



***Martinis & Movies: "Ocean's 11" Gala***

***Saturday, February 20, 2010***

***L&N Station***

## Event Overview

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What became the hottest ticket in town in 2009 is celebrating its third year of success on Saturday, February 20, 2010, from 7-11 PM at L&N Station. ***Martinis & Movies: "Ocean's 11" Gala***, benefiting the Cystic Fibrosis Foundation, is the first gala of its kind in Knoxville, specifically targeting a younger generation of charity-minded attendees.

Taking place the evening before the annual Academy Awards, this Oscars-themed gala with a nod to Ocean's 11 and every gamblers dream includes a walk down the red carpet complete with "paparazzi", heavy hors d'oeuvres, bar including a signature martini, silent and live auctions, live music, dancing and entertainment.

## VIP Suite

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Sponsors and select guests will have access to the **High Roller Suite** where they will enjoy the ultimate VIP treatment including private seating, upscale food & beverage items, signature Martinis & Movies martini glasses and complimentary valet.

## Demographics

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***Martinis & Movies: "Oceans 11" Gala*** is hosted by the Knoxville Chapter of the Cystic Fibrosis Foundation's Young Professional Leadership Committee and will draw Knoxville's 20-, 30- and 40-something young professionals but is open to everyone 21 years of age and older. Over 350 socials and future business leaders are expected to attend the gala.

## Event Exposure

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***Martinis & Movies: "Ocean's 11" Gala*** is an excellent marketing vehicle for a sponsor targeting a mass, consumer-based audience with buying power. Sponsor involvement builds brand awareness, helps you promote goodwill and public relations, gives you the opportunity to create unique cause-related marketing campaigns, and develops positive community and employee relations, ultimately driving more traffic into your local establishments. In fact, two-thirds of Americans report a greater trust in companies that support social issues and would be likely to switch brands or retailers to one associated with a good cause, when price and quality are equal.

***Martinis & Movies: "Ocean's 11" Gala*** was created by the Knoxville Chapter of Cystic Fibrosis Foundation's Young Professional Leadership Committee to raise funds to support research to find a control or cure for cystic fibrosis (CF).

# MAXIMIZING YOUR CONTRIBUTION TO CF

## HOW YOUR DOLLARS ARE SPENT

*The Cystic Fibrosis Foundation is one of the most efficient voluntary health organizations of its kind. Our efficiency factor (fund-raising and management expense as a percentage of revenue) is a very respectable 8.9 cents on the dollar. This translates into 91.1 cents of every dollar raised being available for investment in CF research, care, and medical programs, education and community services through:*

- A network of multidisciplinary research and gene therapy centers at major universities across the United States;
- Research grants for top investigators; fellowships for basic research and clinical research;
- A nationwide network of 117 specialty care centers dedicated to treating CF.

## WE NEED YOU!

Every day, approximately three babies are born with CF in this country; and every day at least one person with CF dies. Your help is urgently needed to ensure that the rapid pace of CF research continues. The cost of this research escalates, as sophisticated, new technology must be developed to save precious lives.

The Foundation remains the sole catalyst for raising funds to facilitate the scientific process of finding the answers we need. Many of the brightest minds in the world are engaged in this research effort, and the generosity of sponsors and donors has helped to support these efforts and put the cure within our grasp. Your support is more important now than ever before. With your help we can give children and young adults with CF the quality of life and future they deserve.



In 2004, only 8.9% of the CF Foundation's revenue was spent on fundraising and administrative expenses.

# What is Cystic Fibrosis?

Cystic Fibrosis, or CF as it is commonly called, is a disease caused by an inherited genetic defect. As such it is not contagious and there is no risk of "catching" CF from another person with CF. About 1 in 20 people in the United States carry at least one defective gene, which makes it the most common genetic defect of its severity in the United States.



For many years the causes of cystic fibrosis were a mystery. Today, recent advances in genetics have made the cause more clear. Humans have a gene encoded in their DNA, which manufactures a special protein called CFTR. This protein controls the flow of chloride ions across the cell membrane. Each gene is made up of two alleles; a single correctly encoded allele is adequate for normal CFTR production. Thus it is only when a person has two defective CFTR alleles that they actually have CF. Those with a single defective allele are called carriers.



People with CF suffer from chronic lung problems and digestive disorders. The lungs of people with CF become covered with sticky mucus, which is hard to remove and promotes infection by bacteria. Many people with CF require frequent hospitalizations and continuous use of antibiotics, enzyme supplements, and other medications. The life expectancy of people with CF used to be very short; 30 years ago the median life expectancy was about 8 years. Today, thanks to medical advances, the median life expectancy is in the mid 30s and increasing.

CF used to be known as a children's disease, but as medical advances increase the life expectancy of people with cystic fibrosis, there are a new set of problems--- going to college, getting a job, finding health insurance, building permanent relationships--- all while keeping up the physical therapy and medications.

For more information on cystic fibrosis and the Cystic Fibrosis Foundation, please call (865) 583-0355 or visit our website at [www.cff.org](http://www.cff.org).



# *High Roller, Title Sponsor*

**Cost: \$7,500** (\$6,400 tax deductible)

As the official ***Title Sponsor of Martinis & Movies: "Ocean's 11" Gala***, company will receive the following benefits:

- Corporate recognition as the official & exclusive ***Martinis & Movies: "Ocean's 11" Title Sponsor & VIP High Roller Suite Host***.
- Company name and logo featured on all promotional and collateral materials including
  - Invitations
  - Posters
  - Tickets
  - Various Website Listings
  - Statewide Event Newsletters
- The Cystic Fibrosis Foundation will promote company as ***Title Sponsor of Martinis & Movies: "Ocean's 11" Gala*** in all possible press releases and media opportunities including:
  - Press Releases
  - Public Service Announcements
  - Radio & TV Promotions (including live on-air interviews and promotions)
  - Print Advertisements
- Opportunity to display product/materials (provided by sponsor) at event
- **Company name and logo featured on fantasy poker money given to each guest upon entry \*NEW\***
- **VIP** tickets for twenty (20) guests to attend event  
**Value: \$2,500**
- One full-page acknowledgement (provided by sponsor) on the back cover of the official program book
- Recognition at event by Master of Ceremonies
- Right to use the CFF logo and name in consumer advertising and trade promotion for the purposes of event promotion
- First right of renewal for title sponsorship the following year

# ◆ ◆ ◆ *Diamonds Sponsor* ◆ ◆ ◆

**Cost: \$5,000** (\$4,120 tax deductible)

As the official ***Presenting Sponsor of Martinis & Movies: "Ocean's 11" Gala***, company will receive the following benefits:

- ◆ Corporate recognition as the official ***Martinis & Movies: "Ocean's 11" Presenting Sponsor***
- ◆ Company name and logo featured on all promotional and collateral materials including
  - Invitations
  - Posters
  - Tickets
  - Various Website Listings
  - Statewide Event Newsletters
- ◆ The Cystic Fibrosis Foundation will promote company as ***Presenting Sponsor of Martinis & Movies: "Ocean's 11" Gala*** in all possible press releases and media opportunities including:
  - Press Releases
  - Public Service Announcements
  - Radio & TV Promotions (including live on-air interviews and promotions)
  - Print Advertisements
- ◆ Opportunity to display product/materials (provided by sponsor) at event
- ◆ **Company name featured on fantasy poker money envelopes given to each guest upon entry \*NEW\***
- ◆ **VIP** tickets for sixteen (16) guests to attend event
  - **Value: \$2,000**
- ◆ One full-page black and white acknowledgement (provided by sponsor) in the official program book
- ◆ Recognition at event by Master of Ceremonies
- ◆ Right to use the CFF logo and name in consumer advertising and trade promotion for the purposes of event promotion

## ♥♥♥ *Hearts Sponsor* ♥♥♥

**Cost: \$3,500** (\$2,840 tax deductible)

As the official ***Hearts Sponsor of Martinis & Movies: "Ocean's 11" Gala***, company will receive the following benefits:

- ♥ Corporate recognition as the official ***Martinis & Movies: "Ocean's 11" Hearts Sponsor***
- ♥ Company name and logo featured on all promotional and collateral materials including
  - Invitations
  - Posters
  - Tickets
  - Various Website Listings
  - Statewide Event Newsletters
- ♥ The Cystic Fibrosis Foundation will promote company as ***Hearts Sponsor of Martinis & Movies: "Ocean's 11" Gala*** in all possible press releases and media opportunities including:
  - Press Releases
  - Public Service Announcements
  - Radio & TV Promotions (including live on-air interviews and promotions)
  - Print Advertisements
- ♥ Opportunity to display product/materials (provided by sponsor) at event
- ♥ Company name and logo featured in VIP High Rollers Suite
- ♥ **VIP** tickets for twelve (12) guests to attend event
  - **Value: \$1,500**
- ♥ One full-page black and white acknowledgement (provided by sponsor) in the official program book
- ♥ Recognition at event by Master of Ceremonies
- ♥ Right to use the CFF logo and name in consumer advertising and trade promotion for the purposes of event promotion

## ♣♣♣ *Clubs Sponsor* ♣♣♣

**Cost: \$2,000** (\$1,560 tax deductible)

As the official ***Clubs Sponsor of Martinis & Movies: "Ocean's 11" Gala***, company will receive the following benefits:

- ♣ Corporate recognition as the official ***Martinis & Movies: "Ocean's 11" Clubs Sponsor***
- ♣ Company name and logo featured on promotional and collateral materials including
  - Posters
  - Various Website Listings
- ♣ Opportunity to display product/materials (provided by sponsor) at event
- ♣ **VIP** tickets for eight (8) guests to attend event
  - **Value: \$1,000**
- ♣ One full-page black and white acknowledgement (provided by sponsor) in the official program book
- ♣ Recognition at event by Master of Ceremonies
- ♣ Right to use the CFF logo and name in consumer advertising and trade promotion for the purposes of event promotion

## ♠ ♠ ♠ *Spades Sponsor* ♠ ♠ ♠

**Cost: \$1,000** (\$780 tax deductible)

As the official ***Spades Sponsor of Martinis & Movies: "Ocean's 11" Gala***, company will receive the following benefits:

- ♠ Corporate recognition as the official ***Martinis & Movies: "Ocean's 11" Spades Sponsor***
- ♠ Opportunity to display product/materials (provided by sponsor) at event
- ♠ **VIP** tickets for four (4) guests to attend event
  - **Value: \$500**
- ♠ One half-page black and white acknowledgement (provided by sponsor) in the official program book
- ♠ Recognition at event by Master of Ceremonies
- ♠ Right to use the CFF logo and name in consumer advertising and trade promotion for the purposes of event promotion

## *Wild Card Sponsor*

**Cost: \$500** (\$390 tax deductible)

As the official ***Wild Card Sponsor of Martinis & Movies: "Ocean's 11" Gala***, company will receive the following benefits:

- Corporate recognition as the official ***Martinis & Movies: "Ocean's 11" Wild Card Sponsor***
- Opportunity to display product/materials (provided by sponsor) at event
- **VIP** tickets for two (2) guests to attend event  
**Value: \$250**
- One half-page black and white acknowledgement (provided by sponsor) in the official program book
- Recognition at event by Master of Ceremonies
- Right to use the CFF logo and name in consumer advertising and trade promotion for the purposes of event promotion

*Martinis & Movies: "Ocean's 11"*  
*Saturday, February 20, 2010*  
*L&N Station*

**Sponsor Information Form**

Name (as you would like it to be listed): \_\_\_\_\_

Sponsorship Level:

\_\_\_ Martinis & Movies: "Ocean's 11" Title High Roller Sponsor- **\$7,500** (\$6,400 tax deductible)

\_\_\_ Martinis & Movies: "Ocean's 11" Presenting Diamond Sponsor- **\$5,000** (\$4,120 tax deductible)

\_\_\_ Hearts Sponsor - **\$3,500** (\$2,840 tax deductible)

\_\_\_ Clubs Sponsor - **\$2,000** (\$1,560 tax deductible)

\_\_\_ Spades Sponsor - **\$1,000** (\$780 tax deductible)

\_\_\_ Wild Card Sponsor - **\$500** (\$390 tax deductible)

I am unable to participate as a sponsor, but please accept my donation of \$ \_\_\_\_\_.

Contact name: \_\_\_\_\_

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

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

Contact phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

**METHOD OF PAYMENT:**

\_\_\_ Check      Amount: \_\_\_\_\_

\_\_\_ VISA      \_\_\_ MasterCard      \_\_\_ AMEX      \_\_\_ Discover

Card # \_\_\_\_\_ Exp. Date \_\_\_\_/\_\_\_\_

**Please Return to:**

Martinis & Movies c/o  
Cystic Fibrosis Foundation  
5401 Kingston Pike, Suite 230  
Knoxville, TN 37919

Phone: 865.583.0355  
Fax: 865.588.9699  
E-mail: Knoxville@cff.org



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5401 Kingston Pike, Suite 230  
Knoxville, TN 37919  
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Cystic Fibrosis Foundation is a non-profit organization.  
For tax purposes, our Federal ID Number is: 13-1930701