February 13, 2016 • Crowne Plaza Reading
Dear Friend:

The planning has begun for the 15th Annual Valentine’s Gala to benefit the Cystic Fibrosis Foundation, being held on Saturday, February 13, 2016. We are excited to return to the Crowne Plaza Reading in Wyomissing, PA where we hosted a sell-out crowd last year and we’re looking forward to another great event for a most worthy cause. Please consider supporting us by becoming a sponsor for our Gala celebration.

Our event continues to flourish because of the generosity of local businesses and individuals who have contributed to “adding tomorrows every day” for children and young adults battling cystic fibrosis. Please join us in our fight for a cure. Your generosity will be acknowledged to the 675+ guests who live, work, and play in our community.

The 2015 Gala will include a sit down dinner, dancing with live music provided by Simon Apple, and an auction with many great gifts. We invite you to use this much-anticipated annual event to support the Cystic Fibrosis Foundation, a highly respected, results-oriented organization that is working to improve the quality and length of life for people with cystic fibrosis within our community and nationwide.

Please review the attached sponsorship opportunities. We encourage you to support us at the highest level possible. With over thirty potential life-saving drugs in our clinical trial pipeline, the Cystic Fibrosis Foundation plays an important role in working to make CF stand for Cure Found. If tickets are included in your sponsorship level, we guarantee you and your guests a special and memorable evening. If you have questions, please contact Selena Lavonier at slavonier@cff.org or through the CF Foundation office at 610.820.0206. We’ll be in touch shortly regarding the opportunity to work with you. Sincere thanks for your consideration.

Best regards,

Valentine Gala Planning Committee Member
Cystic Fibrosis Valentine’s Gala, February 13, 2016

- Sell-out crowds over the last 9 years with an average of 550 guests over the last 14 years
- Hosted 675+ guests in 2015
- Annually provides supporters with logo and sponsor recognition to members of our community
- Considered the hallmark event of the Greater Reading area
- Aligns sponsors with a highly respected charitable organization making a profound difference in the lives of people living with cystic fibrosis
- Offers corporate engagement through event participation at a lively, fun, and meaningful event
- Has raised over $915,000 to fight the life-shortening disease of cystic fibrosis
- Puts local corporations in the “Good Company” of other community-minded businesses who, together, have supported the Valentine’s Gala with over $300,000 in Sponsorships since its inception – companies like:

Pottsville Emergency Physicians has been a sponsor for the Cystic Fibrosis Foundation for over a decade. It is through the efforts of medical research funded by events such as the Cystic Fibrosis gala that those with CF are leading longer and healthier lives. Pottsville Emergency Physicians recommends you join the fight and make a difference for those with CF.

- Jeffrey J Narmi MD

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.
Sponsorship Opportunities

Title $10,000 - $8680 is tax deductible
- Full color acknowledgement on back cover of the event program
- Exclusive invite to the Crowne Plaza VIP Cocktail Reception
- Sponsor’s logo highlighted on the front cover of invitations and programs
- Mission Moment Signage with recognition prominently displayed at event
- Sponsor name and logo on electronic presentation
- Six month’s recognition on Chapter page of CF Foundation’s national website and opportunity for hyperlink to company’s website
- Proprietary Platform event giveaway
- Logo recognition on all social media associated with event
- Event tickets for 20

Premier $5,000 - $3,944 is tax deductible
- Sponsor’s logo highlighted on the front cover of invitations and programs
- Exclusive invite to the Crowne Plaza VIP cocktail reception
- Full page prime acknowledgement in event program
- Mission Moment Signage with recognition prominently displayed at event
- Sponsor name and logo on electronic presentation
- Six month’s recognition on Chapter page of CF Foundation’s national website and opportunity for hyperlink to company’s website
- Proprietary Platform event giveaway for Premier and Presenting levels
- Logo recognition on all social media associated with event
- Event tickets for 20

Presenting $2,500 - $2,084 is tax deductible
- Sponsor’s logo highlighted on back cover of invitation
- Full Page acknowledgement prominently placed in event program
- Sponsor name and logo on electronic presentation
- Three month’s recognition on Chapter page of CF Foundation’s national website
- Proprietary Platform event giveaway for Premier and Presenting levels
- Event tickets for 16

Platinum Heart $1,500 - $1,292 is tax deductible
- Serve as hosts of cocktail hour for all guests with logo recognition on signage
- Sponsor name and logo on electronic presentation
- Full page acknowledgement in event program
- Event tickets for 8

Gold Heart $1,000
- $792 is tax deductible
  - Sponsor name and logo on electronic presentation
  - Full page acknowledgement in event program
  - Event tickets for 8

Red Heart $500
- $396 is tax deductible
  - Sponsor name recognition on electronic presentation
  - 1/2 page acknowledgement in event program
  - Event tickets for 4

Pink Heart $250
- $198 is tax deductible
  - 1/4 page acknowledgement in event program
  - Event tickets for 2

Individual Ticket $75
- $49 is tax deductible
Cystic Fibrosis (CF) is an inherited, life-threatening disease that affects the lungs and digestive systems of about 30,000 children and young adults in the United States, including over 1,500 young people in Pennsylvania. The Cystic Fibrosis Foundation was established in 1955 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. Tremendous progress has been made, thanks to the CF Foundation’s focus on pioneering research and care. Through the support of community-based events such as the Cystic Fibrosis Foundation’s Valentine Gala, the life expectancy of a child with CF has doubled in the last 30 years and the length and quality of life for people with CF continues to increase at an ever more rapid pace. The Foundation has invested hundreds of millions of dollars to help develop new CF drugs and therapies and research to find a cure is more promising than ever before!

The Cystic Fibrosis Foundation has unrestricted financial reserves of about 15 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.

Your support will make a direct difference in “adding tomorrows” to young people’s lives.

Comfort Pro is proud to be associated with an efficient, results-driven organization like the Cystic Fibrosis Foundation. We have enjoyed fourteen years of participation in the Valentine Gala and always count on a night that is enjoyed by each and every guest.

~ Doug Weisman
Comfort Pro, Inc.
As an official sponsor, _________________________ will provide payment to the Cystic Fibrosis Foundation for the following agreed upon sponsorship level by January 15, 2016.

Yes, I wish to participate in the **CYSTIC FIBROSIS FOUNDATION'S VALENTINE'S GALA** as:

- [ ] Title Sponsor $10,000 ($8,680 tax deductible)
- [ ] Premier Sponsor $5,000 ($3,944 tax deductible)
- [ ] Presenting Sponsor $2,500 ($2,084 tax deductible)
- [ ] Platinum Heart Sponsor $1,500 ($1,292 tax deductible)
- [ ] Gold Heart Sponsor $1,000 ($792 tax deductible)
- [ ] Red Heart $500 ($396 tax deductible)
- [ ] Pink Heart $250 ($198 tax deductible)
- [ ] Individual Ticket $75 ($49 tax deductible)

☐ I would like to make my sponsorship fully tax deductible and donate my table/tickets back to the CF Foundation.

☐ I am unable to attend, but enclosed is my tax-deductible contribution of $__________.

**Contact Information:**

Individual or Organization: ________________________________________________

Address: ________________________________________________________________

City: ___________________________ State: ___________________________ Zip: _______

Phone: __________________________ Email: _________________________________

Contact Person: __________________________________________________________

**Method of Payment:**

All payments are due to the Foundation by January 15, 2016. Contact Selena Lavonier at slavonier@cff.org or 610-820-0206 with any questions.

Checks should be mailed to: CFF - NE PA Chapter, 1541 Alta Dr., Suite 204, Whitehall, PA 18052.

☐ Enclosed is my check payable to the Cystic Fibrosis Foundation.  ☐ Please send me an invoice.

☐ Please charge my credit card (circle one)

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Name as it appears on card __________________________ Signature _______________________

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

Card Number __________________________ Expiration Date _______________________

(This credit card number will be securely destroyed immediately after processing.)