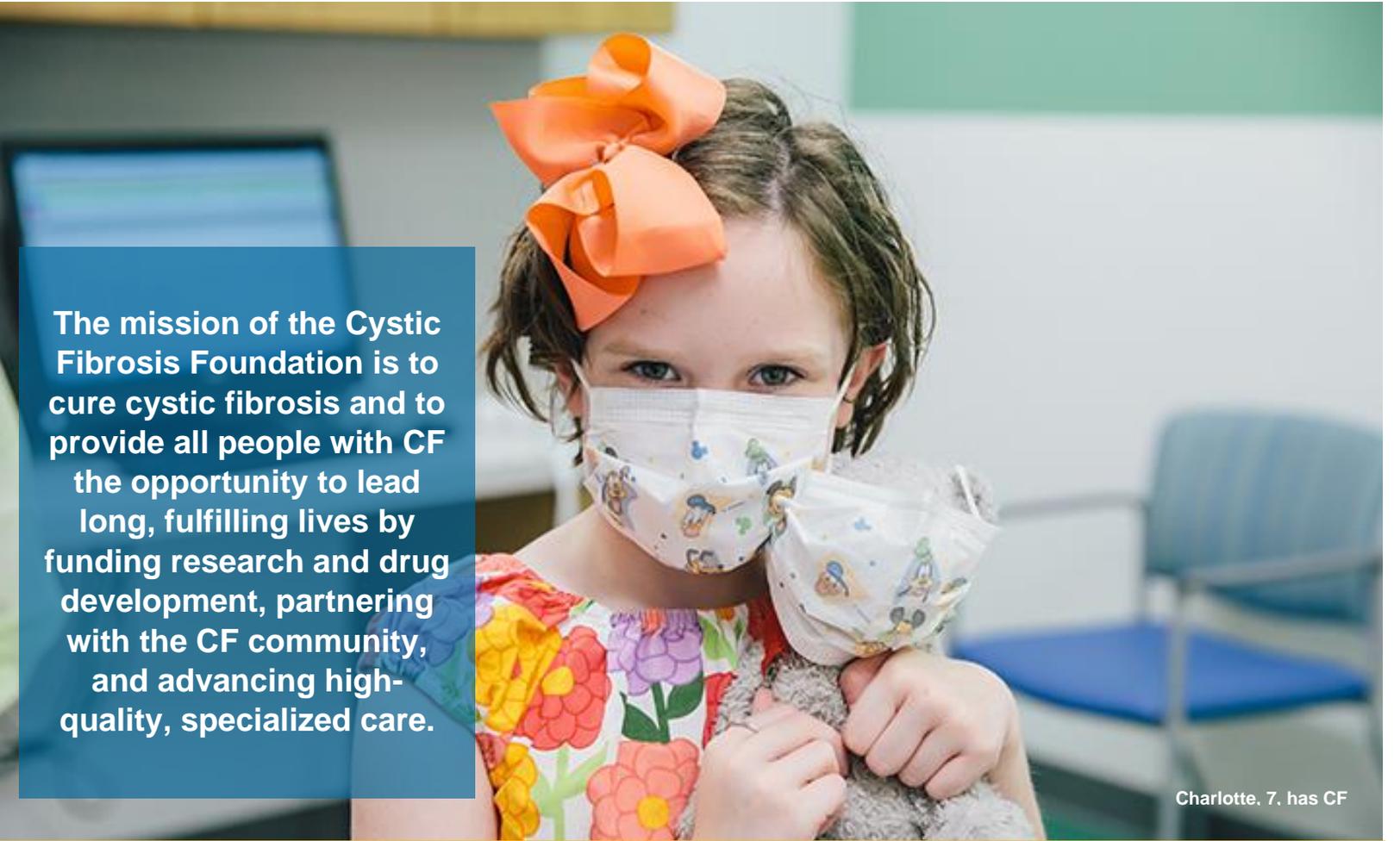
David, a 42 year old with CF, and his kids

# 2021 SPONSORSHIP OPPORTUNITIES

**2021 Breath of Life Gala**  
Saturday, November 6, 2021

**Western New York Chapter**  
100 College Parkway, Suite 280  
Williamsville, NY 14221

**BREATH  
OF LIFE  
GALA**  
CYSTIC FIBROSIS FOUNDATION



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 relentless and impassioned determination to prolong life has resulted in tremendous strides, and this year we celebrate 65 years of accelerating innovative research and drug development, as well as advancing care and advocacy. Virtually every approved cystic fibrosis drug therapy available now was made possible because of the Foundation and its supporters. Still, we believe no one should have to die at a young age. **We will not rest until we have a cure for *all* people living with CF.**

## 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. Sixty-five years ago, most children did not live long enough to attend elementary school, but thanks to Foundation-based research and care, people with CF are now living into their 40s.

**While people with CF are living longer than in the past, we still lose precious lives every day.**



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.

**Despite tremendous progress, we are not yet done. Our story will not be finished until we find a cure for all people with CF.**

### 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.

# sponsorship

**The Breath of Life Gala is the Western New York Chapter's signature celebration to recognize select outstanding supporters in the WNY CF Community.**

**This year's honorees include Lauren Reilly receiving the Katie's Courage Award, Paul and Kathryn Reid receiving the Commitment to a Cure Award, and Christine Roach receiving the Excellence in Care Award.**

**Guests will enjoy exquisitely prepared "dine at home" meals courtesy of the Atrium @ Rich's, a virtual celebration, and a high-end virtual auction.**

**Gala-Gating 2021! Meal pick-up is available at The Atrium @ Rich's in the afternoon on Saturday, November 6<sup>th</sup> in advance of the virtual celebration that evening. Guests are invited to join us for a "Parking Lot Pick-Up Party" to pick-up their meals and enjoy *Gala-Gating* in true Western New York fashion with on-site outdoor wine pull, auction features, music and more!**

**We invite you to be a part of this year's event and join us in celebrating our honorees by supporting the Cystic Fibrosis Foundation and the Breath of Life Gala as an event sponsor.**

This sponsorship supports the mission of the CF Foundation; to cure cystic fibrosis and to provide all people with the disease the opportunity to lead full, productive lives by funding research and drug development, promoting individualized treatment and ensuring access to high-quality, specialized care.

## 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
- Unites colleagues, and builds leadership



*"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 OPPORTUNITIES

## Presenting Sponsor- \$20,000 (\$18,840 tax deductible)

- Recognition as a Presenting Sponsor of the Breath of Life Gala on all collateral and event publications
- Sponsor recognition by name in the digital National Breath of Life Celebration program book
  - *National virtual celebration 10/21/21. Deadline for inclusion 10/15/21.*
- Industry Exclusivity
- Two (2) virtual tables of ten at the Breath of Life Gala. Guests will enjoy exquisitely prepared “dine at home” meals courtesy of the Atrium @ Rich’s, a virtual celebration, and a high-end virtual auction.
  - *“Dine at Home” meals are prepared in pairs of two and include a Charcuterie Board for Two (2), Three-Course Dinner for Two (2), and a bottle of red wine.*
- Sponsor name or logo placement in a lead position on all printed & electronic materials for the event including but not limited to:
  - Event invitations mailed to the WNY CF Community (*deadline Friday, September 17th*)
  - Pre and post event press releases and media alerts
  - Event website
  - Event emails to past (3) years participants
  - Event posts via chapter social media pages
  - Event updates via chapter newsletter
- Opportunity to share a video on Chapter Facebook page
  - (*CFF reviewed, limited to 90 sec.*)
- Opportunity for Company Executive to record a message for inclusion in the Breath of Life Gala virtual celebration.
- Company Executive to receive full page welcome message in digital event program book
- Full page acknowledgement in digital event program book with premium placement to pay tribute to the honorees or to recognize your company’s philanthropic activities, with opportunity to include:
  - 90 second CFF reviewed video message in digital program book (*CFF reviewed*)
- Sponsor name or logo featured under event sponsors listing in digital program book
- Sponsor name or logo featured under event sponsors listing on virtual auction platform

## Platinum Sponsor- \$10,000 (\$9,420 tax deductible)

- Recognition as a Platinum Sponsor of the Breath of Life Gala on all collateral and event publications
- Sponsor recognition by name in the digital National Breath of Life Celebration program book
  - *National virtual celebration 10/21/21. Deadline for inclusion 10/15/21.*
- One (1) virtual table of ten at the Breath of Life Gala. Guests will enjoy exquisitely prepared “dine at home” meals courtesy of the Atrium @ Rich’s, a virtual celebration, and a high-end virtual auction.
  - *“Dine at Home” meals are prepared in pairs of two and include a Charcuterie Board for Two (2), Three-Course Dinner for Two (2), and a bottle of red wine.*
- Sponsor name or logo placement on all printed & electronic materials for the event including but not limited to:
  - Event invitations mailed to the WNY CF Community (*deadline Friday, September 17th*)
  - Pre and post event press releases and media alerts
  - Event website
  - Event emails to past (3) years participants
  - Event posts via chapter social media pages
  - Event updates via chapter newsletter
- Opportunity to share a video on Chapter Facebook page
  - (*CFF reviewed, limited to 60 sec.*)
- Full page acknowledgement in digital event program book to pay tribute to the honorees or to recognize your company’s philanthropic activities, with opportunity to include:
  - 60 second CFF reviewed video message in digital program book (*CFF reviewed*)
- Sponsor name or logo featured under event sponsors listing in digital program book
- Sponsor name or logo featured under event sponsors listing on virtual auction platform

## Gold Sponsor- \$5,000 (\$4,420 tax deductible)

- Recognition as a Gold Sponsor of the Breath of Life Gala on all collateral and event publications
- One (1) virtual table of ten at the Breath of Life Gala. Guests will enjoy exquisitely prepared “dine at home” meals courtesy of the Atrium @ Rich’s, a virtual celebration, and a high-end virtual auction.
  - *“Dine at Home” meals are prepared in pairs of two and include a Charcuterie Board for Two (2), Three-Course Dinner for Two (2), and a bottle of red wine.*
- Sponsor name or logo placement on all printed & electronic materials for the event including but not limited to:
  - Event invitations mailed to the WNY CF Community (*deadline Friday, September 17th*)
  - Event website
  - Event emails to past (3) years participants
  - Event posts via chapter social media pages
  - Event updates via chapter newsletter
- Opportunity to share a video on Chapter Facebook page
  - (*CFF reviewed, limited to 30 sec.*)
- Full page acknowledgement in digital event program book to pay tribute to the honorees or to recognize your company’s philanthropic activities, with opportunity to include:
  - 30 second CFF reviewed video message in digital program book (*CFF reviewed*)
- Sponsor name or logo featured under event sponsors listing in digital program book
- Sponsor name or logo featured under event sponsors listing on virtual auction platform

## Silver Sponsor- \$3,500 (\$2,920 tax deductible)

- Recognition as a Silver Sponsor of the Breath of Life Gala on select collateral and event publications
- One (1) virtual table of ten at the Breath of Life Gala. Guests will enjoy exquisitely prepared “dine at home” meals courtesy of the Atrium @ Rich’s, a virtual celebration, and a high-end virtual auction.
  - *“Dine at Home” meals are prepared in pairs of two and include a Charcuterie Board for Two (2), Three-Course Dinner for Two (2), and a bottle of red wine.*
- Sponsor name or logo placement on all printed & electronic materials for the event including but not limited to:
  - Event invitations mailed to the WNY CF Community (*deadline Friday, September 17th*)
  - Event website
  - Event emails to past (3) years participants
  - Event posts via chapter social media pages
- Half page acknowledgement in digital event program book to pay tribute to the honorees or to recognize your company’s philanthropic activities
- Sponsor name or logo featured under event sponsors listing in digital program book

## Bronze Sponsor- \$2,500 (\$1,920 tax deductible)

- Recognition as a Bronze Sponsor of the Breath of Life Gala on select collateral and event publications
- One (1) virtual table of ten at the Breath of Life Gala. Guests will enjoy exquisitely prepared “dine at home” meals courtesy of the Atrium @ Rich’s, a virtual celebration, and a high-end virtual auction.
  - *“Dine at Home” meals are prepared in pairs of two and include a Charcuterie Board for Two (2), Three-Course Dinner for Two (2), and a bottle of red wine.*
- Sponsor name or logo placement on all printed & electronic materials for the event including but not limited to:
  - Event website
  - Event emails to past (3) years participants
  - Event posts via chapter social media pages
- Quarter page acknowledgement in digital event program book to pay tribute to the honorees or to recognize your company’s philanthropic activities
- Sponsor name featured under event sponsors listing in digital program book

## **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. (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. (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 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.



# 2021 Breath of Life Gala Sponsorship Form

Sponsorship of the 2021 Breath of Life Gala 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 become a sponsor at the following level:

- Presenting Sponsor \$20,000 (\$18,840 tax deductible)
- Silver Sponsor \$3,500 (\$2,920 tax deductible)
- Platinum Sponsor \$10,000 (\$9,420 tax deductible)
- Bronze Sponsor \$2,500 (\$1,920 tax deductible)
- Gold Sponsor \$5,000 (\$4,420 tax deductible)
- I cannot sponsor but want to make a general donation to the event:

\_\_\_\_\_

### 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:

**Chapter Contact: Kelly Tronolone**  
**Chapter Address: 100 College Parkway, Suite 280**  
**Williamsville, NY 14221**

**Chapter Phone: (716) 204-2535**  
**Chapter Fax: (716) 204-2538**  
**Email: ktronolone@cff.org**

*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 latest annual report may be obtained from the organization or from The Charities Bureau, Department of Law, 120 Broadway, New York, NY 10271.**