

Sponsorship Packet

PACŠUN
pipeline
TO A CURE

Benefiting the Cystic Fibrosis Foundation

Join

***Laird Hamilton, Dave Kalama & Others
in celebrating the connection between
surfing and cystic fibrosis***

Saturday, July 18, 2009

***Hyatt Regency
Huntington Beach, CA***

Partner With A Results-Driven Organization

Since 1955, the mission of the Cystic Fibrosis Foundation is to assure the development of the means to a cure and control of 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.

EFFICIENT

The CF Foundation spends over **90 cents of every dollar** on program services, which include cystic fibrosis research and care. *SmartMoney* has recognized the CF Foundation as "a charity that won't waste your money."

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 profound impacts on thousands of young lives.

RESULTS-DRIVEN

When the CF Foundation began, few children lived to attend elementary school. Thanks to research and care supported by the CF Foundation, the median age of survival for a person with CF is 37 years; more than double what it was 25 years ago.

HONORARY CO-CHAIRS

Laird Hamilton & David Kalama

CHAIRMEN

Paul Motenko

Jerry Hennessy

Judy Burlingham

Todd Elder

PAST SPONSORS HAVE INCLUDED

Kelly Slater Foundation

Billabong

Pepsi

Rockstar Energy Drink

Ambry Genetics

Fubar

Daniel Mitchell, LLC

Volcom

La Jolla Group/O'Neill Clothing

Quiksilver

Mammoth Mountain

Fox Head, Inc

Rainbow Sandals

TITLE SPONSOR

\$50,000

PACKAGE INCLUDES:

- Exclusive Title Sponsor Status
- Logo identification on all printed materials including, but not limited to invitations, event letterhead, event signage, programs and posters
- Corporate identification included on all print and electronic media
- Private VIP Reception event held in sponsor's name
- Additional VIP Reception tickets available at \$250 each
- Logo identification included on all sponsor gifts
- Corporate identification included on all post-event correspondence to event attendees
- Special appreciation gift
- Five VIP dinner tables of ten
- Opportunity for sponsor to use the Cystic Fibrosis Foundation name and logo in marketing campaigns
- Ability to provide creative input into event with special consideration to providing maximum marketing opportunities
- First right of refusal for next year's Title Sponsorship

\$41,380 of your donation is tax deductible

PRESENTING SPONSOR

\$25,000

PACKAGE INCLUDES:

- Company name and logo included on all printed materials including, but not limited to invitations, event signage, programs and posters
- Corporate identification included on all print and electronic media
- Corporate recognition during event
- Twelve tickets to private VIP Reception prior to event
- Additional VIP Reception tickets available at \$250 each
- Three VIP dinner tables of ten
- Special appreciation gift
- Opportunity for sponsor to use the Cystic Fibrosis Foundation name and logo in marketing campaigns
- First right of refusal for next year's Title Sponsorship

\$19,720 of your donation is tax deductible

PLATINUM SPONSOR

\$15,000

PACKAGE INCLUDES:

- Company name and logo included on invitation and program
- Corporate recognition during event
- Ten tickets to private VIP Reception prior to event
- Additional VIP Reception tickets available at \$250 each
- Two VIP dinner tables of ten
- Special appreciation gift
- Opportunity for sponsor to use the Cystic Fibrosis Foundation name and logo in marketing campaigns

\$11,500 of your donation is tax deductible

GOLD SPONSOR

\$10,000

PACKAGE INCLUDES:

- Company representation included on invitation and program
- Corporate recognition during event
- Four tickets to private VIP Reception prior to event
- Additional VIP Reception tickets available at \$250 each
- Two dinner tables of ten
- Special appreciation gift

\$6,560 of your donation is tax deductible

TABLE SPONSOR

\$5,000

PACKAGE INCLUDES:

- Company representation included on invitation and program
- Corporate recognition during event
- Two tickets to private VIP Reception prior to event
- Additional VIP Reception tickets available at \$250 each
- One dinner table of ten
- Special appreciation gift

\$3,280 of your donation is tax deductible

INDIVIDUAL TICKET

\$350

Ticket provides access to:

- Cocktail reception
- Silent auction
- Dinner
- Live auction

\$180 of your donation is tax deductible



CFF

Southern California Chapter

CHAPTER PRESIDENT

Paul Motenko

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Colleen O'Higgins

DIRECTOR OF SPECIAL EVENTS

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ABOUT

Cystic Fibrosis

Cystic Fibrosis (CF) is a life-threatening genetic disease affecting approximately 30,000 children and adults in the United States.

A defective gene causes the body to produce abnormally thick, sticky mucus. This abnormal mucus leads to chronic and life-threatening lung infections and impairs digestion. Currently, there is no cure.

CF Foundation-supported scientists, however, are writing a remarkable medical success story. They are quickly translating information from the laboratory – such as knowledge about the inner workings of CF cells, into promising new strategies for therapies. In fact, more clinical trials are underway on new CF drugs than ever before in our history.

In recognition for its work, the CF Foundation has been cited by such publications as *SmartMoney* and *Forbes* as one of the top health organizations in the country in terms of its efficiency and innovative approach to curing this disease.

The path to curing CF is paved with numerous research opportunities – any of which could have a profound impact on the lives of those with the disease. The only thing that stands in the way of finding a cure is the additional funds needed to support the research. With your help, we can improve the length and quality of life for those children and adults living with CF.

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www.cff.org

*Because of risks to people with cystic fibrosis (CF) individuals with a confirmed positive sputum culture for *Burkholderia cepacia* complex **shall not attend** this event. This is because *B. Cepacia* can be passed between individuals who have CF through close proximity. *B. Cepacia* infection in a person with CF can cause serious respiratory illness and, in some patients, may lead to death. Despite this policy, there might still be some individual with *B. cepacia* in attendance. *B. cepacia* is not a risk for otherwise healthy individuals. For alternative ways to participate and for information about this policy, please contact the CF Foundation at **(800) FIGHT-CF** or visit our website at **www.cff.org**. Consult your CF care center physician with medical questions.