



SATURDAY, APRIL 21, 2012

*The Founder's Club
3800 Golf Hall Drive
Sarasota, Florida 34240*



The Story of 65 Roses®

65 Roses® is what some children with CF call their disease because the words are much easier for them to pronounce. Mary G. Weiss became a volunteer for the Cystic Fibrosis Foundation in 1965 after learning that her three little boys had CF.

Her duty was to call every civic club, social and service organization seeking financial support for CF research. Mary's 4-year old son, Richard, listened closely to his mother as she made each call. After several calls, Richard came into the room and told his Mom, "I know what you are working for." Mary was dumbstruck because Richard did not know what she was doing, nor did he know that he had cystic fibrosis.

With some trepidation, Mary posed the question, "What am I working for, Richard?" "You are working for 65 Roses," he answered so sweetly. Mary was speechless. She went over to him and tenderly pressed his body to hers. He could not see the tears running down Mary's cheeks as she stammered, "Yes Richard, I'm working for 65 Roses."

Since 1965, the term "65 Roses" has been used by children of all ages to describe their disease. But, making it easier to say, does not make CF any easier to live with. The "65 Roses" story has captured the hearts and emotions of all who have heard it. The rose, appropriately the ancient symbol of love, has become a symbol of the Cystic Fibrosis Foundation.

"65 Roses® " is a registered trademark of the Cystic Fibrosis Foundation.

Cystic Fibrosis Foundation
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Event Overview

The 6th Annual ***65 Roses Golf Classic*** has become one of the premier golf outings in Sarasota. Played on the challenging and prestigious **The Founder's Club**, this tournament promises to provide an opportunity to play a superb round of golf while supporting local children and adults with cystic fibrosis.

Schedule of Event:

Noon – Registration Opens

1:00 PM – Shotgun Start

Dinner, Awards Ceremony and Auctions follow Golf

Format: 4-Person Scramble.

Come play with us as we drive toward a cure for cystic fibrosis!

Because of health risks to people with cystic fibrosis (CF), individuals with CF who have had a confirmed positive sputum culture for *Burkholderia cepacia* complex **shall not attend** events sponsored by the Cystic Fibrosis Foundation.

This policy is necessary because *B. cepacia* is contagious to individuals with CF. *B. cepacia* can be transmitted through casual contact or close proximity with infected individuals. *B. cepacia* infection in a person with CF can cause serious respiratory illness and, in some patients, may result in rapid decline in lung function, possibly leading to death. While this policy should reduce the risk of *B. cepacia* cross infection, there still might still be some individuals with *B. cepacia* in attendance. *B. cepacia* is not a known health risk to individuals without CF who are otherwise healthy.

The CF Foundation supports research to identify new treatments for *B. cepacia*. For alternative ways to participate and for more information regarding this policy, please contact the CF Foundation at (800) FIGHT-CF or visit www.cff.org. Consult your CF Foundation-accredited care center physician with medical questions.

A COPY OF THE OFFICIAL REGISTRATION (# CH956) AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE 1-800-435-7352 WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THE STATE.

Why Sponsor?

All net proceeds from this event will benefit the *Cystic Fibrosis Foundation*. Cystic fibrosis (CF) is a genetic disease that affects over 30,000 children and young adults in the United States today. Today, the median life expectancy for someone with cystic fibrosis is just 37 years of age. Great advancements in research and treatments are helping to improve the quality of life for these individuals; however, we have yet to reach our goal – A CURE.

The ***65 Roses Golf Classic*** has become one of the most anticipated events in the Sarasota area. Golfers represent the elite in the Tampa Bay area--socially conscious and generous. The golfers are predominantly male, business decision-makers, with ample leisure time and personal wealth.

Targeting professionals in the business community and the golf industries, the ***65 Roses Golf Classic*** is an exciting and highly visible event that offers excellent signage and networking opportunities. Sponsor involvement in this cause-related event will increase awareness, enhance consideration and create a favorable predisposition toward the sponsor and its product. Your participation is a unique way to reward your best clients, closest friends or top employees.

In partnering with the CF Foundation, your organization will receive the utmost professionalism, community exposure and assurance that your contribution is used to improve and prolong the lives of those children and young adults living with CF.

The Cystic Fibrosis Foundation continues to be recognized as one of the nation's "Best in the Business" in *SmartMoney*, the magazine of *The Wall Street Journal*. Nearly ninety cents of every dollar of Foundation revenue goes to support vital CF research, medical and education programs; in other words, we put your money to work as efficiently as possible. The CF Foundation is proud to receive such recognition, and will continue to pay big dividends in terms of medical advances.

Please join in our fight and help make a difference in the lives of thousands while associating your business with one of the premier golf events in Sarasota!

TITLE SPONSOR

(\$17,804 Tax-Deductible)

\$20,000

Exclusive

With a gift of \$20,000, your corporation is entitled to exclusive naming rights to the 2012 event. Your corporation's name will appear on all promotional materials, event invitations and public relations pre/post event. Naming will appear as:

(Your Company Name) 65 Roses Golf Classic to Benefit the Cystic Fibrosis Foundation

Additional Title Sponsorship benefits include:

Golf, Boxed Lunch and Dinner for Three (3) Foursomes

Twelve (12) additional dinner-only seats

Two (2) corporate banners on display at the event (provided by your company)

Sponsorship signage at two (2) tee boxes with choice of location

Direct product exposure on site, with the ability to distribute your items in player goodie bags

Reserved tables at Dinner Awards Ceremony with Special Recognition

Opportunity to address guests and players

CEO or Representative to be named as Honorary Chair (with Bio in Program)

Recognition on Website

Exclusive placement of your logo with the Cystic Fibrosis Foundation logo on golf shirt

Full page acknowledgment on back cover or inside front cover in Golf Program

PRESENTING SPONSOR
(\$8,856 Tax Deductible)

\$10,000
(Exclusive)

- ✦ Logo included on all printed material as Presenting Sponsor
- ✦ Company name noted as Presenting Sponsor in all media releases
- ✦ On course signage (banner to be supplied by sponsor)
- ✦ Two (2) tee signs with choice of hole location
- ✦ Golf, Boxed Lunch and Dinner for Two (2) Foursomes
- ✦ Direct product exposure on site, with the ability to distribute your items in player goody bags
- ✦ Reserved tables at awards ceremony with Special Recognition
- ✦ Recognition on Website
- ✦ Acknowledgement Page in Program

DRIVING RANGE SPONSOR
(\$4,428 Tax Deductible)

\$5,000
(Exclusive)

- ✦ Company banners (provided by sponsor, limit 2) prominently displayed at Driving Range
- ✦ On course signage at one (1) tee box
- ✦ Reservations for one (1) corporate team
- ✦ Opportunity to distribute promotional items in all golfer goody bags
- ✦ One Half Page Acknowledgement in Program

CART SPONSOR
(\$2,428 Tax Deductible)

\$3,000
(Exclusive)

- 🔧 Company signage posted on all golfer carts
- 🔧 Reservations for One (1) corporate team (4 players)
- 🔧 Company banner (provided by Sponsor) prominently displayed at cart line-up
- 🔧 Opportunity to distribute promotional items in all golfer goody bags
- 🔧 Reserved table at awards ceremony
- 🔧 Acknowledgement Page in Program

Corporate Team
(\$428 Tax Deductible)

\$1,000

- 🔧 On course signage at one (1) tee box
- 🔧 Reservations for foursome (4 players)
- 🔧 Opportunity to distribute promotional items in all golfer goody bags
- 🔧 Recognition at awards ceremony
- 🔧 One Quarter Page Acknowledgment in Program

Tee or Green SPONSOR
(\$200 Tax Deductible)

\$200
(28 Available)

- 🔧 On course signage at one (1) tee box, either Men's or Women's

Individual Golfer
(\$82 Tax Deductible)

\$225



SPONSOR AGREEMENT FORM

_____ **\$ 20,000** **Title Sponsor (\$17,804 Tax Deductible)**

- _____ \$ 10,000 Presenting Sponsor (\$8,856 Tax Deductible)
- _____ \$ 3,000 Cart Sponsor (\$2,428 Tax Deductible)
- _____ \$ 5,000 Driving Range Sponsor (\$4,428 Tax Deductible)
- _____ \$ 1,000 Corporate Team (\$428 Tax Deductible)
- _____ \$ 200 Tee or Green Sponsor (\$200 Tax Deductible)
- _____ \$ 225 Fee for Individual Golfer (\$82 Tax Deductible)
- _____ \$ 50 Social Ticket - Dinner only (\$10 Tax Deductible)

_____ Check enclosed (Please make payable to the Cystic Fibrosis Foundation)

_____ Please send an invoice

_____ Please charge my Credit Card

_____ Visa _____ Master Card _____ Discover _____ American Express

C.C. # _____ **Exp.** _____

_____ I am unable to golf, but please accept my donation of \$ _____

COMPANY _____

CONTACT _____

ADDRESS _____

CITY _____ **STATE** _____ **ZIP** _____

PHONE _____ **FAX** _____

EMAIL _____

I would like my foursome to include:

Name & Shirts Sizes:

1. _____ Size: _____
(Team Captain)

2. _____ Size: _____

3. _____ Size: _____

4. _____ Size: _____

Registration is also available on line:
<http://tampa.cff.org/65rosesgolf>

Please return to:

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