



BREWER'S BALL

CYSTIC FIBROSIS FOUNDATION

serving up hope since 2005

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SATURDAY, MARCH 4, 2017

NATIONAL BUILDING MUSEUM

401 F Street NW, Washington, DC

All guests must be 21+

CO-CHAIRS

Dennis & Jennifer O'Leary
Lynn Rudolf



CASEY

REAL PROGRESS HAS BEEN MADE, BUT THERE IS STILL SO MUCH TO BE DONE. WITH YOUR SUPPORT, YOU COULD ONE DAY SAY TO YOURSELF, "I HELPED FUND THE CURE FOR CYSTIC FIBROSIS."

– Dennis O’Leary, Chairman



Like us on Facebook – Brewer’s Ball
Follow us on Twitter and Instagram
@dcbrewersball #dcbrewersball

JOIN US AT **THE BEST** CRAFT BEER & FOOD EVENT IN TOWN — **DC BREWER’S BALL**

Serving up hope for a cure, one pint at a time since 2005

BREWER’S BALL has earned its reputation as **the craft beer event** of the season, **hosting over 40 of the best breweries and 30 popular restaurants**. Guests enjoy unlimited samplings while they dance the night away and bid on unique auction experiences.

The Beer Institute Brewer’s Ball attracts **1,500 of Washington’s top corporate and community leaders**, and we hope, you too, will be part of this D.C. tradition! Invite your friends, family and clients to join you, they will not be disappointed.

If there’s one thing we can guarantee – you won’t leave hungry or thirsty and you’ll feel good about contributing to finding a life-long cure for all people living with cystic fibrosis.

For more information, please contact **ERIN LEAHEY**, eleahey@cff.org or 301-657-8444



RESEARCH & PROGRESS: Since the Foundation's establishment more than 60 years ago, we have made leaps and bounds into understanding the science behind cystic fibrosis. In 1989, a team of Foundation-supported scientists discovered the defective CF gene, opening the door to understanding and treating the disease. Less than 20 years later, researchers achieved "proof of concept" in the lab, determining that it was possible to treat CF at the molecular level. Today, based on those discoveries, we have two therapies that address the underlying genetic cause of certain mutations of CF. While these new treatments represent a game-changer for people with CF – and the rest of the rare disease community — we still do not have a cure for this progressive disease that cuts lives far too short. Finding a cure for all people with CF will require a long-term commitment of time, effort and money. **The public's continued support will allow us to further our search for a one-time cure, while helping people with CF live longer, healthier lives today.**



MAELYNN

CARE & ACCESS: We work hard to ensure that all people with cystic fibrosis have access to the best care and therapies they need to manage their disease. The Foundation supports and accredits a network of more than 120 care centers, which is recognized as a national model for specialized treatment of a disease. To help improve quality of life for people with CF, we are doubling operational grants for care centers and making targeted investments in other strategic areas of care, including mental health. We are focused on improving access to medications and new therapies, advocating at both the state and federal levels for coverage of CF therapies and care for individuals. The CF Foundation *Compass* is available as a free service for people with CF who may need assistance in working through insurance, financial, legal and other issues standing in the way of care and quality of life.



BROOKE

WHY SUPPORT THE CF FOUNDATION?

COMMUNITY & ENGAGEMENT: While we are fulfilling our mission of finding a one-time cure for all people with CF, we remain committed to helping people with CF, and their families, live better lives today. **People with CF and their families are at the heart of everything we do.** In 2015, we celebrated a major milestone in pursuit of our mission: more than 50 percent of people living with CF are now aged 18 or older. When the Foundation was formed, children with CF rarely lived long enough to attend elementary school. Today, because of advances in research and care made possible by the Cystic Fibrosis Foundation, and support from people like you the median predicted age of survival is about 40. We cannot thank you for all that you have done in our fight against CF. We hope that you will join us by continuing to support us until we reach the finish line, together.

SPONSOR LEVELS



TITLE SPONSOR

\$30,000 (\$30,000 tax-deductible)

SOLD OUT!

ONLY 1 AVAILABLE

- Exclusive title naming of the event, i.e. The 13th Annual (your company) Brewer's Ball
- Thirty (30) VIP guest admissions and twenty (20) guest admissions for Brewer's Ball
- Company logo on all promotional materials
- Two full-page color acknowledgments in the center page of the tasting journal
- Special acknowledgement in On Tap Magazine and special mention from on-air radio and media partners
- Display space at event, to include 6-foot table and signage, with opportunity to distribute company branded materials
- Company logo projected on the columns at the National Building Museum
- Roundtrip Limousine service for 10 the evening of the event



VIP SPONSOR

\$15,000 (\$13,300 tax-deductible)

ONLY 2 AVAILABLE

- Branding as sponsor of the VIP area
- Twenty (20) VIP guest admissions to Brewer's Ball
- One full-page acknowledgement in the tasting journal
- Company logo on all promotional materials



TASTING GLASS SPONSOR

\$15,000 (\$13,300 tax-deductible)

ONLY 1 AVAILABLE

- Branding as sponsor of the event tasting glasses – logo etched in 1,600 glasses
 - Twenty (20) VIP guest admissions to Brewer's Ball
 - One full-page acknowledgement in the tasting journal
 - Company logo on all promotional materials
- (Print deadline: February 3, 2017)*



PRESENTING SPONSOR

\$20,000 (\$17,600 tax-deductible)

ONLY 2 AVAILABLE

- Presenting sponsor recognition for the event, i.e. The 13th Annual Brewer's Ball Presented by (your company)
- Twenty (20) VIP guest admissions and ten (10) guest admissions for Brewer's Ball
- One full-page acknowledgement in the tasting journal
- Company logo on all promotional materials
- Company logo projected on the columns at the National Building Museum



TASTING STATION SPONSOR

\$15,000 (\$13,300 tax-deductible)

ONLY 2 AVAILABLE

- Branding as sponsor of the event tasting stations – logo and support listed on all station signs and cocktail napkins
 - Twenty (20) VIP guest admissions to Brewer's Ball
 - Company logo on all promotional materials
- (Print deadline: February 3, 2017)*



SAVOR SPONSOR

\$15,000 (\$13,300 tax-deductible)

- Twenty (20) VIP guest admissions to Brewer's Ball
- One full-page acknowledgement in the tasting journal
- Company name featured prominently on all promotional materials including but not limited to web marketing, e-communications and print materials



AUCTION SPONSOR

\$10,000 (\$9,150 tax-deductible)

ONLY 2 AVAILABLE

- Branding as auction sponsor with logo displayed on mobile bidding devices and throughout auction area
 - Ten (10) VIP guest admissions to Brewer's Ball
 - One full-page acknowledgement in the tasting journal
 - Company logo on all promotional materials
- (Print deadline: February 3, 2017)*

"I AM SO PROUD TO BE PART OF THIS INCREDIBLE EVENT, KNOWING THAT OUR CONTRIBUTIONS WILL MAKE A BIG IMPACT IN THE FIGHT AGAINST CF. IT IS IMPORTANT THAT WE HELP FUND RESEARCH, PROGRAMS AND CARE THAT COULD HELP FIND A LIFE-LONG CURE FOR ALL PEOPLE WITH CF, INCLUDING MY NIECE MAELYNN."

– Drew Kim, Owner, *matchboxfoodgroup*

SPONSOR LEVELS



MISSION SPONSOR

\$10,000 (\$9,150 tax-deductible)

ONLY 2 AVAILABLE

- Branding as Mission Sponsor; banners featuring photos of people with cystic fibrosis displayed throughout the room, with your logo
- Ten (10) VIP guest admissions to Brewer's Ball
- One full-page acknowledgement in the tasting journal
- Company logo on all promotional materials
(Print deadline: February 3, 2017)



UBER-HOPS SPONSOR

\$7,500 (\$6,650 tax-deductible)

- Ten (10) VIP guest admissions to Brewer's Ball
- One full-page acknowledgement in the tasting journal
- Company logo featured prominently on all promotional materials including but not limited to web marketing, e-communications and print materials



HOPS SPONSOR

\$5,000 (\$4,320 tax-deductible)

- Eight (8) VIP guest admissions to Brewer's Ball
- One half-page acknowledgement in the tasting journal



BID FOR A CURE GIFT SPONSOR

\$5,000 (\$4,660 tax-deductible)

- Four (4) VIP guest admissions to Brewer's Ball
- Company branded gifts for all attendees who give to our Bid for a Cure
- Your logo printed on thank-you tags
- One half-page acknowledgement in the tasting journal

(Print deadline: February 3, 2017)



BARLEY SPONSOR

\$2,500 (\$2,080 tax-deductible)

- Six (6) guest admissions to Brewer's Ball
- Listing in the tasting journal



INDIVIDUAL ADMISSION*

\$150 (\$80 tax-deductible)

- Admission into Brewer's Ball (7pm to midnight)

**No hard copy tickets will be distributed. Check in at registration upon arrival. Final event details will be emailed the week of the event.*



PROGRAM BOOK*

Full-Page Acknowledgement

(4" x 7")

\$1,000 (fully-tax-deductible)

Half-Page Acknowledgement

(4" x 3")

\$500 (fully-tax-deductible)

**Due to the CF Foundation by February 3, 2017 in order to make our print deadline.*

To learn more about the CF Foundation and how you can get involved in the 13th Annual Brewer's Ball, visit www.dcbrewersball.org or call 301-657-8444.



"OUR SON CASEY WAS DIAGNOSED WITH CF AT JUST 5 WEEKS OLD. HE IMMEDIATELY BEGAN INTENSE TREATMENTS OF PHYSICAL THERAPY AND MEDICATIONS JUST TO STAY ALIVE. JUST AS CASEY DOES NOT GET TO TAKE A BREAK FROM HIS TWICE DAILY PHYSICAL THERAPY, NEBULIZER TREATMENTS, 30+ PILLS A DAY, NAGGING COUGH AND STOMACH PAIN, WE CANNOT TAKE A BREAK FROM FIGHTING THIS DISEASE. WE ARE MORE HOPEFUL THAN EVER THAT WE WILL ONE DAY FIND A CURE FOR THIS DISEASE – BUT WE NEED YOUR HELP TO GET THERE!"

– Jennifer and Dennis O'Leary, Co-Chairs & Parents of Casey O'Leary

THE 13TH ANNUAL BREWER'S BALL COMMITTEE

DENNIS & JENNIFER O'LEARY, *Dennis S. O'Leary D.D.S, P.C.*
Family & Cosmetic Dentistry
LYNN RUDOLF, *Creative Cuisine*
ANDREW MILISITS, *AITHERAS, LLC*
ASHLIE LEVY
BILL DEBAUN, *DC Beer*
BRANDON BASEMAN, *National Treasury Employees Union*
BRIAN LACEY, *Electric Advisors Energy Consultants*
BRIAN D. KAIDER, *KaiderLaw*
CARLA SPITLER, *ASAE: The Center for Association Leadership*
CHANDRA BRANHAM, *AdvaMed*
CHRIS MULA
CHRISTIAN LAYKE
DAVE EHRlich, *Phase One*
DR. REZA FARSHEY, *Chevy Chase Endodontics*
ED DURBIN, *Airwatch by VMWARE*
ELLIE SHORB, *Coldwell Banker*
EMILY BASEMAN, *Weber Shandwick*
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JESSICA NARDI
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LAURIE EHRlich, *Charles E. Smith Jewish Day School*
LINDSAY RITCHINGS, *Little Folks School*
LOWELL APLEBAUM, *Certified Association Executive*
MARK O'LEARY, *Dogfish Head Alehouse & Oscar's Alehouse*
MARK WARDZINSKI, *Raymond James*
LISA PRESTON, *Grant Thornton LLP*
JOHN SHORB, *John Shorb Landscaping Inc.*
RUSSELL LACEY, *Electric Advisors Energy Consultants*
TAMMY GRUNER DURBIN, *W.C. & A.N. Miller Realtors,*
A Long & Foster Co
TONY ABREU, *Capital Restaurant Resources* (as of 9/23/16)

"With great confidence, I can assure you that your support will have a positive impact on the lives of so many people, like my dear friend Casey O'Leary. By joining our CF Family, you can help add more tomorrows today – and everyday—for all people with cystic fibrosis!"

– Lynn Rudolf, Co-Chair



Important Note on Attendance at Foundation Events: To reduce the risk of getting and spreading germs at CF Foundation-sponsored events, we ask that everyone follow basic best practices by regularly cleaning your hands with soap and water or with an alcohol-based hand gel, covering your cough or sneeze with a tissue or your inner elbow and maintaining a safe 6-foot distance from anyone with a cold or infection.

Medical evidence shows that germs may spread among people with CF through direct and indirect contact, as well as through droplets that travel short distances when a person coughs or sneezes. These germs can lead to worsening symptoms and speed decline in lung function. To further help reduce the risk of cross-infection, the Foundation's attendance policy recommends inviting only one person with CF to an indoor Foundation-sponsored event at a specific time.

The Cystic Fibrosis Foundation has unrestricted financial reserves of about 13 times its budgeted annual expenses, following a one-time royalty sale in 2014. These funds, along with the public's continuing support, are needed to help accelerate our efforts to pursue a lifelong cure for this fatal disease, develop lifesaving new therapies and help all people with CF live full, productive lives. To request a copy of our Strategic Plan, email info@cff.org or call 800 FIGHT-CF.

Event photos courtesy of Doug Van Sant Photography (www.dougvensant.com), Choice Photography (www.choicephotography.com), and Timothy Lundin Photography (www.tdlphoto.com).

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