

2009 Sponsorship Proposal



Cystic Fibrosis Foundation
1850 Lee Rd., Suite 111
Orlando, FL 32789
(407) 339-2978
orlando-fl@cff.org
<http://orlando.cff.org>

What Is GREAT STRIDES?

It is a fun, family event—and will provide your company with a great team-building opportunity. With the healthy walk component, *Kids' Corner* activities, food, and festivities, your employees and their families will look forward to GREAT STRIDES year after year.

But, more importantly, your partnership with the CF Foundation will **make your company visible to a highly loyal and dedicated group of consumers**. CF families recognize and appreciate those companies who invest in the future of their children.

Partner With A Results-Driven Organization...

Since 1955, the mission of the Cystic Fibrosis Foundation has been 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. The CF 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 CF. By applying the same principles that a “for-profit” company follows --- **efficiency, innovation**, and a **results-driven** approach --- the CF Foundation is making a profound difference in the lives of those with CF.

The CF Foundation Is Efficient.

In 2004, the CF Foundation received “top billing” by *SmartMoney*, magazine as the leader among U.S. health/research charities for keeping our administration costs to a minimum, while maximizing funds for medical programs. Our efficiency remains strong -- more than 90 cents of every dollar raised is available for investment in CF programs.

The CF Foundation Is Innovative.

Forbes has recognized the CF Foundation for its innovative approach to curing a disease. By offering milestone-driven research awards, the CF Foundation stimulates the development of new CF therapies that are having a profound impact on thousands of young lives.

The CF Foundation Is Results Driven.

When the CF Foundation began, few children lived to attend elementary school. Thanks to the research and care supported by the CF Foundation, the median age of survival for a person with CF is now in the mid 30s.

The CF Foundation Needs Your Help!

Although the outlook for a child born with CF today has improved tremendously over the years, it is not good enough. Your partnership with the CF Foundation is critical to ensuring that the momentum in CF research continues. Working together, we can *add tomorrows every day* to the lives of all people with CF.

What Is Cystic Fibrosis?

- CF is a life-threatening genetic disease that affects the lungs and digestive systems of tens of thousands of young people.
- One in 31 Americans (more than 10 million people) is an unknowing, symptomless “carrier” of the defective CF gene.
- Each time two carriers conceive, there is a 25 percent chance that they will have a child with CF.



Presenting Sponsor

\$20,000

- *Official Presenting Sponsor* recognition at the **GREAT STRIDES** walk (i.e., The **GREAT STRIDES** Walk Presented By Your Company)
- Your company name and logo featured as a **GREAT STRIDES** Presenting Sponsor on the chapter's Web page for one year with an opportunity to hyperlink to your company's Web site
- Your company logo featured prominently on walk posters distributed throughout Central Florida and on walker maps
- Opportunity to display a company-provided banner at the main walk area
- VIP staging area for your company walk team on the day of the event
- Opportunity for your company to provide product sampling and/or promotional materials to all walkers on the day of the event
- Opportunity for your corporate spokesperson to speak at event ceremonies
- Opportunity for your company to use the **GREAT STRIDES** logo on external and internal communications and for cross-marketing
- Company logo on all walker t-shirts

(*Company logo due by February 1, 2009 for t-shirt screening.)

Premier Sponsor

\$10,000

- Recognition at the walk as the *Premier Sponsor* of the **GREAT STRIDES** walk
- Your company name and logo featured as a **GREAT STRIDES** Premier Sponsor on the chapter's Web page for one year with an opportunity to hyperlink to your company's Web site
- Your company logo featured prominently on walk posters distributed throughout Central Florida and on walker maps
- Opportunity to display a company-provided banner at the main walk area
- Opportunity for your company to provide product sampling and/or promotional materials to all walkers on the day of the event
- Opportunity for your company to use the **GREAT STRIDES** logo on external and internal communications and cross-marketing

Site/Host Sponsor

\$7,500

- Recognition at the walk as the *Site/Host Sponsor* of the **GREAT STRIDES** walk
- Your company logo featured prominently on walker maps
- Opportunity to display a company-provided banner at the main walk area
- Opportunity for your company to use the **GREAT STRIDES** logo on external and internal communications and cross marketing.
- Opportunity for your company to provide product sampling and/or promotional materials to all walkers on the day of the event

Walk Route Sponsor

\$5,000

- Recognition at the walk as the *Walk Route Sponsor* of the **GREAT STRIDES** walk
- Company logo printed on all directional arrows be placed along the route of the walk site
- Opportunity to display a company-provided banner at the main walk area
- Your company will have the opportunity to promote your products or services decorations, give-a-ways, etc.

Half-Way Sponsor

\$3,000

- Your company will be promoted as a “Half-Way Sponsor,” and will receive exposure at the midpoint of the walk route where participants stop to rest and have refreshments
- Opportunity to display a company-provided banner at the halfway point.
- Your company will have the opportunity to promote your products or services decorations, give-a-ways, etc.

Start/Finish Sponsor

\$2,500

- Company may promote its business with decorations, give-a-ways, etc.
- Opportunity to display a company-provided banner at the main walk area

Kids' Corner Sponsor

\$1,000 + Supplies

- Sponsor will put together an area that has crafts, coloring opportunities, give-a-ways, and interactive games and/or goodie bags for children (All activities are subject to the approval of the Cystic Fibrosis Foundation.)
- A company-provided banner may be displayed in this area

Wall of Hope Sponsor

\$500

- A message board with the company's name will be displayed at the staging area of the walk site for walkers to write and post messages of hope and support
- The message board will read, “WALL OF HOPE sponsored by YOUR COMPANY”



Sponsorship Commitment

Yes, we want to help *add tomorrows every day* for people with cystic fibrosis!

- We wish to be a GREAT STRIDES sponsor!
- We are interested in forming a GREAT STRIDES Corporate Team!
- We cannot be a sponsor at this time, but please accept our contribution of \$_____!

100% of your donation is tax-deductible!

Sponsorship Level _____

GREAT STRIDES Walk Site _____

Company Name _____

Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Signature _____ Date _____

Please return letter of agreement now to hold your place as a sponsor!
Sponsorship fees should be made payable to the Cystic Fibrosis Foundation and
mailed to the address below:

Cystic Fibrosis Foundation
Florida Chapter-Orlando Office
1850 Lee Rd, Ste 111
Orlando, FL 32789
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<http://orlando.cff.org>