



*2009 LOVE AFFAIR  
Tennis Auction Ball & Pro/Am Tournament*

*“Game, Set, Cure!”*

*October 24<sup>th</sup> and 25<sup>th</sup>, 2009*

*West Shore Country Club*

*Hershey Racquet Club*

*21st Anniversary Year*



*...adding tomorrows every day.*

# EVENT OVERVIEW

October 24<sup>th</sup> and 25<sup>th</sup>, 2009  
West Shore Country Club  
Hershey Racquet Club

On October 24<sup>th</sup> & 25<sup>th</sup>, 2009, the Cystic Fibrosis Foundation will hold Love Affair 2009, our Twenty-First Annual Tennis Auction Ball & Pro/Am Tournament, a premier social event held over a two-day period. A "live" auction of tennis teams, a silent auction of gifts and prize packages, and a formal dinner dance precede a day of outstanding tennis competition. The dinner dance is held at the West Shore Country Club, followed by the next day's tennis tournament at the Hershey Racquet Club.

This two-day event offers corporations and individuals an evening of upscale dining and entertainment while helping raise money for children and young adults with Cystic Fibrosis. This event is annually supported and regularly attended by over 300 guests. These guests represent upper-income corporate professionals, young progressive professionals and philanthropic community residents. This highly successful event has netted over \$2.5 million since its inception.

This event is highly visible with excellent promotional opportunities. Sponsorship involvement will increase your organization's overall product awareness and help to create a favorable disposition toward your company's product and services.

The following is a partial list of long-term corporate sponsors that have dedicated their charitable contributions to the Cystic Fibrosis Foundation Tennis Auction Ball.

*Whitco Home Furnishings*

*Harsco Corporation*

*IPG @ NAI/CIR*

*URL Financial*

*Americana Program Underwriters*

*Eastern Alliance Insurance Company*

*American Airlines*

*Bayard Sales Corporation*

*LOWE'S HOME IMPROVEMENT WAREHOUSE*

*Craig K. Mathias, D.D.S.*

*RVG Management & Development Corporation*

*The Boyd Foundation*

*The Phillips Group*

*United Concordia*

*Rite Aid Corporation*

*PNC Bank*

*Dyson Corp.*

*TEAM Financial*

*Morgan Stanley*

*Hershey Medical Center*

*Farinelli Construction*

*Pinnacle Health Systems*

*HERSHEY RACQUET CLUB*

*NAI/CIR-Commercial Industrial Realty.*

*Ernst & Young LLP*

*G.R. Sponaugle & Sons, Inc*

*Higashi*

*The Vartan Group*

# “GRAND SLAM” TITLE SPONSORSHIP

Charitable Contribution \$10,000

## Marketing Opportunities & Direct Benefits:

- Company name and logo highlighted on front cover of invitations and event program
- Personal letter from a company representative on the inside cover of event program
- Full page acknowledgement space on back cover of event program
- 20 tickets for the black tie dinner dance on Saturday, October 24, 2009 at the West Shore Country Club

## Event Visibility:

- Opportunity for company representative to deliver guest welcome at beginning dinner presentation
- Company name and logo featured on electronic presentation space at dinner
- Prominent display of company-supplied banner at Tennis Tournament

## Media Exposure:

- Company name will be directly tied to event in all media releases and press opportunities
- Company logo on local Chapter web page on [www.cff.org](http://www.cff.org)

*Tax deductible amount: \$8,700*

# “WIMBLEDON” PLATINUM SPONSORSHIP

Charitable Contribution \$5,000

## Marketing Opportunities & Direct Benefits:

- Company name and logo highlighted on front cover of invitations and event program
- Full page acknowledgement space on inside front cover of event program
- 20 tickets for the black tie dinner dance on Saturday, October 24, 2009 at the West Shore Country Club

## Event Visibility:

- Company name and logo featured on electronic presentation space at dinner
- Prominent display of company-supplied banner at Tennis Tournament

## Media Exposure:

- Company name will be directly tied to event in all media releases and press opportunities
- Company logo on local Chapter web page on [www.cff.org](http://www.cff.org)

*Tax deductible amount: \$3,700*

# “US OPEN” COCKTAIL RECEPTION SPONSOR

Charitable Contribution \$2,500

You and your guest will receive the following:

- Corporate signage displayed prominently at the West Shore Country Club during the cocktail reception at the black tie dinner dance on October 24, 2009
- Opportunity to distribute sample products and/or gift certificates to event attendees
- The right to use the Cystic Fibrosis Foundation logo and name in consumer, client, and employee advertising for promotion of the event
- Full page acknowledgement in the event program
- 10 tickets to the black-tie dinner dance at the West Shore Country Club on October 24, 2009
- Logo on [cff.org](http://cff.org) website

*Tax deductible amount: \$1,850*

**“FRENCH OPEN”**  
**TENNIS TOURNAMENT SPONSOR**

Charitable Contribution \$2,500

You and your guest will receive the following:

- Prominent signage and banner placement at the Tennis Tournament and Cool Down Party on October 25, 2009 at the Hershey Racquet Club
- Opportunity to distribute sample products and/or gift certificates to Tennis Tournament and Cool Down Party attendees
- Opportunity to address attendees during awards presentation at the conclusion of the Tennis Tournament
- The right to use the Cystic Fibrosis Foundation logo and name in consumer, client, and employee advertising for promotion of the event
- Full page acknowledgement in the event program
- 10 tickets to the black-tie dinner dance at the West Shore Country Club on October 24, 2009

*Tax deductible amount: \$1,850*

# “THE DAVIS CUP” TEAM SPONSORSHIP

Charitable Contribution \$1,800

You and your guest will receive the following:

You and/or your organization will sponsor a tennis team that will be auctioned off to the highest bidder the night of the dinner dance, October 24, 2009 the West Shore Country Club. As a Team Sponsor, you and/or your organization may select the amateur of your choice to be matched with a pro tennis player to form your team. Pro tennis players will be selected and assigned by the Tennis Tournament Committee.

- Full page acknowledgement in the event program
- 10 tickets to the black-tie dinner dance at the West Shore Country Club on October 24, 2009
- Opportunity to choose your own amateur player. *(If you do not return the attached amateur player form 4 weeks prior to the gala event date, you will be assigned a player by our Tennis Tournament Director).*
- Recognition of Team Sponsorship during the black tie dinner dance including announcements and visual displays

*Tax deductible amount: \$1,150*

*“THE AUSTRALIAN OPEN”  
PATRON SPONSORSHIP*

Charitable Contribution \$1,300

You and your guest will receive the following:

- Half page acknowledgement in the event program
- 10 tickets to the black-tie dinner dance at the West Shore Country Club on October 24, 2009

*Tax deductible amount: \$650*

*LOVE AFFAIR 2009- "Game, Set, Cure!"*  
**TENNIS TOURNAMENT & PRO/AM TOURNAMENT**

21st Anniversary Tennis Auction Ball & Tournament  
October 24-25, 2009 West Shore Country Club & Hershey Racquet Club

Yes! We would like to be a *Love Affair 2009* Sponsor:

- |  |          |
|--|----------|
| <input type="checkbox"/> "Grand Slam" Title Sponsor              | \$10,000 |
| <input type="checkbox"/> "Wimbledon" Platinum Sponsor            | \$5,000  |
| <input type="checkbox"/> "US Open" Cocktail Reception Sponsor    | \$2,500  |
| <input type="checkbox"/> "French Open" Tennis Tournament Sponsor | \$2,500  |
| <input type="checkbox"/> "The Davis Cup" Team Sponsorship        | \$1,800  |
| <input type="checkbox"/> "Australian Open" Patron Sponsor        | \$1,300  |

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Enclosed is our check in the amount of: \$ \_\_\_\_\_

Please Invoice me for my 2009 Sponsorship

Enclosed is our camera-ready artwork/logo  
(Due by September 25, 2009—PDF/JPG format or camera-ready B/W artwork)

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

Company Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Signature: \_\_\_\_\_

The Fair Market Value is \$65 per guest  
Please make all checks payable to "Cystic Fibrosis Foundation"  
Return signed contract to: Cystic Fibrosis Foundation,  
55 S Progress Avenue, Harrisburg, PA 17109

Please contact Erin Velazquez at 717-671-4000 or evelazquez@cff.org with any questions