



## 2025 SPONSORSHIP OPPORTUNITIES

**Cystic Fibrosis Foundation, Indiana Chapter**

Indianapolis, April 27 | Vincennes, May 4 | Fort Wayne, May 18



## 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.

More than  
**40,000**  
people are living  
with cystic fibrosis  
in the U.S.

Approximately  
**1 in 31**  
people in the U.S. is  
a carrier of the  
CF gene.

On average, a  
person with CF spends  
**2+ hours**  
a day on treatments  
(or 2+ months  
a year)

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

# OUR VISION IS A CURE FOR EVERY PERSON WITH CF

While there are several therapies that treat the underlying cause of CF, not everyone can benefit. Those who are helped by current therapies continue to face challenging complications, often leading to hospitalizations.

Many children and adults with CF still face the sobering prospect of a shortened lifespan.

NOW IS THE TIME

# HELP FIND A CURE FOR CF

Today, innovative therapies are transforming the lives of thousands of people with CF. Yet progress comes with new challenges. People with CF increasingly face complications associated with their disease and many people with CF are still waiting for their breakthrough. Genetic therapies – our best hope for a cure for all people with CF – are more complex than anything we have ever done and will require a substantial investment.

Our imperative is to invest aggressively today, while ensuring we have the resources to support the CF community's needs of the future. Fundraising is critical to advance our mission, which is why your company's support is so important.

## WE ARE SUPERCHARGING OUR MISSION

Since 2020, the CF Foundation has funded more than \$1 billion in research and care awards, with highlights of approximately:



**\$238M**

for **genetic therapy** research that may benefit all people with CF, regardless of their mutations



**\$98M**

for the next generation of **CFTR modulator** therapies to give people with CF a choice in their treatments



**\$308M**

for research into **CF complications** including infection, inflammation, digestion, and CF-related diabetes



**\$195M**

for **care** and initiatives at Foundation-accredited care centers



## 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.

This scientific work, while incredibly exciting is also very complicated. Getting it right for all people with CF will take time, funding, and persistence.

Fundraising is critical to advance our mission, which is why your donations are so important.





# 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.
- Your company can help 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

## National Reach

**67K**

Weekly web visitors

**347K**

Email subscribers

**600K+**

Event participants



**239K**  
followers



**31K**  
followers



**59K**  
followers



**13K**  
subscribers

## Local Great Strides Reach

**10K**

Total community reach

**358K**

Total dollars raised

**1082**

Total participants

**3**

Events held in 2024



## Great Strides, the CF Foundation's largest national fundraising event,

offers a fantastic opportunity to get your company involved to support people 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 Great Strides is often viewed as one of the most meaningful days of their year. Each year, more than 50,000 people participate in nearly 300 walks across the country for one primary reason: to find a cure for cystic fibrosis.



## MEET CHEYENNE

Cheyenne Maynard, a teenager with cystic fibrosis, and her family have been participating in Great Strides since 2010.



"Great Strides always shows me that I'm not alone in fighting CF. It's a day that I can look around and see so many others that are 'just like me.' I love to look around and see all the supporters that we have fighting along with us."

- Cheyenne Maynard

# EVENT SPONSORSHIP LEVELS AND BENEFITS

Sponsorship opportunities exist at various levels with increasing benefits at each increment. All sponsorship levels are 100% tax deductible and support the mission. We value our relationship with you and look forward to your participation as a sponsor.



## GREAT STRIDES

PRESENTING

PREMIER

ELITE

COMMUNITY CHAMPION

EXPERIENCE

CARE AND SHARE

SUPPORTER

MISSION SPONSOR

\$20,000

\$10,000

\$7,500

\$3,500

\$2,000

\$1,000

\$750

\$500

Event presented by company name (limited to one sponsor)	●							
Company logo embedded into all event signage	●							
Company logo on chapter campaign mobile app page	●	●						
Corporate spokesperson to speak live at event (CF Foundation reviewed remarks)	2 min	1 min						
Verbal recognition during event program	●	●	●	●	●	●		
Company spotlight in chapter campaign email	●	●	●					
Company logo included on event banner	●	●	●	●				
Custom sponsorship activation - work with CF Foundation staff to identify an area or aspect of the event that you can sponsor, to align with your brand's goals (idea starters: interactive participant activity built on company input, start/finish line, team photo area, activity zone, along the route, food and beverage area, etc.). *CF Foundation reviewed	●	●			●			
Company logo on chapter campaign webpage	●	●	●	●				
Company logo on chapter campaign emails	●	●	●	●	●			
Company thanked on chapter social media pages with company logo	●	●	●	●				
Company thanked on chapter social media page by name					●	●	●	



# EVENT SPONSORSHIP LEVELS AND BENEFITS

Sponsorship opportunities exist at various levels with increasing benefits at each increment. All sponsorship levels are 100 percent tax deductible and support the mission. We value our relationship with you and look forward to your participation as a sponsor.



	PRESENTING	PREMIER	ELITE	COMMUNITY CHAMPION	EXPERIENCE	CARE AND SHARE	SUPPORTER	MISSION SPONSOR
	\$20,000	\$10,000	\$7,500	\$3,500	\$2,000	\$1,000	\$750	\$500
Spotlight video posted to chapter social media page (CF Foundation reviewed)	2 min	1 min	30 sec	30 sec				
Company provided with a care and share table with company-provided banner displayed and opportunity to include (CF Foundation approved) message/give away.	●	●	●	●		●		
Company logo and link to company home page shared on Thank You Sponsor email sent post-event	●	●	●	●	●	●		
Company logo on event t-shirt	●	●	●	●				
Company name on event t-shirts					●	●		
Company logo on event banner	●	●	●	●	●			
Company name on event banner						●	●	●
Company logo on mission moment staked sign at event							●	●
Company provided with event logo to use in conjunction with event promotion with CF Foundation approval	●	●	●	●				





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 providing a safe, inclusive, and healthy experience for individuals attending Foundation Events. Individuals attending CF Foundation events must abide by the Foundation's Attendance Policy ([www.cff.org/attendancepolicy](http://www.cff.org/attendancepolicy)) and accompanying guidelines, which include guidance for event attendee's 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. By providing payment or signing sponsorship form, you are agreeing to the terms of these guidelines.

The Cystic Fibrosis Foundation, a 501(c)(3) nonprofit organization, has unrestricted financial reserves of about 10 times the 2024 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 [www.cff.org/about-us/annual-reports-and-financials](http://www.cff.org/about-us/annual-reports-and-financials), email [info@cff.org](mailto:info@cff.org) or call 1-800-FIGHT-CF.

# 2025 GREAT STRIDES SPONSORSHIP FORM

Sponsorship of Great Strides 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:

Presenting \$20,000\*

Premier \$10,000\*

Elite \$7,500\*

Community Champion \$3,500\*

Experience \$2,000\*

Care and Share \$1,000\*

Supporter \$750\*

Mission Sponsor \$500\*

## 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.

2025 Great Strides  
Indiana Chapter

8445 Keystone Crossing, Suite 135  
Indianapolis, IN 46240

317.202.9210

