


KEY

to the 

cure


@ FAIR MARKET

11.17.23

FEATURING

TIM LOVE





Key to the Cure offers a fantastic opportunity to unify our community in support of those with cystic fibrosis, as well as play a key role in helping us achieve our fundraising goal.

- ★ Position your brand well in local communities and create connections with consumers
- ★ Align with a results-driven organization where your support makes an impact
- ★ Double your corporate impact and seek matching gifts opportunities at your



“We are entering a new era in cystic fibrosis. Working alongside the CF community, we have achieved unparalleled advances in the treatment and care of cystic fibrosis. We will not rest until we have reached our mission: to cure cystic fibrosis and provide all people with CF the opportunity to lead long, fulfilling lives.”

—Michael P. Boyle, M.D., President & Chief Executive Officer

This sponsorship supports the mission of the CF Foundation; to cure cystic fibrosis and to provide all people with CF the opportunity to lead long, fulfilling lives by funding research and drug development, partnering with the CF community, and advancing high-quality, specialized care.



SPONSORSHIP PACKAGES

\$25,000 Presenting Sponsor (\$22,720 Tax Deductible)

- 24 VIP tickets with prominent VIP lounge seating with designated cocktail waitress
- VIP Pre-Party Invitation for all guests. This includes an exclusive “meet and greet” with Tim Love and special VIP-only chef prepared food dishes
- Complimentary beer, wine, and liquor throughout the event in the VIP lounge
- Recognition as Presenting Sponsor on invitation, e-correspondence, CF Foundation event website, social media sites and print materials
- Verbal Recognition in evening presentation
- Opportunity to share company video during evening presentation (*limited to 90 seconds, CFF approved*)
- Corporate logo or acknowledgement featured in evening program
- Premiere signage and acknowledgment as a sponsor throughout the evening
- Complimentary valet parking for all guests

\$20,000 - Premier Sponsor (\$18,100 Tax Deductible)

- 20 VIP tickets with prominent VIP lounge seating with designated cocktail waitress
- VIP Pre-Party Invitation for all guests. This includes an exclusive “meet and greet” with Tim Love and special VIP-only chef prepared food dishes
- Complimentary beer, wine, and liquor throughout the event in the VIP lounge
- Recognition as Premier Sponsor on invitation, e-correspondence, CF Foundation event website, social media sites and print materials
- Verbal Recognition in evening presentation
- Corporate logo or acknowledgement featured in evening program
- Premiere signage and acknowledgment as a sponsor throughout the evening
- Complimentary valet parking for all guests

SPONSORSHIP PACKAGES

\$15,000 - Platinum Sponsor (\$13,480 Tax Deductible)

- 16 VIP tickets with prominent VIP lounge seating with designated cocktail waitress
- VIP Pre-Party Invitation for all guests. This includes an exclusive “meet and greet” with Tim Love and special VIP-only chef prepared food dishes
- Complimentary beer, wine, and liquor throughout the event in the VIP lounge
- Recognition as Platinum Sponsor on invitation, e-correspondence, CF Foundation event website, social media sites and print materials
- Verbal Recognition in evening presentation
- Corporate logo or acknowledgement featured in evening program
- Premiere signage and acknowledgment as a sponsor throughout the evening
- Complimentary valet parking for all guests

\$10,000 - Gold Sponsor (\$8,860 Tax Deductible)

- 12 VIP tickets with prominent VIP lounge access
- VIP Pre-Party Invitation for all guests. This includes an exclusive “meet and greet” with Tim Love and special VIP-only chef prepared food dishes
- Complimentary beer, wine, and liquor throughout the event in the VIP lounge
- Recognition as Gold Sponsor on invitation, e-correspondence, CF Foundation event website, social media sites and print materials
- Corporate logo or acknowledgement featured in evening program
- Verbal Recognition in evening presentation
- Prominent signage and acknowledgment as a sponsor throughout the evening
- Complimentary valet parking for all guests

SPONSORSHIP PACKAGES

\$7,500 - Silver Sponsor (\$6,550 Tax Deductible)

- 10 VIP tickets with preferred VIP lounge access
- VIP Pre-Party Invitation for all guests. This includes an exclusive “meet and greet” with Tim Love and special VIP-only chef prepared food dishes
- Complimentary beer, wine, and liquor throughout the event in the VIP lounge
- Recognition as Silver Sponsor on invitation, e-correspondence, CF Foundation event website, social media sites and print materials
- Corporate logo or acknowledgement featured in evening program
- Verbal Recognition in evening presentation
- Prominent signage and acknowledgment as a sponsor throughout the evening
- Complimentary valet parking for all guests

\$5,000 - Bronze Sponsor (\$4,240 Tax Deductible)

- 8 VIP tickets with reserved seating in the VIP lounge
- VIP Pre-Party Invitation for all guests. This includes an exclusive “meet and greet” with Tim Love and special VIP-only chef prepared food dishes
- Complimentary beer, wine, and liquor throughout the event in the VIP lounge
- Recognition as Bronze Sponsor on invitation, e-correspondence, CF Foundation event website, social media sites and print materials
- Corporate logo or acknowledgement featured in evening program
- Preferred signage and acknowledgment as a sponsor
- Complimentary valet parking for all guests

DRIVEN BY A DREAM

The mission of the Cystic Fibrosis Foundation is to cure cystic fibrosis and to provide all people with CF the opportunity to lead long, fulfilling lives by funding research and drug development, partnering with the CF community, and advancing high-quality, specialized care.



ABOUT THE CYSTIC FIBROSIS FOUNDATION

We are driven by a dream that one day—every person with cystic fibrosis will have the chance to live a long, healthy life. Recognized globally, the Cystic Fibrosis Foundation has led the way in the fight against cystic fibrosis, fueling extraordinary medical and scientific progress. The life expectancy of someone born with CF has doubled in the last 30 years. Despite this progress, many people with CF do not benefit from existing therapies.

Our vision is a cure for every person with cystic fibrosis and a life free from the burden of this disease. We will not leave anyone behind. You are an important part of our progress. Together, let's make CF stand for Cure Found.

ABOUT CYSTIC FIBROSIS

In people with cystic fibrosis, a defective gene causes a thick buildup of mucus in the lungs, pancreas and other organs. In the lungs, mucus clogs the airways and traps bacteria, leading to infections, extensive lung damage and respiratory failure. Many people with CF do not benefit from existing therapies, either because their disease is too advanced or because their specific genetic mutations will not respond.

Those who can take current therapies continue to face challenging complications—leading to hospitalizations, missed school and work, and significant interruptions in their daily routine. And, many children and adults with CF still face the sobering prospect of a shortened life span.





Our vision is

A CURE FOR 100%

of people living with cystic fibrosis.

– WE WILL NOT LEAVE ANYONE BEHIND.

MEET DESI



After learning that their 10-day-old daughter, Desi, was diagnosed with cystic fibrosis, Jamie and her husband Ross resolved that they would do all they could to share her story and find a cure. “We went into warrior mode,” said Jamie.

“We made a promise that we would do everything possible, in any way possible, to help her thrive, survive, and live the dreams that she decides she wants to live.”

But we’re not done, and we won’t stop fighting until there is a cure for Desi and for all people living with CF.

A CURE FOR ALL.

Winning this fight means working harder and faster. Genetic therapies – our best hope for curing cystic fibrosis – are more complex than anything we have ever done. Progressing a genetic therapy could cost the Foundation 10 times more than the development of a novel therapy a decade ago. The Foundation is leading the way in applying this emerging science to CF.

In addition to CF, there are more than 1,000 diseases caused by this type of genetic mutation, virtually all of which have eluded researchers seeking FDA-approved therapies. While our focus is on cutting-edge research for CF, our hope is that future genetic-based therapies could also benefit many others living with genetic diseases. You are an important part of our progress. Corporate donations help accelerate scientific advancements.

With your support we are confident that one day—not one person will lose a child, sibling, parent, or friend to cystic fibrosis. You have an opportunity in your lifetime to be part of defeating this terrible disease.

1 in 31

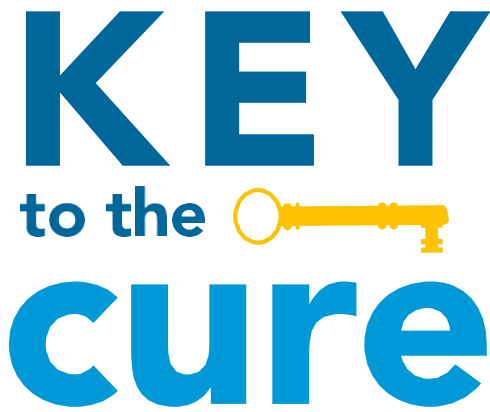
AMERICANS
ARE SYMPTOMLESS
CARRIERS OF THE
DEFECTIVE CF GENE

50s

MEDIAN PREDICTED AGE FOR
SOMEONE BORN WITH CF — MORE
THAN DOUBLED SINCE THE START
OF THE CF FOUNDATION

0

CURES EXIST FOR
CYSTIC FIBROSIS



CYSTIC FIBROSIS FOUNDATION

Sponsorship of the Key to the Cure supports the mission of the Cystic Fibrosis Foundation

SPONSORSHIP LEVEL [please check one]

- _____ **\$25,000 Presenting Sponsor** [\$22,720 Tax Deductible]
- _____ **\$20,000 Premier Sponsor** [\$18,100 Tax Deductible]
- _____ **\$15,000 Platinum Sponsor** [\$13,480 Tax Deductible]
- _____ **\$10,000 Gold Sponsor** [\$8,860 Tax Deductible]
- _____ **\$7,500 Silver Sponsor** [\$6,550 Tax Deductible]
- _____ **\$5,000 Bronze Sponsor** [\$4,240 Tax Deductible]

Sponsorship Commitment

Name of Organization or Donor _____
[as it should appear on invitation & program]

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Contact Person _____

Payments

We are unable to attend as a sponsor this year but please accept our donation of \$ _____

Enclosed is my check for \$ _____

Please charge my: Mastercard Visa Discover American Express

Cardholder's Signature _____

This signature authorizes the Cystic Fibrosis Foundation to charge the credit card number below the stated & agreed upon amount.

Name on Card [please print] _____

Account Number _____ Exp. Date _____ / _____

The credit card information on this form will be securely destroyed immediately after processing.

Please make all checks payable to Cystic Fibrosis Foundation and mail to:

Cystic Fibrosis Foundation
3316 Bee Caves Road, Suite A Austin, Texas 78746
Office: 512.338.1744 Cell: 512.656.9313
Fax: 512.338.9277 Email: sdollar@cff.org

keytothecureaustin.com



We are grateful for your support in the below statements you will find guidelines around event attendance and COVID-19 safety protocols, the CF Foundation's Better Business Bureau statement, and if applicable to the selected sponsorship event logo use guidelines. Sponsorship of this event supports the mission of the Cystic Fibrosis Foundation

IMPORTANT NOTE ON ATTENDANCE AT FOUNDATION EVENTS

To reduce the risk of COVID-19 the Foundation is taking steps to host safe events for our community. Please be advised that events may be subject to change at any time based on guidance from the Centers for Disease Control and Prevention and local health officials. To help minimize the risk of COVID-19, we ask that attendees at CF Foundation events follow these steps:

- Where mandated, practice physical distancing and maintain at least a safe 6-foot distance from persons outside of their household.
- Face masks are encouraged and should be worn in accordance with local guidelines. (Note, children under two years of age should not wear masks due to safety concerns and therefore should only attend outdoor CF Foundation events where they are able to distance and stay within their family group.)
- Follow basic infection, prevention and control practices by regularly washing hands with soap and water or with an alcohol-based hand gel, and by covering your cough or sneeze with a tissue or your inner elbow.
- Persons with CF should consult their physician before participation in any in-person event as they may be at an increased risk for severe illness from COVID-19.
- For indoor events, it is CFF policy to invite only one person with CF to be in-person at the event at a time. For outdoor events, people with CF should maintain a safe 6-foot distance from persons outside of their household at all times.

FOR YOUR SAFETY AND THE SAFETY OF OTHERS

- For the health and wellbeing of the CF community, we strongly encourage that participants be fully vaccinated and have received the CDC recommended booster shot when joining us in-person for the event.
- Please be advised certain localities and venues may require you to be fully vaccinated and show proof of vaccination. We will communicate these requirements in event communications.
- We are counting on the fact that you appreciate the potential consequences of exposing members of the CF community to COVID-19 and will not attend an event if you are feeling ill or have been recently exposed to COVID-19.
- We cannot guarantee that all people in attendance at the event, including participants, sponsors, volunteers, vendors, or others, have been fully vaccinated.

Events may be subject to change at any time, based on health concerns, including concerns based on guidance from the Centers for Disease Control and Prevention and local health officials. In these instances when events are moved to a virtual format, sponsorship benefits may be adjusted to suit the virtual format.

Sponsors may be required to wear a mask, if they are interacting with event participants or manning a care and share table, based on venue guidelines, local municipality guidelines and/or the current COVID situation where the event is taking place.

CFF RESTRICTED LOGO USE SPONSOR ACKNOWLEDGEMENT

This Restricted Logo Use Sponsor Acknowledgement ("Acknowledgement") between the Cystic Fibrosis Foundation ("CFF") and the Sponsor, who accepts this Acknowledgement ("Sponsor"). CFF grants to Sponsor a revocable, nonexclusive license to use the Logo (as defined below) in connection with the event to which the Sponsor is contributing ("Event"). Sponsor shall not use the Logo in any manner except as expressly set forth herein from the date of this signed Acknowledgement to up to the Event date. Sponsor agrees to use the Logo only, in connection with the Event and further agrees not to use the Logo in connection with any other sponsors whose logo or brand are deemed to be offensive, defamatory or vulgar. All references to the Logo shall mean the logo associated with the Event. Sponsor agrees not to use the CFF's Logo in a manner inconsistent with proper trademark use, or in any manner that tarnishes the name or reputation of the Cystic Fibrosis Foundation. Sponsor agrees to comply with any requirements established by CFF concerning the style, design, display and use of the Logo with every use of the Logo. Sponsor agrees to send CFF the website link or other relevant materials upon completion of adding the Logo to any promotional materials or third-party sites as part of the sponsorship. Sponsor shall also comply with requests from CFF for additional information, documents, or specimens concerning its use of the Logo. Sponsor agrees to modify or terminate any use of the Logo within 10 days of notice by CFF that, in its sole discretion, such use is not approved. Sponsor agrees that ownership of the Logo and the goodwill relating thereto shall remain vested in CFF both during the period of this license and thereafter. Participant agrees never to challenge, encourage a third-party challenge, or support any challenge to CFF's ownership of the Logo. Sponsor agrees to promptly inform CFF of the use of any marks similar to the Logo and any potential infringements of CFF's Logo that come to Sponsor's attention. Sponsor represents and warrants that it shall not use the Logo in any way that, directly or indirectly, raises any revenue for Sponsor. Sponsor and CFF agree that this license shall be royalty-free. Nothing herein shall be construed as an endorsement by CFF of the Sponsor or the Sponsor's business or activities. The Sponsor agrees and accepts this Acknowledgement upon providing CFF with a sponsorship payment.

The Cystic Fibrosis Foundation, a 501(c)(3) nonprofit organization, has unrestricted financial reserves of about 10 times its 2023 operating budget. These reserves are largely a result of the Foundation's successful venture philanthropy model, through which we have raised and invested hundreds of millions of dollars to help discover and develop breakthrough CF therapies. These funds and any future revenue from our model are reinvested into the CF Foundation's mission to cure cystic fibrosis and to provide all people with CF the opportunity to lead long, fulfilling lives. To obtain a copy of our latest Annual Report, visit <https://www.cff.org/about-us/annual-reports-and-financials>, email info@cff.org or call 1-800-FIGHT-CF.