

SPONSORSHIP OPPORTUNITIES



GOLF THIS WAY

Friday, September 29, 2017

Springdale Country Club, Springdale
Golf, BBQ contest, craft beer, and more!
1st Flight 8:00 a.m.
2nd Flight 1:00 p.m.

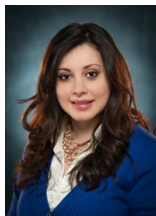
WALK THIS WAY

Saturday, September 30, 2017

Fayetteville Town Center,
Honoring our Finest Young Professionals
and Showcasing the Season's Finest Fashions
6:30 p.m.

Henkel presents the Cystic Fibrosis Foundation's *Weekend with the Finest: Golf this Way and Walk this Way*. This two-event CF celebration is a weekend you don't want to miss! Golf this Way promises to be a fun and unique golf tournament with two flight options on Friday, September 29. Walk this Way is a party, fashion show, and opportunity to honor 30 young professionals in Northwest Arkansas, all rolled into one fabulous event at Fayetteville Town Center on Saturday, September 30. Join us for golfing, auctions, fashion, delicious food and the *finest* Northwest Arkansas has to offer.

THANK YOU TO OUR EXECUTIVE CHAIRS



Silvia Azrai Kawas
Walmart



Shawn Townzen
Walmart



Corey E. Bender
Walmart

OUR MISSION

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.





WEEKEND WITH THE FINEST SPONSORSHIP OPPORTUNITIES

SPONSORSHIP BENEFITS AT BOTH GOLF THIS WAY AND WALK THIS WAY



Presenting Sponsor

\$48,000 (Tax Deductible Amount: \$43,680)

- All Platinum Sponsor Benefits plus...
- Exclusive naming rights "presented by Henkel"
- Invitation for staff members to serve on the Golf this Way and Walk this Way committees
- Opportunity to host a kickoff event for corporate contacts
- Invitation to speak at event ceremonies at both Golf this Way and Walk this Way
- Feature article about Henkel's participation in an event e-blast
- Inclusion in event promotions, including radio, television, print, and press releases
- Company logo prominently featured on sponsorship solicitation packet, cover of event programs, and exclusively on event 'swag' bag
- Four invitations to NWA Finest Honoree Reception
- Two additional golf foursomes with games package and goody bags for each player (five foursomes total)
- Additional table of ten at Walk This Way (four tables total)

Platinum Sponsor

\$25,000 (Tax Deductible Amount: \$21,680)

- All Gold Sponsor benefits plus...
- Full page acknowledgement in Walk This Way program (in lieu of half page)
- Four invitations to NWA Finest Honoree Reception
- Additional golf foursome with games package and goody bags for each player (three foursomes total)
- Additional table of ten at Walk This Way (four tables total)
- Opportunity to be exclusive provider of beer products for both the Golf this Way and Walk this Way events.

Gold Sponsor

\$15,000 (Tax Deductible Amount: \$12,630)

- All Silver Sponsor benefits plus...
- Signage at one hole at Golf this Way
- Half page acknowledgement in Walk This Way Program (in lieu of quarter page)
- Four invitations to NWA Finest Honoree Reception
- Additional table of ten at Walk This Way (three tables total)

Silver Sponsor

\$10,000 (Tax Deductible Amount: \$8,080)

- Logo on printed materials including program, flyers, and posters
- Logo in media print acknowledgements
- Social media exposure on website, Facebook, and e-blasts
- One quarter page acknowledgement in Walk This Way Program
- Opportunity to have company provided banner or sign displayed at Golf this Way and Walk This Way
- Logo included on power point presentation at Walk this Way and on scorecard at Golf this Way
- Opportunity to distribute company branded products to all golfers and guests
- Four invitations to NWA Finest Honoree Reception
- Two golf foursomes with games package and goody bags for each player
- Two tables of ten at Walk This Way

The Cystic Fibrosis Foundation has unrestricted financial reserves of about 12 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.

GOLF THIS WAY SPONSORSHIPS

Hole in One Sponsor **\$5,000**

- Signage at one hole on golf course
- Social media exposure on website, Facebook, and e-blasts
- Opportunity to have company provided banner or sign at Golf this Way
- Logo placement on printed materials including program, flyers, and posters
- One table with ten tickets to Walk this Way
- Two golf foursomes with games package*
- Golfer goody bag for each player

(Tax deductible amount: \$3,550)

Birdie Sponsor **\$3,500**

- Signage at one hole on golf course
- Logo placement on printed materials including program, flyers, and posters
- Six tickets to Walk this Way
- One golf foursome with games package*
- Golfer goody bag for each player

(Tax deductible amount: \$2,730)

Fairway Sponsor **\$2,000**

- Signage at one hole on golf course
- Four tickets to Walk this Way
- One golf foursome with games package*
- Golfer goody bag for each player

(Tax deductible amount: \$1,320)

Golf Foursome **\$1,200**

(Available after June 15, 2017)

- One golf foursome with games package*
- Golfer goody bag for each player

(Tax deductible amount: \$700)

*Games of skill package

Includes one mulligan per player and a chance for each player to win a hole in one, longest straightest drive, and closest to the pin contest.

MEET OUR FINEST HONOREES!

Tara Adams, The Pioneer Woman
Jenna Anderson, Rogers H. S.
Staci Bertucci, Sam's Club
Curtis Campbell, Blue Ocean
Nathan Childs, Walmart
Bryce Crawford, Mitchell Williams
Michael Dodd, Walmart
Grant Dooley, Walmart

Brandon Gaia, TracFone Wireless
Nicky Halpern, Walmart
Bill Hewlett, Mercy Northwest Arkansas
Chris Hudgens, Smithfield Foods
Landon Kelley, Advantage Solutions
Chase Ketron, Walmart
Jessica King, Walmart
Maegan Kordsmeier, Walmart

Luke Macken, Advantage Solutions
Grady Mathews, Sage Partners
Bianca Montoya, Visit Bentonville
Leonardo Parisell, Walmart
John Pearson, Walmart
Jacob Roberts, Stout EX. Search
Michaela Roberts, Lagunitas Brewing Co.
Cassie Ross, Henkel

Alex Shelor, Constellation Brands
Brock Short, Brock Entertainment
Ben Simms, Walmart
Nichole Simpson, Walmart
Joelle Storet, Fayetteville Underground
Stephen Thompson, Reckitt Benckiser
Jennifer Wiens, Rockfish Interactive

WALK THIS WAY SPONSORSHIPS

Finest Beer, Wine and Spirits Sponsor **\$10,000** One Of Each Category Available

- Your product served exclusively at Walk this Way
- Logo on printed materials including, flyers, posters and signage at the bars
- Logo included in print media and all social media
- One page acknowledgement in Walk this Way program
- Opportunity to have company provided signage on Runway at Walk this Way
- Logo included on PowerPoint at Walk this Way
- Two tables of ten at Walk this Way

(Tax deductible amount: \$9,300)

Couture Sponsor **\$5,000**

- Logo on printed materials including, flyers, posters and signage at the event
- Logo included in print media and all social media
- One half page acknowledgement in Walk this Way program
- Opportunity to have company provided signage on the runway at Walk this Way
- Logo included on PowerPoint at Walk this Way
- One table of ten at Walk this Way

(Tax deductible amount: \$4,650)

Vintage Sponsor **\$3,500**

- One quarter page acknowledgement in Walk this Way program
- Opportunity to have company provided signage on runway at Walk this Way
- Logo included in Walk This Way program
- Logo included on PowerPoint at Walk this Way
- One table of ten at Walk This Way

(Tax deductible amount: \$3,150)

On-Trend Table Sponsor **\$2,000**

- Company name included in Walk this Way program
- Logo included on PowerPoint at Walk this Way
- Table of ten at Walk this Way

(Tax deductible amount: \$1,650)

Walk this Way Ticket **\$100**

- General admission to Walk this Way
- Includes pub tables and/or standing room
- Includes appetizers, drinks, auction and fashion show

(Tax deductible amount: \$65)



SPONSORSHIP COMMITMENT FORM

Company Name: _____

Company Address: _____ City/State/Zip: _____

Company Phone: _____ Company Fax: _____

Contact Name: _____ Phone: _____ Email: _____

Signature: _____ Date: _____

Honoree to credit? _____

Sponsor Levels

WEEKEND WITH THE FINEST SPONSORSHIPS

(Sponsor benefits at both events)

- (SOLD) _____ Presenting Sponsor - \$48,000
(tax deductible amount: \$43,680)
- _____ Platinum Sponsor - \$25,000
(tax deductible amount: \$21,680)
- _____ Gold Sponsor - \$15,000
(tax deductible amount: \$12,630)
- _____ Silver Sponsor - \$10,000
(tax deductible amount: \$8,080)

TICKETS

- _____ Individual Ticket(s) - QTY ___ X \$100
(tax deductible amount: \$65)

GOLF THIS WAY SPONSORSHIPS

- _____ Hole in One Sponsor - \$ 5,000
(tax deductible amount: \$3,550)
- _____ Birdie Sponsor - \$ 3,500
(tax deductible amount: \$2,730)
- _____ Fairway Sponsor - \$ 2,000
(tax deductible amount: \$1,320)
- _____ Golf Foursome - \$ 1,200
(tax deductible amount: \$700)

WALK THIS WAY SPONSORSHIPS

- _____ Beer, Wine, Spirits— \$10,000
(tax deductible amount: \$9,300)
- _____ Couture Sponsor - \$ 5,000
(tax deductible amount: \$4,650)
- _____ Vintage Sponsor - \$ 3,500
(tax deductible amount: \$3,150)
- _____ On-Trend Sponsor - \$ 2,000
(tax deductible amount: \$1,650)

Payment Method - All payments due by 9-29-2017

Signature _____

This signature authorizes the Cystic Fibrosis Foundation to charge the credit card number above the stated and agreed upon amount. The credit card information on the bottom of this form will be securely destroyed immediately after processing.

_____ **Credit Card** - circle one: Visa MC Amex Discover

Credit Card Number _____ Exp Date _____

_____ **Check Enclosed** - please make checks out to: "Cystic Fibrosis Foundation"

_____ **Invoice Me**

Please Complete and Return To the Cystic Fibrosis Foundation:

Diane Byram, Senior Development Director
P: 479-799-3206 | E: dbyram@cff.org

Kelly Bullington, Development Manager
P: 501-339-6142 | E: kbullington@cff.org

320 Executive Court, Suite 302
Little Rock, AR 72205
P: 501-371-0233 | E: arkansas@cff.org



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 attend the indoor portion of a Foundation-sponsored event at a specific time. For the outdoor portion, the Foundation recommends that all people with CF maintain a safe 6-foot distance from each other at all times.