



# 2024 SPONSORSHIP OPPORTUNITIES

## 65 ROSES GOLF CLASSIC

Monday Oct 7 | Los Altos Golf & Country Club

## 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.**



## 65 ROSES GOLF CLASSIC

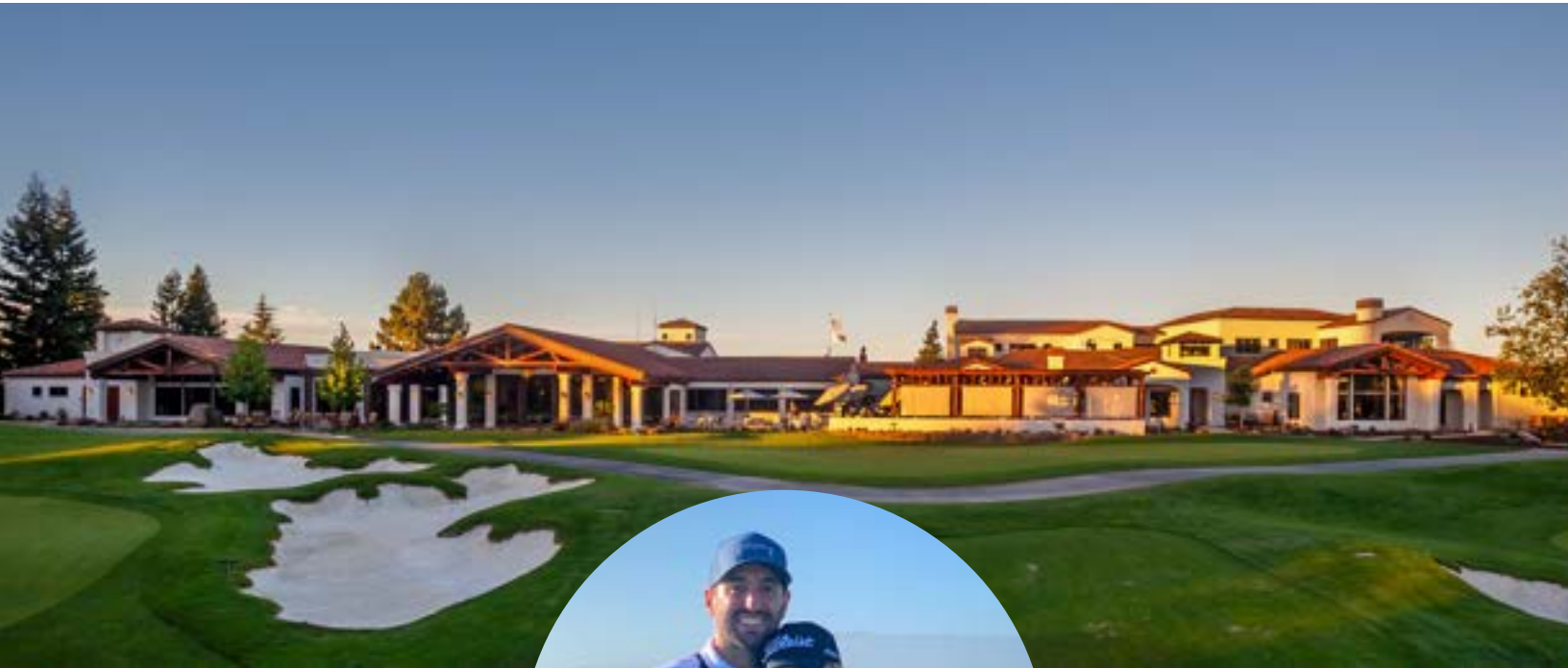
CYSTIC FIBROSIS FOUNDATION

## 65 Roses Golf Classic

offers a fantastic opportunity to get your company involved in support of those with cystic fibrosis and play a key role in helping us defeat this terrible disease.

For those living with CF, the day they participate in 65 Roses Golf Classic is often viewed as one of the most meaningful days of their year. It's the day that their community of co-workers, friends, and family grab their clubs and drive for a cure for one primary reason – to find a cure for cystic fibrosis.

Join us at the 65 Roses Golf Classic on Monday October 7, 2024 at the Los Altos Golf & Country Club.



## MEET CLARK

“Living with CF is a rollercoaster of emotions and can impact your life not only physically, but mentally too!

Golf for me is a form of therapy to help me cope. Being out there on the course playing with my wife or my friends are moments I am so grateful to experience.

The progress in CF treatments over the years has given me the ability to enjoy these golfing opportunities.”

**We aren't  
stopping until we  
hit the hole-in-one,  
a CURE for CF!**



## AN OPPORTUNITY TO END A DISEASE

We don't just want to treat cystic fibrosis, we want to cure it. The Foundation is pushing the frontiers of science by pursuing genetic therapies to achieve this goal, funding more than 50 research programs that are applying the world's best science to CF. This research is more complex than anything we have ever done and will require a substantial investment.

Progressing a genetic therapy could cost the Foundation 10 times more than the development of a novel therapy a decade ago. What is exciting is that our research in genetic therapies has the potential not only to help every person with CF, but also researchers of other genetic-based diseases through shared learning. With your support, we can cross the finish line. Together, let's make "CF" stand for "Cure Found."



# 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

**\$1.5M**

Total funds raised

**1,600**

Total participants

**17**

Events held in 2023

## 65 ROSES

\$15,000 (\$11,808 tax-deductible)

- Company recognized as the 65 Roses Sponsor with company logo placed in lead position on all printed & electronic materials both prior to and during the event, including but not limited to:
  - Website
  - Event communications
  - Welcome sign at event
  - Tee signs
  - Golf carts
  - Chapter social media platforms
- Opportunity to speak at reception
- Possibility to have a Cisco Executive in your foursome
- Opportunity to host a hole on the course (Example: Launching For Charity hole, themed hole, etc.)
- Opportunity to provide CFF approved goodie bag item (provided by sponsor)
- Company logo on golfer thank you gift
- Includes three golfer foursomes

## EAGLE

\$10,000 (\$7,872 tax-deductible)

- Company logo placed on all printed & electronic materials both prior to and during the event, including but not limited to:
  - Website
  - Event communications
  - Signage at tournament
  - Tee sign
  - Chapter social media platforms
- Opportunity to host a hole on the course (Example: Launching For Charity hole, themed hole, etc.)
- Opportunity to provide CFF approved goodie bag item (provided by sponsor)
- Includes two golfer foursomes

## BIRDIE

\$5,000 (\$3,936 tax-deductible)

- Company logo placed on all printed & electronic materials both prior to and during the event, including but not limited to:
  - Website
  - Event communications
  - Signage at tournament
  - Chapter social media platforms
- Opportunity to provide CFF approved goodie bag item (provided by sponsor)
- Includes one golfer foursome

## PAR

\$2,000 (\$936 tax-deductible)

- Company logo displayed on signage at tee-hole on the course
- Includes one golfer foursome

## FOURSOME

\$1,500 (\$436 tax-deductible)

## TEE BOX SIGN

\$500 (100% tax-deductible)

## INDIVIDUAL GOLFER

\$375 (\$109 tax-deductible)



## SPONSORSHIP GUIDELINES

This sponsorship supports the mission of the Cystic Fibrosis 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.

**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.



# 2024 GOLF SPONSORSHIP FORM

Sponsorship of 65 Roses Golf Classic supports the mission of the Cystic Fibrosis Foundation.



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"/> 65 Roses \$15,000 (\$11,808 tax-deductible) | <input type="checkbox"/> Foursome \$1,500 (\$436 tax deductible)        |
| <input type="checkbox"/> Eagle \$10,000 (\$7,872 tax-deductible)     | <input type="checkbox"/> Tee Box \$500 (100% tax deductible)            |
| <input type="checkbox"/> Birdie \$5,000 (\$3,936 tax-deductible)     | <input type="checkbox"/> Individual Golfer \$375 (\$109 tax deductible) |
| <input type="checkbox"/> Par \$2,000 (\$936 tax deductible)          |   |

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.

**Northern California Chapter**  
**1540 River Park Drive Suite 116**  
**Sacramento, CA 95815**  
**(415) 989-6500 | [northern-california@cff.org](mailto:northern-california@cff.org)**