



# 2024 SPONSORSHIP OPPORTUNITIES

Taste for a Cure

2 PM

October 20, 2024

The Maples | Woodland, CA

[events.cff.org/tasteforacure](https://events.cff.org/tasteforacure)

Northern California Chapter  
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## OUR MISSION

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 CYSTIC FIBROSIS

Cystic fibrosis is a progressive, genetic disease that causes a thick buildup of mucus in the lungs, pancreas, and other organs and affects people of every racial and ethnic group. In the lungs, mucus clogs the airways and traps bacteria, leading to infections, extensive lung damage, and respiratory failure. While many people with CF have seen transformations in their health because of existing therapies, there are still others who do not benefit, either because they cannot tolerate them, or their specific genetic mutations will not respond.

People living with the disease can face significant challenges, including frequent hospitalizations, complications, and treatment plans that can take multiple hours a day. And, many children and adults with CF still face the sobering prospect of a shortened life span.

## ABOUT THE CYSTIC FIBROSIS FOUNDATION

# DRIVEN BY A DREAM

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:

**12+**  
treatments available, four of which address the underlying cause of CF

**40+**  
therapies in the drug development pipeline

The CF population in the U.S. is close to **40,000** - an increase over the past decade due in large part to people living longer.

**56 years old** the median predicted age of survival for a person with CF born today - nearly 20 years longer than a decade ago.

**60%** of the U.S. population that lives with CF are adults. When the Foundation was founded nearly 70 years ago, children with CF rarely lived to 5 years old.

And yet, **0 cures exist** for cystic fibrosis.



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.**





## OUR COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION

The Cystic Fibrosis Foundation is committed to fostering equity in CF and confronting the systemic barriers that have contributed to health inequities for many people of color with CF. These efforts are necessary to achieve our mission of finding a cure and providing all people with CF the opportunity to lead long, fulfilling lives.

We are working in close partnership with the community on many efforts to address racial inequities in cystic fibrosis, including:

- Establishing a nationwide newborn screening initiative to improve equity, sensitivity, and timeliness in diagnosing people of color with CF.
- Investing in 35 major industry research programs focused on genetic therapies, increasing our focus on rare and nonsense mutations, which are seen more often among communities of color.
- Reducing barriers to enrollment in clinical trials.





# BENEFITS for your corporation

- Position your brand in local communities to create connections with consumers.
- Highlight your company's commitment to charitable giving through our matching gifts program where employees can meaningfully express their positive workplace culture while making a difference in the lives of those with CF.
- Inspire and motivate your colleagues as they enjoy opportunities to network, unite as one team around a cause, and grow their leadership abilities.
- We are entering a new era in cystic fibrosis, with life-changing new therapies and promising treatments on the horizon. Your organization has an opportunity to make an impact and make medical history by helping end this disease.

"Because of support from organizations like yours, individuals living with CF are achieving dreams for themselves, not limited by their disease. But there is still more work to do. I am confident that together we will continue our remarkable progress and cure cystic fibrosis."

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

## Reach

**4M**

Unique website views

**619K**

Email subscribers

**237K+**

Facebook followers

**31K+**

Twitter followers

**58K+**

Instagram followers

**12K+**

YouTube subscribers

**24K+**

LinkedIn followers

**7K**

Social media engagements

**445K**

Chapter and national social media impressions

**25K**

Video views

## Local Reach

**23,000**

Total community reach

**\$1.5 M**

Total funds raised

**1,600**

Total participants

**17**

Events held in 2023

# EVENT SPONSORSHIP LEVELS AND BENEFITS

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



## PREMIER

1 Available

\$10,000 (\$9,590 tax-deductible)

- Recognition as the Premier Supporter, receiving recognition above all others, throughout the event
- Logo printed on wine glasses at the event
- Corporate spokesperson to speak during program
- Onsite distribution of company-branded materials (CFF approved)
- Logo placed in lead position on all printed & electronic materials and communications for the event including but not limited to:
  - Event website
  - Save the Date
  - Message from Event/Board Chair
  - Event specific email communications
  - Social Media
- Video message and recognition shared on Chapter social media page (CFF reviewed, limited to 90 seconds)
- Full page recognition in event program book (CFF reviewed)
- Opportunity to share a thank you video on chapter Facebook page (CFF reviewed, limited to 90 sec.)
- Company provided with event logo to use in conjunction with event promotion with CFF approval
- 10 event tickets

## ROSE

\$5,000 (\$4,672 tax-deductible)

- Recognition as the Rose Sponsor throughout the event
- Logo placed on all printed & electronic materials and communications for the event, including but not limited to:
  - Event website
  - Save the Date for event
  - Event/campaign specific email communications
  - Social Media
- Video message and recognition shared on Chapter social media page (CFF reviewed, limited to 60 seconds)
- Full page recognition in program book (CFF reviewed)
- Opportunity to share a thank you video on Chapter Facebook page (CFF reviewed, limited to 60 sec.)
- Company provided with event logo to use in conjunction with event promotion with CFF approval
- 8 event tickets

# EVENT SPONSORSHIP LEVELS AND BENEFITS

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



## SIP AND SAVOR

\$2,500 (\$2,254 tax-deductible)

- Recognition as the Sip and Savor Sponsor throughout the event
- Logo placed on all printed & electronic materials and communications for the event, including but not limited to
  - Event/campaign specific email communications
- Video message and recognition shared on Chapter social media page (CFF reviewed, limited to 30 seconds)
- Full page recognition in event program book (CFF reviewed)
- Logo recognition on the Chapter social media pages
- 6 event tickets

## PASSION

\$1,000 (\$836 tax-deductible)

- Recognition as a Passion Sponsor throughout the event
- Logo placed on all electronic materials for the event including but not limited to:
  - Event/campaign specific email communications
- Half page recognition in event program book (CFF reviewed)
- Recognition by name on the Chapter social media pages
- 4 event tickets

## HORS D'OEUVRE IN KIND SPONSOR

- Opportunity to distribute company branded materials (CFF approved)
- Opportunity to provide an appetizer, entrée, or dessert at your branded table for 200 guests
- Recognition in event materials and Chapter social media page
- 2 event tickets (\$80 value received)

## FULL PAGE ACKNOWLEDGEMENT

\$150 (100% tax-deductible)

- Full page recognition event program book
- SIZE: 8.5" (height) x 5.5" (width)

## HALF PAGE ACKNOWLEDGEMENT

\$75 (100% tax-deductible)

- Half page recognition event program book
- SIZE: 4.25" (height) x 5.5" (width)

An acknowledgement page is a place where you have an opportunity to show your support of Taste for a Cure or the CF Foundation.



## 2024 TASTE FOR A CURE SPONSORSHIP FORM

Sponsorship of the Northern California Chapter's Taste for a Cure supports the mission of the Cystic Fibrosis Foundation. Confirmation of your sponsorship and/or acknowledgment page by Friday, October 4th will ensure that it is included in the event program book.

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

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

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

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

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

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

### I would like to become a sponsor at the following level:

- |   |  |
|---|--|
| <input type="checkbox"/> Premier \$10,000 (\$9,590 tax deductible)      | <input type="checkbox"/> Full Page Acknowledgement \$150 (100% tax deductible) |
| <input type="checkbox"/> Rose \$5,000 (\$4,672 tax deductible)          | <input type="checkbox"/> Half Page Acknowledgement \$75 (100% tax deductible)  |
| <input type="checkbox"/> Sip and Savor \$2,500 (\$2,254 tax deductible) |  |
| <input type="checkbox"/> Passion \$1,000 (\$836 tax deductible)         |  |
| <input type="checkbox"/> Hors D'Oeuvre In Kind                          |  |

I cannot sponsor but want to make a general donation to the event:  \_\_\_\_\_

\*For tax purposes, your donation is 100% tax-deductible.

### Sponsorship Payment:

- Check enclosed (payable to the Cystic Fibrosis Foundation)  Please invoice  Please call for payment: \_\_\_\_\_
- Company Credit Card Payment  Personal Credit Card Payment

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Total amount to charge: \_\_\_\_\_

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 - Northern California Chapter  
1540 River Park Dr Ste 116  
Sacramento, CA 95815

Brandy Zahner | [bzahner@cff.org](mailto:bzahner@cff.org) | 415-989-6500





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Thank you for your support. In the below statements, you will find guidelines around event attendance, the CF Foundation's Better Business Bureau statement, and if applicable to the selected sponsorship event logo use guidelines. Sponsorship of this event supports the mission of the Cystic Fibrosis Foundation.

All sponsorship proposals issued by CFF constitute a commitment of Sponsor to donate to CFF once acknowledged by email and CFF will endeavor to provide the applicable benefits that correlate to the sponsorship herein.

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

The CF Foundation is committed to ensuring the health and wellbeing of individuals attending Foundation events. Individuals attending CF Foundation events must abide by the Foundation's Event Attendance Policy ([www.cff.org/attendancepolicy](http://www.cff.org/attendancepolicy)), which includes guidance for event attendees living with cystic fibrosis.

### **CFF RESTRICTED LOGO USE SPONSOR ACKNOWLEDGEMENT**

This Restricted Logo Use Sponsor Acknowledgement ("Acknowledgement") between the Cystic Fibrosis Foundation ("CFF") and the Sponsor, who accepts this Acknowledgement ("Sponsor"). CFF grants to Sponsor a revocable, nonexclusive license to use the Logo (as defined below) in connection with the event to which the Sponsor is contributing over \$5,000 ("Event"). Sponsor shall not use the Logo in any manner except as expressly set forth herein from the date of this signed Acknowledgement to up to the Event date. Sponsor agrees to use the Logo only, in connection with the Event and further agrees not to use the Logo in connection with any other sponsors whose logo or brand are deemed to be offensive, defamatory or vulgar. All references to the Logo shall mean the logo associated with the Event. Sponsor agrees not to use the CFF's Logo in a manner inconsistent with proper trademark use, or in any manner that tarnishes the name or reputation of the Cystic Fibrosis Foundation. Sponsor agrees to comply with any requirements established by CFF concerning the style, design, display and use of the Logo with every use of the Logo. Sponsor agrees to send CFF the website link or other relevant materials upon completion of adding the Logo to any promotional materials or third-party sites as part of the sponsorship. Sponsor shall also comply with requests from CFF for additional information, documents, or specimens concerning its use of the Logo. Sponsor agrees to modify or terminate any use of the Logo within 10 days of notice by CFF that, in its sole discretion, such use is not approved. Sponsor agrees that ownership of the Logo and the goodwill relating thereto shall remain vested in CFF both during the period of this license and thereafter. Sponsor agrees never to challenge, encourage a third-party challenge, or support any challenge to CFF's ownership of the Logo. Sponsor agrees to promptly inform CFF of the use of any marks similar to the Logo and any potential infringements of CFF's Logo that come to Sponsor's attention. Sponsor represents and warrants that it shall not use the Logo in any way that, directly or indirectly, raises any revenue for Sponsor. Sponsor and CFF agree that this license shall be royalty-free. Nothing herein shall be construed as an endorsement by CFF of the Sponsor or the Sponsor's business or activities. The language in this Acknowledgement supersedes any other executed agreement between the Sponsor and CFF. The Sponsor agrees and accepts this Acknowledgement upon providing CFF with a sponsorship payment. This disclosure is applicable to all Cystic Fibrosis Foundation Trademarks.

The Cystic Fibrosis Foundation, a 501(c)(3) nonprofit organization, has unrestricted financial reserves of about 10 times the 2023 operating budget. These reserves are largely 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. 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/annual-reports-and-financials>, email [info@cff.org](mailto:info@cff.org) or call 1-800-FIGHT-CF.