

Fashion BREATHEs Life

CYSTIC FIBROSIS FOUNDATION

Saturday, January 26, 2019 - 6:00pm

The Mint Museum - Uptown Charlotte

<http://CharlotteFashion.eventscff.org/>

SPONSORSHIP OPPORTUNITIES



The mission of the Cystic Fibrosis Foundation is to CURE cystic fibrosis and to provide ALL people with the disease the opportunity to lead FULL, productive lives by funding research and drug development, promoting individualized treatment, and ensuring access to HIGH-QUALITY, SPECIALIZED CARE.



THE CYSTIC FIBROSIS FOUNDATION,

leading the way



ABOUT THE CYSTIC FIBROSIS FOUNDATION

Founded in 1955, the Cystic Fibrosis Foundation is the world's leader in the search for a cure for cystic fibrosis. The Foundation was started by parents desperate to save their children's lives. Their relentless and impassioned determination to prolong life has resulted in tremendous strides over the past 60 years in accelerating innovative research and drug development, as well as advancing care and advocacy. Virtually every approved cystic fibrosis drug therapy available now was made possible because of the Foundation and its supporters. Still, we believe no one should have to die at a young age. *We will not rest until we have a cure for all people living with CF.*

ABOUT CYSTIC FIBROSIS

Cystic fibrosis is a rare, genetic, life-shortening disease that affects every organ in the body and makes breathing difficult. Some people with the disease say it's like breathing through a narrow straw. In people with CF, a defective gene causes thick buildup of mucus in the lungs, the mucus clogs the airways and traps bacteria, leading to life-threatening lung infections. Sixty years ago, most children did not live long enough to attend elementary school, but thanks to Foundation-based research and care, the median survival age of people with CF is now into the 40's.

While people with CF are living longer than in the past, we still lose precious young lives every day.

Why Support the CF Foundation?

Many people with CF are living long enough to realize their dreams of attending college, pursuing careers, getting married, and having children. This is due in large part to the work of the CF Foundation and the amazing CF community. We helped discover the gene that causes CF, created a state-of-the-art model for CF care, and have funded groundbreaking research.

But we're not done.

We are working every day to build on this incredible momentum, and we won't stop until there is a cure for all people living with CF.



RESEARCH ADVANCES

Drugs that treat the genetic cause of CF are rapidly becoming available to more individuals as a result of the Foundation's efforts. There are now three FDA approved therapies that treat the basic defect in cystic fibrosis for more than half of the population. Perhaps most exciting, more and more people will be helped by these treatments in coming years. In fact, by 2026, we expect that close to 95 percent of people with CF will benefit from similar drugs.

BETTER TODAYS

In addition to adding tomorrows by pursuing innovative treatments, we're also committed to helping people with CF live the best lives that they can today. Along with new therapies and a one-time cure, we're still continuing to invest in CF care by increasing our support for the 120 care centers in our innovative care network, with a focus on adult care and mental health. And we're actively focused on lung transplant initiatives for the many adults with CF who need them. We are enabling efforts by and for people with CF. And we're working diligently in the policy arena to ensure that people with CF have access to the care they need. In addition, CF Foundation COMPASS, exists to help people with CF and their families with insurance, financial, legal and other complex issues they are facing.

ONE-TIME CURE

But we don't just want to treat CF. We want to end CF - for everyone, including those with rare or nonsense mutations. To bring that vision to life, we are focused on a very high-tech and experimental process called gene editing. Gene editing will remove the genetic mutation that causes CF and replace it with a normal sequence of DNA. Research into using gene editing to cure CF is already underway. Although there are many hurdles, with time and continued effort, we believe we will see a permanent, one-time cure in our lifetimes.

We need your involvement now as much as ever before to reach that goal.

fashion breathes life

The Charlotte Chapter of the Cystic Fibrosis Foundation is proud to present the 4th Annual Fashion Breathes Life Gala on Saturday, January 26, 2019 at the prestigious Uptown Mint Museum. The evening will feature top designer fashion presented by prominent designers, elegant dining, a unique auction and the chance to mingle with some of the Queen City's most influential residents.

2018 Event Committee

Jill & Ben Pleune
Jessica Augenstein
Koren Ayers
JoBrent Austin-Diehl
Dr. Nicole Chadha
Cynthia Clark
Jessica Coniglio
Buffy Hawthorne
Debbie Hitzel
Jenny Loden
Nicole Scronce
Cathy Sloan
Courtney Sloan

In 2008, Jill and Ben Pleune welcomed their youngest son Oliver to their growing family. Their joy, however, was overshadowed when doctors confirmed their baby boy had cystic fibrosis. Jill, co-owner of Charlotte's Sloan Boutique, took her passion for both fashion and making a difference in Oliver's life, and created Fashion Breathes Life in 2015 alongside Ben and their supportive family, friends and clients.

Her second year on the committee, but not at all new to the fashion world, Nicole Scronce is a stylist and manager at Capitol in Charlotte. In 2016, Nicole and her husband Josh welcomed a beautiful baby girl, Cinnie. After conducting a newborn screening, followed by a sweat test, Cinnie was diagnosed with cystic fibrosis. Nicole and Josh were jilted into their new world as parents, now caring for a baby that will be fighting her entire life.

Oliver, Cinnie and all of those living with cystic fibrosis are the inspiration for Fashion Breathes Life and we will not stop until a cure is found.



2019 SPONSORSHIP OPPORTUNITIES

<p>Diamond Sponsorship</p> <ul style="list-style-type: none"> • Company recognized as Presenting Sponsor - "4th Annual Fashion Breathes Life presented by YOUR COMPANY" • Three reserved tables - premium seating (30 seats) • Exclusive bar-to-table-service with dedicated server • Upgraded wine options • Opportunity to distribute company branded gift to each attendee - 250 pieces • Check presentation by company representative to event Co-Chairs • Logo identification on all printed materials • Audio and visual recognition during event • Logo identification on event website • Two full-page acknowledgements with premier placement in keepsake event night program • Company name recognized as sponsor on all event materials 	\$20,000	(\$15,620 tax-deductible)
<p>Ruby Sponsorship</p> <ul style="list-style-type: none"> • Company named recognized as Featuring Sponsor - "4th Annual Fashion Breathes Life featuring YOUR COMPANY" • Two reserved tables - premium seating (20 seats) • Exclusive bar-to-table-service with dedicated server • Upgraded wine options • Logo identification on all printed materials • Audio and visual recognition during event • Logo identification on event website • Two full-page acknowledgements with premier placement in keepsake event night program • Company name recognized as sponsor on all event materials 	\$15,000	(\$12,080 tax-deductible)
<p>Emerald Sponsorship</p> <ul style="list-style-type: none"> • Two reserved tables - premium seating (20 seats) • Exclusive bar-to-table-service with dedicated server • Upgraded wine options • Logo identification on all printed materials • Audio and visual recognition during event • Logo identification on event website • One full-page acknowledgement with premier placement in keepsake event night program • Company name recognized as sponsor on all event materials 	\$10,000	(\$7,080 tax-deductible)
<p>VIP Corporate Sponsorship</p> <ul style="list-style-type: none"> • One reserved table - premium seating (10 seats) • Exclusive bar-to-table-service with dedicated server • Upgraded wine option • Logo identification on all printed materials • One half-page acknowledgement in keepsake event night program • Company name recognized as sponsor in all event materials 	\$6,000	(\$4,540 tax-deductible)
<p>Corporate Table Sponsorship</p> <ul style="list-style-type: none"> • One reserved table - premium seating (10 seats) • Logo identification on all printed materials • One half-page acknowledgement in the keepsake event night program • Company name listed in keepsake event night program 	\$4,000	(\$2,740 tax-deductible)
<p>Friends of Fashion Sponsorship</p> <ul style="list-style-type: none"> • Four (4) event tickets • Company logo in pre-event e-communications • Company name listed in keepsake event night program 	\$2,000	(\$1,496 tax-deductible)
<p>Program Acknowledgements (100% tax-deductible) 8.5" x 11" program</p> <ul style="list-style-type: none"> • Full-Page Acknowledgement - \$1,000 • Half-Page Acknowledgement - \$750 • Quarter-Page Acknowledgement - \$500 		

2019 SPONSORSHIP COMMITMENT FORM

Company: _____

As you would like it to appear on printed materials

Contact Name: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Daytime Phone: _____ **Email:** _____

Yes, count on my participation at the following level:

- | | |
|---|---|
| <p><input type="checkbox"/> DIAMOND SPONSOR \$20,000
\$15,620 tax-deductible</p> <p><input type="checkbox"/> RUBY SPONSOR \$15,000
\$12,080 tax-deductible</p> <p><input type="checkbox"/> EMERALD SPONSOR \$10,000
\$7,080 tax-deductible</p> <p><input type="checkbox"/> VIP CORPORATE SPONSOR \$6,000
\$4,540 tax deductible</p> | <p><input type="checkbox"/> CORPORATE TABLE SPONSOR \$4,000
\$2,740 tax-deductible</p> <p><input type="checkbox"/> FRIEND OF FASHION SPONSOR \$2,000
\$1,496 tax-deductible</p> <p><input type="checkbox"/> PROGRAM ACKNOWLEDGEMENTS (8.5"X11")
100% tax-deductible</p> <p style="margin-left: 20px;"> <input type="checkbox"/> Full-Page Acknowledgement - \$1,000
 <input type="checkbox"/> Half-Page Acknowledgement - \$750
 <input type="checkbox"/> Quarter-Page Acknowledgement - \$500 </p> |
|---|---|

I am unable to sponsor at this time, but please accept my 100% tax-deductible contribution of \$_____

Please submit payment by January 5, 2019 to meet print deadline.
Checks may be made payable to Cystic Fibrosis Foundation.

Please invoice me for my 2019 Fashion Breathes Life Sponsorship. Total Due: \$_____

Please charge my credit card. Total Due: \$_____

Amex MasterCard Visa Discover Last 4 Digits: _____

Signature: _____

This signature authorizes the CF Foundation to charge the credit card number below the stated and agreed upon amount.

Card Number: _____ **Exp. Date:** _____

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

Please return to Rachel Staton, Development Director

Cystic Fibrosis Foundation - Charlotte Chapter
 4600 Park Rd., Suite 100 | Charlotte, NC 28209
 Email: rstaton@cff.org
 Phone: (704) 321-7852 | Fax: (980) 213-3732



CYSTIC FIBROSIS FOUNDATION

ADDING TOMORROWS

Charlotte Chapter

4600 Park Rd., Suite 100
Charlotte, NC 28209
Phone: 704.321.7852
Fax: 980.231.3732

Event Lead:

Rachel Staton
Development Director
704.321.7852 - rstaton@cff.org

 facebook.com/CFFCharlotte

 instagram.com/CFF_Charlotte

 youtube.com/CysticFibrosisUSA

The Cystic Fibrosis Foundation has unrestricted financial reserves of about 13 times its 2018 budgeted 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 cure for this fatal disease, fund development of new therapies, and help all people with CF live full, productive lives. To obtain a copy of our latest Annual Report, visit <https://www.cff.org/About-Us/Reports-and-Financials/>, email info@cff.org or call 1-800-FIGHT-CF.

Financial information about this organization and a copy of its license to solicit are available from the State Licensing Branch at 888-830-4989. This license is not an endorsement by the State.

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.