



**CYSTIC FIBROSIS  
FOUNDATION®**

# 2022 SPONSORSHIP OPPORTUNITIES

**NWA FINEST - PRESENTED BY  
&  
WINE OPENER**



**Henkel**

**GOLF TOURNAMENT - OCT 6 & 7, TEE TIMES 8AM AND 1PM  
AT SHADOW VALLEY**

**WINE OPENER - OCT 7, 6PM  
AT HERONCREST EVENT CENTER**

Christy Jobe  
479-633-1508, [cjobe@cff.org](mailto:cjobe@cff.org)

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# DRIVEN BY A DREAM

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.



## ABOUT THE CYSTIC FIBROSIS FOUNDATION

We are driven by a dream that one day—every person with cystic fibrosis will have the chance to live a long, healthy life. Recognized globally, the Cystic Fibrosis Foundation has led the way in the fight against cystic fibrosis, fueling extraordinary medical and scientific progress. The life expectancy of someone born with CF has doubled in the last 30 years. Despite this progress, many people with CF do not benefit from existing therapies.

Our vision is a cure for every person with cystic fibrosis and a life free from the burden of this disease. We will not leave anyone behind. You are an important part of our progress. Together, let's make CF stand for Cure Found.

## ABOUT CYSTIC FIBROSIS

In people with cystic fibrosis, a defective gene causes a thick buildup of mucus in the lungs, pancreas and other organs. In the lungs, mucus clogs the airways and traps bacteria, leading to infections, extensive lung damage and respiratory failure. Many people with CF do not benefit from existing therapies, either because their disease is too advanced or because their specific genetic mutations will not respond.

Those who can take current therapies continue to face challenging complications—leading to hospitalizations, missed school and work, and significant interruptions in their daily routine. And, many children and adults with CF still face the sobering prospect of a shortened life span.





Our vision is  
**A CURE FOR 100%** of people living with cystic fibrosis.  
 – WE WILL NOT LEAVE ANYONE BEHIND.

## 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.

## A CURE FOR ALL.

Winning this fight means working harder and faster. Genetic therapies – our best hope for curing cystic fibrosis – are more complex than anything we have ever done. Progressing a genetic therapy could cost the Foundation 10 times more than the development of a novel therapy a decade ago. The Foundation is leading the way in applying this emerging science to CF.

In addition to CF, there are more than 1,000 diseases caused by this type of genetic mutation, virtually all of which have eluded researchers seeking FDA-approved therapies. While our focus is on cutting-edge research for CF, our hope is that future genetic-based therapies could also benefit many others living with genetic diseases. You are an important part of our progress. Corporate donations help accelerate scientific advancements.

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

**50s**

MEDIAN PREDICTED AGE FOR  
 SOMEONE BORN WITH CF — MORE  
 THAN DOUBLED SINCE THE START  
 OF THE CF FOUNDATION

**0**

CURES EXIST FOR  
 CYSTIC FIBROSIS



NWA Finest and Wine Opener events offer 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.

**You have an opportunity to be part of**  
**defeating this terrible disease.**

The celebration will begin with Golf on Thursday and Friday including four shotgun starts, great food, libations, games and so much more. Friday evening will be a party like no other with wine tasting, cocktails, beer and food tastings from the area's top restaurants and caterers. Festivities will include celebrating our Finest Honorees, entertainment, exciting live auction, and an incredible week-long online silent auction.

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.

**“Our vision for the future is clear: transformative therapy and a cure for every person with cystic fibrosis. Our most important and challenging work is ahead of us.**

– Michael P. Boyle, MD  
President & Chief Executive Officer

# BENEFITS

for your corporation and team

- Position your brand well in local communities and create connections with consumers
- Align with a results-driven organization where your support makes an impact
- Corporate teams unite colleagues, encourage collaboration and build leadership.



## our events by the numbers

# \$2,832,016

Total Net Funds Raised  
from these events over the past 5 years

# 1000+

Guests Expected

Sponsorship opportunities exist at various levels with increasing benefits at each increment. We value our relationship with you and look forward to your participation as an event sponsor.

Dear NWA CF Foundation Supporter,

For more than twenty years, you have trusted the Cystic Fibrosis Foundation of Northwest Arkansas to provide extraordinary events that support an extraordinary cause. Events like Weekend with the Finest and Wine Opener have been premier, top-ranked fundraising events in our state.

This year, we're taking these two premier events to a whole new level of extraordinary! In 2022, the Northwest Arkansas Finest and Wine Opener will combine into one, two-day celebration that will deliver an even better experience than you've come to expect from us.

The celebration will begin with Golf on Thursday and Friday including four shotgun starts, great food, libations, games and so much more. Friday evening will be a party like no other with wine tasting, cocktails, beer and food tastings from the area's top restaurants and caterers. Festivities will include celebrating our Finest Honorees, entertainment, exciting live auction, and an incredible week-long online silent auction.

Most importantly, this innovative and safe combined event will support the mission to ensure that every person with cystic fibrosis has the chance to live a full life – a life free from the burden of this disease.

Will you support our mission and join us for this extraordinary event? Together, we can get one step closer to finding a cure for CF.

Until it's Done,



Christy Jobe  
Development  
Director



Diane Byram  
Associate  
Executive  
Director



Kelly Bullington  
Area  
Executive  
Director



Jordan Lavigne  
Administrative  
Manager



We are very honored and grateful to help support the Cystic Fibrosis Foundation by participating as Executive Chairs of the Northwest Arkansas Finest and Wine Opener. We believe in their vision that one day every person with cystic fibrosis will have a chance to live a long, healthy life.

Serving as Executive Chairs gives us the opportunity in our lifetime to be a part of something so exciting by ending this disease. You too can join us and help make medical history!

Until it's done,



Corey Bender



Matt Preston



Shawn Townzen



Andrea Albright



Jason Fremstad



Erin Sanchez



Katie Smith



# EVENT SPONSORSHIP LEVELS AND BENEFITS

Sponsorship of this event supports the mission of the Cystic Fibrosis Foundation.



**FINEST PRESENTING**  \$48,000 (\$40,278 tax-deductible)

**WINE OPENER PRESENTING**  \$30,000 (\$23,468 tax-deductible)

**PREMIER** \$25,000 (\$18,748 tax-deductible)

- Opportunity to introduce Executive Chairs & speak at golf tournament and Finest Toast
- TEN invitations to VIP Party in September 2022
- If an adult beverage vendor, an opportunity to have your products served at the VIP Party in September 2022, Golf Event (Beer), Wine & Food Tent and the Grand Hall (Private Reserve) during the Wine Opener
- THREE golf foursomes with Games Package (includes lunch and/or breakfast, snacks, and beverages for all players)
- Shadow Valley Country Club Added Benefits Package
- Opportunity for (company/branded) giveaways and manned tent on a hole
- THREE reserved Tables for 8 Guests (24 guests total) in Grand Hall (includes general admission, Wine & Food Tastings and Souvenir CFF Wine Glass for all guests)
- TWO Reserved Table for 10 guests (20 guests total) in Finest Row (includes general admission, Wine & Food Tastings and Souvenir CFF Wine Glass for all guests)
- On-screen recognition of company at the Wine Opener in the Grand Hall, Finest Row and the Food & Wine Tent
- Company logo on event website & E-blasts, displayed at events, placement on event printed materials, recognition on social media pages, and displayed on golf carts at two holes
- FULL page recognition in event program book (provided digitally to each guest; printed copies on each table at Wine Opener and one provided to each sponsor, Finest Honorees, and Executive Chairs)

**PLATINUM** \$15,000 (\$9,398) tax-deductible

- EIGHT invitations to the VIP Party in September 2022
- If an adult beverage vendor, an opportunity to have your products served at the VIP Party in September 2022, Golf Event (Beer), the Wine & Food Tent and the Grand Hall (Private Reserve) during the Wine Opener Program
- THREE Golf Foursomes with Games Package (includes lunch and/or breakfast, snacks, and beverages for all players)
- Shadow Valley Country Club Added Benefits Package
- On-screen recognition of company at the Wine Opener in the Grand Hall, Finest Row and the Food & Wine Tent
- TWO reserved tables for 8 guests (16 guests total) in Grand Hall (includes general admission, Wine & Food Tastings and Souvenir CFF Wine Glass for all guests)
- ONE reserved table for 10 guests in Finest Row (includes general admission, wine & food tastings and souvenir CFF wine glass for all guests)
- Company Logo: on event website & E-blasts, displayed at events, placement on event printed materials, recognition on social media pages and on golf carts at two holes
- HALF page recognition in event program book (provided digitally to each guest; printed copies on each table at Wine Opener and one provided to each sponsor, Finest Honorees, and Executive Chairs)

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.

# EVENT SPONSORSHIP LEVELS AND BENEFITS

Sponsorship of this event supports the mission of the Cystic Fibrosis Foundation.



## GOLD - WINE OR GOLF (INCLUDES BENEFITS FOR BOTH)

### GOLD WINE

\$10,000 (\$8,820 tax-deductible)

- SIX invitations to VIP Party in September 2022
- ONE golf foursome with Games Package (includes lunch and/or breakfast, snacks, and beverages for all players)
- If an adult beverage vendor, an opportunity to have your wine/bar/beer products served in the Wine & Food Tent
- On-Screen recognition of company in the Grand Hall, Finest Row and the Food & Wine Tent
- TWO reserved tables for 8 guests (16 guests total) in Grand Hall (includes general admission, wine & food tastings and souvenir CFF wine glass for all guests)
- Company logo: on event website & E-blasts, displayed at Wine Opener event, placement in event printed materials, and recognition on social media pages
- HALF page recognition in Event Program Book (provided digitally to each guest; printed copies on each table at Wine Opener and one provided to each sponsor, Finest Honorees, and Executive Chairs)

### GOLD GOLF

\$10,000 (\$5,598 tax-deductible)

- If an adult beverage vendor, an opportunity to have your beer product served during Golf Tournament
- TWO golf foursomes with Games Package (includes lunch and/or breakfast, snacks, and beverages for all players)
- Shadow Valley Country Club Added Benefits Package
- ONE reserved table for 10 in Finest Row (includes general admission, wine & food tastings and souvenir CFF wine glass for all guests)
- Company logo: on event website & E-blasts, placement on event printed materials, recognition on social media pages and displayed on golf carts at two holes
- HALF page recognition in Event Program Book (provided digitally to each guest; printed copies on each table at Wine Opener and one provided to each sponsor, Finest Honorees, and Executive Chairs)

## SILVER - WINE OR GOLF

### SILVER WINE

\$7,500 (\$7,180 tax-deductible)

- FOUR invitations to VIP Party in September 2022
- If an adult beverage vendor, an opportunity to have your wine/bar/beer products served in the Wine & Food Tent
- ONE reserved table for 8 guests in Grand Hall (includes general admission, wine & food tastings and souvenir CFF wine glass for all guests)
- On-screen recognition of company in the Grand Hall, Finest Row and the Food & Wine Tent
- Company logo: on event website & E-blasts, displayed at event, placement on event printed materials, recognition on social media pages
- HALF page recognition in Event Program Book (provided digitally to each guest; printed copies on each table at Wine Opener and one provided to each sponsor, Finest Honorees, and Executive Chairs)

### SILVER GOLF

\$7,500 (\$6,380 tax-deductible)

- If an adult beverage vendor, an opportunity to have your beer product served during Golf Tournament
- TWO golf foursomes with Games Package (includes lunch and/or breakfast, snacks, and beverages for all players)
- Company logo: on event website & E-blasts, placement on event printed materials, recognition on social media pages, and displayed on golf carts at one hole
- HALF page recognition in Event Program Book (provided digitally to each guest; printed copies on each table at Wine Opener and one provided to each sponsor, Finest Honorees, and executive chairs)

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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.

# EVENT SPONSORSHIP LEVELS AND BENEFITS

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## ROSE - WINE OR GOLF

### ROSE WINE

\$5,000 (\$4,720 tax-deductible)

- ONE reserved table for 8 guests in Grand Hall (includes general admission, wine & food tastings and souvenir CFF wine glass for all guests)
- Company logo: displayed at event, placement on event printed materials, and recognition on social media pages
- QUARTER page recognition in Event Program Book (provided digitally to each guest; printed copies on each table at Wine Opener and one provided to each sponsor, Finest Honorees, and Executive Chairs)

### ROSE GOLF

\$5,000 (\$3,880 tax-deductible)

- TWO golf foursomes with Games Package (includes lunch and/or breakfast, snacks, and beverages for all players)
- Company logo: displayed at event, placement on event printed materials, recognition on social media pages and displayed on golf carts at one hole
- QUARTER page recognition in Event Program Book (provided digitally to each guest; printed copies on each table at Wine Opener and one provided to each sponsor, Finest Honorees, and Executive Chairs)

## BRONZE - WINE OR GOLF

### BRONZE WINE

\$3,500 (\$3,150 tax-deductible)

- ONE reserved table for 10 in Finest Row (includes general admission, wine & food tastings and souvenir CFF wine glass for all guests)
- Company logo: displayed at event, placement on event printed materials, and recognition on social media pages
- Company logo listed in Event Program Book (provided digitally to each guest; printed copies on each table at Wine Opener and one provided to each sponsor, Finest Honorees, and Executive Chairs)

### BRONZE GOLF

\$3,500 (\$2,940 tax-deductible)

- ONE golf foursome with Games Package (includes lunch and/or breakfast, snacks, and beverages for all players)
- Company logo: placement on event printed materials, recognition on social media pages and displayed on golf carts at one hole
- Company logo listed in Event Program Book (provided digitally to each guest; printed copies on each table at Wine Opener and one provided to each sponsor, Finest Honorees, and Executive Chairs)

## GOLF FOURSOME

\$2,000 (\$1,440 tax-deductible)

- One golf foursome with Games Package (includes lunch and/or breakfast, snacks, and beverages for all players)

## GRAND HALL TABLE

\$3,000 (\$2,720 tax-deductible)

- ONE reserved table for 8 guests in Grand Hall (includes general admission, wine & food tastings and souvenir CFF wine glass for all guests)

## FINEST ROW TABLE

\$2,000 (\$1,650 tax-deductible)

- ONE reserved table for 10 guests in Finest Row (includes general admission, wine & food tastings and souvenir CFF wine glass for all guests)

## GENERAL WINE OPENER TICKET

\$125 (\$90 tax-deductible)

- Includes general admission, wine & food tastings and souvenir CFF wine glass

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# 2022 EVENT SPONSORSHIP FORM

Sponsorship of this event supports the mission of the Cystic Fibrosis Foundation



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

Where logos aren't used, please recognize as: \_\_\_\_\_

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

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

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

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone# \_\_\_\_\_

Email \_\_\_\_\_ Web Address \_\_\_\_\_

## I would like to become a sponsor at the following level (tax deductible amounts in the sponsorship descriptions):

- |  |   |
|--|---|
| <input type="checkbox"/> Finest Presenting \$48,000      | <input type="checkbox"/> Rose \$5,000             |
| <input type="checkbox"/> Wine Opener Presenting \$30,000 | _____ Wine or _____ Golf                          |
| <input type="checkbox"/> Premier \$25,000                | <input type="checkbox"/> Bronze \$3,500           |
| <input type="checkbox"/> Platinum \$15,000               | _____ Wine or _____ Golf                          |
| <input type="checkbox"/> Gold \$10,000                   | <input type="checkbox"/> Golf Foursome \$2,000    |
| _____ Wine or _____ Golf                                 | <input type="checkbox"/> Grand Hall Table \$3,000 |
| <input type="checkbox"/> Silver \$7,500                  | <input type="checkbox"/> Finest Row Table \$2,000 |
| _____ Wine or _____ Golf                                 |   |

Additional General Ticket \$125 (\$90 tax-deductible) Qty: \_\_\_\_\_

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 (CC)  
 I will pay online at [finest.cff.org/NWAFinestWineOpener22](https://finest.cff.org/NWAFinestWineOpener22) or call the chapter office 501-371-0233

Signature: \_\_\_\_\_

**Arkansas Chapter (NWA) - Kelly Bullington, Executive Director**  
**320 Executive Court, Ste. 302, Little Rock, AR 72205**  
**Chapter Phone: 501-371-0233**

**Christy Jobe, Development Director (NWA)**  
**[cjobe@cff.org](mailto:cjobe@cff.org), 479-633-1508**

**Diane Byram, Associate Executive Director**  
**[dbyram@cff.org](mailto:dbyram@cff.org), 479-799-3206**

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.

To reduce the risk of COVID-19 the Foundation is taking steps to host safe events for our community. Please be advised that events may be subject to change at any time based on guidance from the Centers for Disease Control and Prevention and local health officials.

### IMPORTANT NOTE ON ATTENDANCE AT FOUNDATION EVENTS

To help minimize the risk of COVID-19, we ask that attendees at CF Foundation events follow these steps:

- Where mandated, practice physical distancing and maintain at least a safe 6-foot distance from persons outside of their household.
- Face masks are encouraged and should 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 only attend outdoor CF Foundation events where they are able to distance and stay within their family group.)
- Follow basic infection, prevention and control practices by regularly washing hands with soap and water or with an alcohol-based hand gel, and by 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.
- For indoor events, it is CFF policy to invite only one person with CF to be in-person at the event at a time. For outdoor events, people with CF should maintain a safe 6-foot distance from persons outside of their household at all times.

### FOR YOUR SAFETY AND THE SAFETY OF OTHERS:

- For the health and wellbeing of the CF community, we strongly encourage that participants be fully vaccinated and have received the CDC recommended booster shot when joining us in-person for the event.
- Please be advised certain localities and venues may require you to be fully vaccinated and show proof of vaccination. We will communicate these requirements in event communications.
- We are counting on the fact that you appreciate the potential consequences of exposing members of the CF community to COVID-19 and will not attend an event if you are feeling ill or have been recently exposed to COVID-19.
- We cannot guarantee that all people in attendance at the event, including participants, sponsors, volunteers, vendors, or others, have been fully vaccinated.