

Help us make CF stand for CURE FOUND!



*Committee Chair, Wes Loucks
and grandson Carson*

Climb for the Cure!

September 27, 2009

US Bancorp Tower
Portland, OR

Fire Fighter Stair
Climb Challenge



...adding tomorrows every day.

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Griffin, Vancouver, WA



Madison, Cornelius, OR

What is Cystic Fibrosis (CF)?

CF is an inherited chronic disease that affects the lungs and digestive systems of about 30,000 children and adults in the United States.

In the 50s, few children with cystic fibrosis lived to attend elementary school. Today many people with the disease can now expect to live into their 30s, 40s and beyond.

One in 31 Americans (or more than 10 million people) is a symptomless carrier of the defective cystic fibrosis gene. Each time two carriers conceive, there is a 25 percent chance that they will have a child with cystic fibrosis.

The Cystic Fibrosis Foundation is...

Working to assure the development of the means to cure and control cystic fibrosis (CF) and to improve the quality of life for those with the disease.

One of the most efficient organizations of its kind. **In 2005, nearly 90% of every dollar of revenue raised was available for investment in CF research, care and education programs.**

The National Institutes of Health and many prominent publications, including *Forbes* and *USAToday*, have heralded our innovative business model, which fuels drug discovery and development programs.

The Cystic Fibrosis Foundation tirelessly pursues its mission by supporting scientific research, which is dedicated to the discovery and development of new therapies. At the same time, it funds and accredits a network of specialized treatment centers that provide state-of-the-art care for people with the disease. By applying the same principles that a “for-profit company” follows—**efficiency, innovation, and a results-driven** approach—the Foundation is making a profound difference in the lives of those with CF.



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Carson, Portland, OR



Amanda & Alissa, Vancouver, WA

The 1st Annual Fire Fighter Stair Climb Challenge

**September 27, 2009
US Bancorp Tower Portland, OR**

This first year event will attract firefighters from within the city of Portland and its surrounding areas to come and compete in this unique challenge. Participants of the 1st Annual Fire Fighter Stair Climb will face the challenge of racing up the US Bancorp Tower, in downtown Portland, in full combat gear.

Participants will race up 40 floors to the finish line and join their family and friends afterwards at the “Survivor Party” to celebrate their accomplishments. The party will include food and beverages, entertainment, chair massages and the award ceremony.

Awards will be determined by the fastest racing time within specified age groups and overall winners. Awards will also be given to the highest fundraising individual and department. Participants are encouraged to do additional fundraising to help generate more fire department involvement as well as more awareness for cystic fibrosis!



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	Presenting \$5,000	Premier \$3,000	Survivor Party \$1,500	Patron \$500
Media/ Marketing Benefits	<ul style="list-style-type: none"> •Category Exclusivity •Presenting sponsor of event, 1st annual Fire Fighter Stair Climb presented by "Company's Name" •Logo on event t-shirt •Full Page Acknowledgement in event program •Logo on Fire Fighter Stair Climb's Website •Opportunity to use the Fire fighter Stair Climb's logo for cross promotional purposes •(2) Banners and (4) signs displayed at event (banners provided by sponsor) •Exhibitor space at prominent location •Speaking opportunity welcome at event •Logo and/or mentions in comprehensive media campaign (print, TV and radio) • Promotional items to include in event goody bag • Opportunity to sit on event planning committee • Company info distributed to all tenants of US Bancorp Tower •First right of refusal in 2010 	<ul style="list-style-type: none"> •Logo on event t-shirt •Half page Acknowledgement in event program • Logo on Fire Fighter Stair Climb's Website •Logo on all printed materials •1 Banner and 2 signs displayed at event (banner provided by sponsor) • Exhibitor space •Logo and/or mentions in comprehensive media campaign (print, TV and radio) •Speaking opportunity at event • Promotional items to include in event goody bag • Company info distributed to all tenants of US Bancorp Tower 	<ul style="list-style-type: none"> •Quarter Page Acknowledgement in event program •Listing on all printed materials • 1 banner at the survivor party (provided by sponsor) • Promotional items to include in event goody bag 	<ul style="list-style-type: none"> •Company Name/Logo listed in event program • Company sign displayed on landing in stairwell



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Help us make CF stand for CURE FOUND!

Yes, I wish to help make CF Stand for Cure Found by being a corporate partner of the CF Foundation!

Company: _____

Contact Name & Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

2009 Fire Fighter Stair Climb Sponsorship Commitment:

- Presenting Sponsor \$5,000
- Premier Sponsor \$3,000
- Survivor Party Sponsor \$1,500
- Patron Sponsor \$500
- Unfortunately, we are unable to sponsor but please accept my donation of \$_____ towards a Cure for Cystic Fibrosis.

Please return to the address below:

Erin Farrell
Director of Special Events
Cystic Fibrosis Foundation- Oregon Chapter
9320 Barbur Blvd. Suite 210
Portland, OR 97210
p.503.226.3435
f. 503. 226.4165
Efarrell@cff.org



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"Money buys Science... Science buys Life!"

---Rich Mattingly, COO, Cystic Fibrosis Foundation

"Old people die with achievements, memories. Children die with opportunities, dreams. They carry the hopes of all of us when they go off."

---Frank Deford, Alex: The Life of a Child



The CF Foundation Meets Extensive Standards of America's Most Experienced Charity Evaluator.