

8TH ANNUAL



CYSTIC FIBROSIS FOUNDATION

SPONSORSHIP OPPORTUNITIES

Saturday, October 20, 7:00pm
Discovery Place Science

brewersball.eventscff.org



**CYSTIC FIBROSIS
FOUNDATION**
ADDING TOMORROWS

The Faces of CF



Jude — Charlotte, NC



Ava — Charlotte, NC



Sienna — Charlotte, NC



Heidi — Marshville, NC

The CF Foundation: Adding Tomorrows.

The mission of the Cystic Fibrosis Foundation is to cure cystic fibrosis and provide all people with the disease the opportunity to lead full, productive lives by funding research and drug development, promoting individualized treatments, and ensuring access to high quality, specialized care.

Founded in 1955, the CF 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 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 die at a young age. The CF Foundation will not rest until a cure is found for all people living with CF.

What is 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 a thick buildup of mucus in the lungs, pancreas and other organs. In the lungs, the mucus clogs the airways and traps bacteria leading to extensive lung damage and eventually, respiratory failure. 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 in 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 Foundation and the amazing CF community. The CF Foundation helped discover the gene that causes CF, created a state-of-the-art model for CF care, and has funded groundbreaking research. But the work is not done. The Foundation is working every day to build on this incredible momentum, and won't stop until a cure is found.

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.



Brewer's Ball is serving up hope for a cure, one pint at a time.

The Cystic Fibrosis Foundation's Charlotte Chapter is proud to present the 8th Annual Brewer's Ball. **Held October 20, 2018 at Discovery Place Science in the heart of Uptown**, Brewer's Ball is the Charlotte area's most unique beer, wine and food tasting event.



CYSTIC FIBROSIS FOUNDATION

Brewer's Ball takes your traditional beer festival, dresses it up, adds gourmet food and puts it indoors. The event appeals to discerning beer, wine and food connoisseurs across demographics, all right here in one of the nation's fastest growing craft beer communities. Exclusively for sponsors and VIP guests, Brewer's Ball also features tastings from local and regional distilleries, highlighting this newly emerging Charlotte area industry. Brewer's Ball's unique setting encourages its more than 300 guests to mix, mingle and sample in style while interacting with brewers, restaurant owners and Chefs.

The evening is enhanced with unique silent and live auctions that feature items ranging from beer and food themed baskets, certificates and tastings, to get-a-ways and trips. A special guest speaker and musical entertainment round out the night.

The Cystic Fibrosis Foundation is seeking sponsors to help make this unforgettable event a continued success.



Brewer's Ball Sponsorship Opportunities

Sponsorship Benefits	Bronze Sponsor \$1,000 \$878 <i>tax-deductible</i>	Silver Sponsor \$2,500 \$2,256 <i>tax-deductible</i>	Gold Sponsor \$5,000 \$4,512 <i>tax-deductible</i>	LIMIT TWO Platinum Sponsor \$10,000 \$9,268 <i>tax-deductible</i>	LIMIT ONE Presenting Sponsor \$20,000 \$18,780 <i>tax-deductible</i>
Logo placement on event night tasting glasses for all attendees					
Opportunity to address participants during event and provide company logo branded favor(s) to attendees					
Prominent placement of company-provided banner at event					
Audio & visual recognition at event (emcee script and slideshow)					
Brewer's Ball Tickets (<i>VIP includes distillery tastings and full-sized beer flute tasting glass</i>)	Two (2) VIP Tickets	Four (4) VIP Tickets	Eight (8) VIP Tickets	Twelve (12) VIP Tickets	Twenty (20) VIP Tickets
Logo placement on event materials: website, save the date e-mail blasts, social media posts, posters and coasters at vendor locations	<ul style="list-style-type: none"> Website Save the date and invitation e-blasts One Facebook post 	<ul style="list-style-type: none"> Website Save the date and invitation e-blasts Two Facebook posts, one Instagram post 	<ul style="list-style-type: none"> Website Save the date and invitation e-blasts Posters Two Facebook posts, two Instagram posts 	<ul style="list-style-type: none"> Website Save the date and invitation e-blasts Posters Coasters Three Facebook posts, two Instagram posts 	<ul style="list-style-type: none"> Website Save the date and invitation e-blasts Posters Coasters Three Facebook posts, three Instagram posts
Acknowledgement in event tasting journal	Listed	Half page	Full page	Full page, inside front cover	Full page, back cover

We also offer acknowledgements in the event tasting journal: \$500 Full Page, \$300 Half Page (100% tax-deductible)



Brewer's Ball Sponsorship Commitment

COMPANY: _____

As you would like it to appear on printed materials

CONTACT NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ E-MAIL: _____

FACEBOOK PAGE: _____ TWITTER HANDLE: @_____

Yes, count on our participation at the following level:

Presenting Sponsor, \$20,000 (*\$18,780 tax-deductible*)

Platinum Sponsor, \$10,000 (*\$9,268 tax-deductible*)

Gold Sponsor, \$5,000 (*\$4,512 tax-deductible*)

Silver Sponsor, \$2,500 (*\$2,256 tax-deductible*)

Bronze Sponsor, \$1,000 (*\$878 tax-deductible*)

We cannot sponsor at this time but would like an acknowledgement in the Tasting Journal (*100% tax-deductible*)

_____ Full Page, 8.5" x 5.5" (\$500)

_____ Half Page, 4.25" x 5.5" (\$300)

We cannot sponsor at this time, but please accept our donation of \$ _____

Total Amount to Charge: \$ _____

_____ Enclosed is a check payable to the CF Foundation _____ Please send me an invoice

_____ Charge my credit card (check one): __ AmEx __ MC __ Visa __ Discover Last 4 Digits: _____

Name on Card: _____

Signature: _____

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

Card Number: _____ Exp. Date: _____



Please return to Gretchen Rohleder, Event Director, along with your logo for event materials:

Cystic Fibrosis Foundation — Charlotte Chapter

4600 Park Rd., Suite 100 - Charlotte, NC 28209

Phone: 704.321.7852 - Fax: 980.213.3732 - grohleder@cff.org

For security purposes, please do not e-mail credit card information.

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.