



# 2018 SHOOT FOR THE CURE SPONSORSHIP OPPORTUNITIES

## SHOOT FOR THE CURE

Nick and Jake's Western Dinner and Auction

Friday, August 10, 2018

Overland Park Racquet Club • Overland Park, KS

Sporting Clay Competition

Saturday, August 11, 2018

Powder Creek Shooting Park • Lenexa, KS

## PRESENTED BY

Amy Nyberg

Senior Development Manager

Cystic Fibrosis Foundation, Heart of America Chapter

Email: [anyberg@cff.org](mailto:anyberg@cff.org)

Tel: 913-384-8997

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 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 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 about 40.

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

## WHY SUPPORT THE 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. 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.



**Despite tremendous progress, we are not yet done. Our story will not be finished until we have achieved normal life spans and have a cure for 100 percent of people 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 two 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.

### 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.

### Better Today's

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 steadfast in our efforts to develop treatments that address the symptoms of CF. We are continuing to invest in CF care by increasing our support for the 120 centers in our innovative care network (including the 3 care centers in the Kansas City area), with a focus on adult care and mental health. We're actively focused on lung transplant initiatives for the many adults with CF who need them. We're working diligently in the policy arena to ensure that people with CF have access to the care they need. And, CF Foundation *Compass*, exists to help people with CF and their families with insurance, financial, legal and other complex issues they are facing.

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



## Shoot for the Cure Committee

### EVENT CHAIRS

Cody Fisher

Dave & Jennifer Ruf

Ken Selzer & Deb Grimes

Kayla Blevins

Bryan Brooke

Stephen Brooke

Matt Carpenter

Shelly Carpenter

Kevin Danciak

Jon Dittmer

Laura Dittmer

Karen Downing

Jimmy Ellsworth

Bill Flaspohler

John Francis

Matt Hanrahan

Dennis Horner

BC Kinsey

John Malnar

Matt Marine

Carrie Mermis

Dr. Joel Mermis

Ray Miller

Dr. Deepika Polineni

Chris Rhoades

Steve Thornhill

Kevin Timmons

Dr. Nirmal Veeramachaneni

Kile Vehring

Dawn Viets

Mackenzie Viets

Dear Friend of the Cystic Fibrosis Foundation,

We are excited to invite you to support the Cystic Fibrosis Foundation and the Shoot for the Cure!

The 16th annual Shoot for the Cure will take place on August 10 – 11, 2018 and includes the Nick and Jake's Western Dinner on Friday and a sporting clay competition on Saturday.

The Shoot for the Cure had an amazing year in 2017 as we raised \$138,000 net for the important work of the Cystic Fibrosis Foundation. We really appreciate everyone who helped to make this awesome total possible!

We hope that you will join us in exceeding our goal for 2018 so that the Cystic Fibrosis Foundation can one day fulfill its mission of finding a cure for cystic fibrosis for all our CF heroes.

The money that we raise through the Shoot for the Cure will be used in the best way possible – to find a cure for cystic fibrosis. The Foundation funds life-saving research and is dedicated to improving the quality of life for people living with this disease. Donors can feel confident in contributing to the CF Foundation because our relentless determination to improve and prolong life has made a dramatic difference for people with cystic fibrosis.

Join us as we *Shoot for a Cure for cystic fibrosis!*

Sincerely,

Cody Fisher  
Event Chair

Dave & Jennifer Ruf  
Event Chair

Ken Selzer & Deb Grimes  
Event Chair

# sponsorship

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## Shoot for the Cure

The Shoot for the Cure is an annual two-day fundraising event which benefits the Cystic Fibrosis Foundation. This event has something for everyone!

For cowboys and cowgirls there is the chance to put on your best western duds on Friday, August 10, 2018 for the Nick and Jake's Western Dinner and Auction at the Overland Park Racquet Club. You can saddle up to the bar during the cocktail party and then head over to the silent auction tables to bid on items perfect for the western set. Then, when the cowbell rings, get ready to enjoy a delicious meal prepared by the amazing chefs of Nick and Jake's. Following dinner, you get to participate in a fun Heads or Tails Trivia Contest in which the person with all the right answers will be the winner of a Country Club Plaza gift card. The evening ends on a high note when you raise your hand high to bid on some must-have live auction items as well as on a lifelong cure for cystic fibrosis.

For sporting clay enthusiasts there are two opportunities (a morning flight and an afternoon flight) to take your best shot at different and challenging shooting stations at Powder Creek Shooting Park in Lenexa, Kansas on Saturday, August 11, 2018. Teams of five people each compete for best score during the 100-target sporting clay competition. And, prizes are awarded to the members of the top 3 shoot teams!

We are honored to have Cody Fisher, Dave & Jennifer Ruf and Ken Selzer & Deb Grimes serve as the Event Chairs for the Shoot for the Cure.

**Shoot for the Cure sponsorship opportunities are available from \$500 to \$15,000.**

Demographics – The Shoot for the Cure targets females and males, between the ages 20-70 with most participants in their 40's or 50's. The male/female ratio for dinner is 56% male / 44% female. For the sporting clay competition, 97% of the participants are male.

**We invite you to be a part of this year's event and join us in supporting the Cystic Fibrosis Foundation and the Shoot for the Cure as an event sponsor.**





# 2018 Shoot for the Cure SPONSORSHIP OPPORTUNITIES

## **PRESENTING SPONSOR – \$15,000** (\$12,080 tax deductible)

- 4 teams of 5 people each for the Magnum Competition, use of a golf cart for each team and a gift for each shooter
- Breakfast and lunch for shooters during the Competition
- 40 invites for the Dinner plus priority seating
- Presenting Sponsor recognition on print materials, event web page, Chapter social media and in press releases
- Logo on signage and speaking opportunities on both days
- Two full-page acknowledgements in program
- Sponsor-provided banner displayed at the Competition
- Onsite distribution of approved company-branded materials

## **PREMIER SPONSOR – \$10,000** (\$7,810 tax deductible)

- 3 teams of 5 people each for the Magnum Competition, use of a golf cart for each team and a gift for each shooter
- Breakfast and lunch for shooters during the Competition
- 30 invites for the Dinner plus priority seating
- Premier sponsor recognition on print materials, event web page, Chapter social media
- Logo on signage on both days
- One full-page and one half-page acknowledgement in program
- Sponsor-provided banner displayed at the Competition
- Onsite distribution of approved company-branded materials

## **MARKSMAN SPONSOR – \$5,000** (\$3,540 tax deductible)

- 2 teams of 5 people each for the Magnum Competition, use of a golf cart for each team and a gift for each shooter
- Breakfast and lunch for shooters during the Competition
- 20 invites for the Dinner
- Recognition on Chapter social media
- Logo on signage on both days
- One full-page acknowledgement in program
- Onsite distribution of approved company-branded materials

## **THANK YOU TO THE SPONSORS OF THE 2017 SHOOT FOR THE CURE!**

Burns & McDonnell  
CommunityAmerica Credit  
Union  
SCOR Global Life Americas  
Ken Selzer & Deb Grimes  
Cerner  
Doherty Steel Inc.  
Cody & Stephanie Fisher  
George J. Shaw Construction  
Netsmart  
Randy Curnow Buick GMC  
Ruf Commercial  
JE Dunn Construction

Boulevard Brewing Company  
Doug and Karen Downing  
Hanrahan Asphalt Paving Co.  
Hodgdon Powder Company  
Kansas City Chiefs  
Ambassadors  
Kornitzer Capital Management  
KPMG LLP  
Martin Leigh PC  
McGilley Memorial Chapels  
P1 Group, Inc.  
PCI  
Powder Creek Shooting Park

Chris Rhoades  
Talon Concrete and  
Aggregates  
SCHEELS  
C&K Crusaders  
Jon and Laura Dittmer  
Michael and Sandy Palmer  
YRC Worldwide  
bckinsey.com  
CHIESI USA, INC.  
Gilead  
Bryan Brooke  
Lathrop & Gage LLP



# 2018 Shoot for the Cure SPONSORSHIP OPPORTUNITIES

## **MAGNUM SHOOT TEAM SPONSOR – \$3,000** (\$2,270 tax deductible)

- 1 team of 5 people for the Magnum Competition, use of a golf cart for your team and a gift for each shooter
- Breakfast and lunch for shooters during the Competition
- 10 invites for the Dinner
- Recognition on Chapter Social Media
- Logo included on signage on both days
- Full-page acknowledgement in program

## **HIGH VELOCITY SHOOT TEAM SPONSOR – \$2,000** (\$1,535 tax deductible)

- 1 team of 5 people for the High Velocity Competition
- Lunch for shooters during the Competition
- 10 invites for the Dinner
- Name on signage on both days
- Half-page acknowledgement in program

## **WESTERN DINNER TABLE SPONSOR – \$1,000** (\$760 tax deductible)

- 10 invites for the Nick and Jake's Western Dinner
- Listed in program and on table sign at the Dinner

## **SHOOTING STAND SPONSOR – \$500** (\$452 tax deductible)

- 2 invites for the Nick and Jake's Western Dinner
- Logo in the program and on a sign at the Competition

## **PARTICIPATION OPPORTUNITIES**

### **INDIVIDUAL SHOOTER – \$400** (\$307 tax deductible)

- One spot on a 5-person team for the High Velocity Competition
- Lunch at the Competition
- 2 invites for the Dinner

### **STRAIGHT SHOOTER – \$250** (\$205 tax deductible)

- One spot on a 5-person team for the High Velocity Competition
- Lunch at the Competition

### **WESTERN DINNER TICKET – \$100** (\$76 tax deductible)

- One invite for the Nick and Jake's Western Dinner

### **GOLF CART RENTAL – \$130** (\$0 tax deductible)

*We recommend using a golf cart during the sporting clay competition. You are welcome to bring your own golf cart or rent one from the CF Foundation. Magnum level sponsors and above get the use of a golf cart as one of their benefits.*



Photo by Arooj Ashraf



# 2018 Shoot for the Cure Sponsorship Form

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone # \_\_\_\_\_ Email \_\_\_\_\_

**I would like to support the Cystic Fibrosis Foundation through the sponsorship or participation opportunity listed below:**

- Presenting Sponsor \$15,000
- Premier Sponsor \$10,000
- Marksman Sponsor \$5,000
- Magnum Shoot Team Sponsor \$3,000
- High Velocity Shoot Team Sponsor \$2,000
- Western Dinner Table Sponsor \$1,000
- Shooting Stand Sponsor \$500
- Individual Shooter \$400
- Straight Shooter \$250
- Western Dinner Ticket \$100  
Number of tickets \_\_\_\_\_
- ADD ON** -- Golf Cart rental fee \$130 (\$0 tax deductible amount)

**Sponsorship Payment:**

- Check enclosed (payable to the Cystic Fibrosis Foundation)     Please send an invoice.
- Credit Card Payment: Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ 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 this form will be securely destroyed immediately after processing.

**Please send this form to:**

Cystic Fibrosis Foundation, Attn: Amy Nyberg  
6950 Squibb Road, Suite 310, Mission, KS 66202  
Email: anyberg@cff.org Fax: 913-384-8997

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](mailto:info@cff.org) or call 1-800-FIGHT-CF.

**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.

**Charitable Registration #708-457-7 annual finance report is filed with the Secretary of State.**