



Brewmaster Title Sponsorship

\$10,000 (The tax-deductible portion is \$8,980)

As the official title sponsor of '**Brew Haw Haw**', your company receives the following benefits:

- Exclusive title sponsor status featured on all promotional materials:

The 1st Annual (**Your Company**) Brew Haw Haw

- **Invitations**
 - **Posters**
 - **Prominent placement of company's banner as the event's title sponsor**
 - **Exclusive presentation of gift at the event**
 - **Event E-blasts**
 - **Tickets**
 - **Company name featured on all event tasting glasses**
 - **Corporate Identification on event web page, with link to company's website(s)**
 - **Media Outlets: print and radio**
 - **Tasting Journal (inside front cover acknowledgment)**
- 30 General Admission Tickets
 - The Cystic Fibrosis Foundation will further promote your company as title sponsor on the '**Brew Haw Haw**' website for one year with link to your company's website
 - Signage displayed prominently at the event (signage provided by sponsor)
 - Exhibitor space, to include one six-foot table and signage, in a featured location at the event (signage provided by sponsor). Includes the opportunity to distribute collateral material and/or samples to 400 guests
 - Opportunity for your company to display the '**Brew Haw Haw**' logo on external and internal communications for cross marketing purposes and showing your proud support for the Cystic Fibrosis Foundation



Tasting Glass Sponsorship

\$7,500 (The tax-deductible portion is \$6,820)

As the exclusive tasting glass sponsor of '**Brew Haw Haw**', your company receives the following benefits:

- Name and logo placement on more than 400 keepsake beer tasting glasses (a benefit exclusive to the tasting glass sponsor and title sponsor)
- Your company name and logo will be featured on the following promotional materials:
 - **Invitations**
 - **Posters**
 - **Event E-blasts**
 - **Company provided banner displayed at event**
 - **Corporate Identification on event web page, with link to company's website(s)**
 - **Tasting journal (full page acknowledgment)**
- 20 General Admission Tickets
- The Cystic Fibrosis Foundation promotes your company as the '**Brew Haw Haw**' tasting glass sponsor in event press releases
- Signage displayed prominently at the event (signage provided by sponsor)
- Exhibitor space, to include one six-foot table and signage, in a featured location at the event (signage provided by sponsor). Includes the opportunity to distribute collateral material and/or samples to 400 guests
- Opportunity for your company to display the '**Brew Haw Haw**' logo on external and internal communications for cross marketing purposes and showing your proud support for the Cystic Fibrosis Foundation



Pilsner Presenting Sponsorship

\$5,000 (The tax-deductible portion is \$4,660)

As a major sponsor of '**Brew Haw Haw**', your company receives the following benefits:

- Event will be promoted as:

Brew Haw Haw Presented by:
Your Company

- **Invitations**
 - **Posters**
 - **Event E-blasts**
 - **Tickets**
 - **Company provided banner displayed at event in a featured location**
 - **Corporate Identification on event web page, with link to company's website(s)**
 - **Tasting Journal (Full page acknowledgment)**
- 10 General Admission Tickets
 - The Cystic Fibrosis Foundation will promote your company as a presenting sponsor on the '**Brew Haw Haw**' in promotional and media opportunities
 - Exhibitor space, to include one six-foot table and signage, in a featured location at the event (signage provided by sponsor). Includes the opportunity to distribute collateral material and/or samples to 400 guests
 - Opportunity for your company to display the '**Brew Haw Haw**' logo on external and internal communications for cross marketing purposes and showing your proud support for the Cystic Fibrosis Foundation



Lager Sponsor

\$2,500 (The tax-deductible portion is \$2,228)

As Lager Sponsor at '**Brew Haw Haw**', your company receives the following benefits:

- Company name and logo featured prominently on the following promotional materials:
 - Event E-blasts
 - Company provided banner displayed at event
 - Corporate Identification on event web page, with link to company's website(s)
 - Tasting Journal (1/2 page acknowledgment)
- 8 General Admission Tickets
- Opportunity for your company to display the '**Brew Haw Haw**' logo on external and internal communications for cross marketing purposes and showing your proud support for Cystic Fibrosis Foundation

Barley Sponsor

\$1,000 (The tax-deductible portion is \$864)

As Barley Sponsor at '**Brew Haw Haw**', your company receives the following benefits:

- Company name and logo featured prominently on the following promotional materials:
 - Event E-blasts
 - Company provided banner displayed at event
 - Corporate Identification on event web page, with link to company's website(s)
 - Tasting Journal (1/4 page acknowledgment)
- 4 General Admission Tickets
- Opportunity for your company to display the '**Brew Haw Haw**' logo on external and internal communications for cross marketing purposes and showing your proud support for Cystic Fibrosis Foundation



Hops Sponsor

\$500 (The tax-deductible portion is \$432)

As Hops Sponsor at '**Brew Haw Haw**', your company receives the following benefits:

- Company name and logo featured prominently on the following promotional materials:
 - **Company provided banner displayed at event**
 - **Corporate Identification on event web page, with link to company's website(s)**
 - **Company listing in Tasting Journal**
- 2 General Admission Tickets
- Opportunity for your company to display the '**Brew Haw Haw**' logo on external and internal communications for cross marketing purposes and showing your proud support for Cystic Fibrosis Foundation

Your company must provide artwork for acknowledgments. If you prefer, our designer will format a "special message" for you - a text only acknowledgment using the language you provide (e.g., thank you, recognition, etc., as specified below).

Acknowledgment Specifications:

Acknowledgments may include a sponsor's identity (or logo) along with a statement of thanks, support, or recognition of the CF Foundation's efforts; or personal messages in keeping with the spirit of the event, particularly when recognizing a chairperson. All donations/sponsorships given expressly in this way will be considered tax-deductible as a charitable contribution and, consequently, the CF Foundation would not be subject to taxes on these revenues.

Acknowledgments cannot include: statements or slogans from a corporation or sponsor which exclusively promotes a product or service or which contain qualitative or comparative descriptions of a product or service, price information, an endorsement, or an inducement to purchase or use a product or service

Artwork specifications:

Insert your designer/printer's specifications for program artwork.



Gourmet Tasting Station

In-Kind Donation

As host of a tasting station at 'Brew Haw Haw', your company receives the following benefits:

- Company name and logo will be featured prominently on the following promotional materials:
 - **Invitations**
 - **Event E-blasts**
 - **Posters**
 - **Corporate Identification on event web page, with link to company's website(s)**
 - **Tasting Journal (1/2 page acknowledgement)**
- Your company listed on promotional materials as a participating brewery/restaurant/chef at 'Brew Haw Haw' in all event press releases and promotional materials
- Exhibitor space, to include one six-foot table and signage, in a featured location at the event (signage provided by sponsor), and the opportunity to distribute collateral material and/or samples to 400 guests.
- Opportunity to use the 'Brew Haw Haw' logo on external and internal communications for cross-marketing purposes and showing your proud support for the Cystic Fibrosis Foundation

As a participating brewery/restaurant/chef of 'Brew Haw Haw' your company will:

- Prepare a signature dish(es) for 400 guests. Provide staff and necessary equipment for your tasting station.
- OR/AND**
- Provide 2 kegs of each featured brew to offer 4 oz. samplings to 400 guests
 - Display 'Brew Haw Haw' poster in your restaurant/brewery the month of the event.
 - Attend event orientation and supply information for the tasting journal (event program).
 - Provide copy of your company's Certificate of Liability

Required Liability Coverage:

The Certificate of Insurance must 1) list the name and date of the event; 2) name the Autry National Center as additionally insured; and 3) **provide evidence of Workers Compensation coverage**. Cystic Fibrosis Foundation shall provide to the Museum a copy of each vendor's certificate no later than one month prior to the date of the event.



To Participate in Brew Haw Haw

Benefiting the Cystic Fibrosis Foundation

Please Check One:

- Brewmaster Title Sponsor at \$10,000
- Tasting Glass Sponsor at \$7,500
- Pilsner Presenting Sponsor at \$5,000
- Lager Sponsor at \$2,500
- Barley Sponsor at \$1,000
- Hops Sponsor at \$500
- Gourmet Tasting Sponsor - In-Kind Donation
- In-Kind Sponsor
- Auction Sponsor

- I would like to purchase _____ ticket(s) for the event at \$50 per person
- I am unable to participate, however, I would like to support CFF in the amount of \$ _____
- As an In-Kind or Auction Sponsor, I am donating the following item(s): _____

- If your item is for the Auction, please indicate the fair market value of the item(s): _____

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Amount Enclosed: _____

Please charge my contribution (check one): MasterCard Visa AmericanExpress

Name on card: _____ Card Number: _____

Expiration Date: _____ Amount Charged: _____

Signature: _____

Please make your checks payable to: CFF/Brew Haw Haw

Mail you payment, donation, certificate and/or item(s) to:
The Cystic Fibrosis Foundation
6420 Wilshire Blvd., First Floor * Los Angeles, CA 90048



For more information please contact: Kaitlyn Fitzgibbons at the Cystic Fibrosis Foundation

Brew Haw Haw

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Benefiting the Cystic Fibrosis Foundation

August 2nd 2008

Autry National Center's Museum of the American West

DONATION AGREEMENT

- I would like information regarding the Tasting Journal
- I would like to donate a gift or gift certificate to the auction. The item(s) are: _____

- If your item is for the Auction, please indicate the fair market value of the item(s): _____

DEADLINE IS JULY 18th

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Amount Enclosed: _____

Please mail your donation(s), certificate(s) and/or item(s) to:
The Cystic Fibrosis Foundation
6420 Wilshire Blvd., First Floor * Los Angeles, CA 90048

For more information please contact: Kaitlyn Fitzgibbons at the Cystic
Fibrosis Foundation

(323)655.8525 Fax: (323)655.0384 kfitzgibbons@cff.org

The Cystic Fibrosis Foundation is a 501 (C)(3) organization. Our tax identification
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