



SHAM ROCKIN'

FOR A CURE

2017

SPONSORSHIP
PROPOSAL

An event which began nine years ago with 150 people, beer and wings, has now grown into Atlanta's premier St. Patty's Day themed celebration, with over 1500 guests, 30+ food and drink vendors, live and silent auctions, and entertainment at Verizon Wireless Amphitheater in Alpharetta.

ShamRockin' for a Cure is a party with a purpose - as this year we will pass \$2 million raised for the Cystic Fibrosis Foundation.

See how you can become a part of the cure... and the fun!

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**ShamRockin' is
more than a party.
ShamRockin' is more
than raising money
or awareness.
ShamRockin' is
hope.**

SHAMROCKIN' FOR A CURE 2017

SATURDAY, MARCH 25, 2017

VERIZON AMPITHEATER

WHY

In 2002 our only son was diagnosed with Cystic Fibrosis. Soon after that our second unborn son was also diagnosed with CF. The world stopped turning. Hopes of first football games, girlfriends, graduation and grandchildren turned to a future full of hospitals, mounting bills and a parent's worst nightmare. We have been fighting that dark cloud ever since.

In 2009 ShamRockin' was born out of love and friendship. The idea of throwing a "party with a purpose" took off and has grown due to the blood, sweat and tears of 100s of volunteers and committee members sharing the passion for a cure.

Nine years later we have raised close to \$2,000,000 and inspired countless people who attended the event. It is hard to describe what happens when you look out on the sea of people who make ShamRockin' come alive.

ShamRockin' is more than a party. It is more than raising money or awareness.

ShamRockin' is Hope!

-Jon Baker, CF Dad

WHAT

30+ FOOD & DRINK VENDORS
// LIVE & SILENT AUCTIONS //
BAND

ShamRockin' for a Cure is THE party of the season. Thousands have danced, feasted and partied in festive green, year after year, making it the definitive St. Patrick's Day themed celebration in the Atlanta area.

THE CURE

All proceeds from ShamRockin' benefit the Cystic Fibrosis Foundation, the world's leader in a search for a cure for Cystic Fibrosis. It is with events such as ShamRockin' that the organization has been able to yield a pipeline of more than 30 current and potential CF therapies, improve the quality of life for those living with CF, and ultimately - to find a cure.





Sponsorship Benefits 2017

Tickets to 2017 Shamrockin' for a Cure	8 tickets with box seating	10 tickets with Premier box seating	14 tickets for VIP lounge on the stage	20 tickets for VIP lounge on the stage	26 tickets for VIP lounge on the stage and 10 general admission tickets	30 tickets for VIP lounge on the stage, 10 tickets for premier box seating, and 10 general admission tickets
	<small>(\$601 tax deductible)</small>	<small>(\$2,111 tax deductible)</small>	<small>(\$3,912 tax deductible)</small>	<small>(\$6,422 tax deductible)</small>	<small>(\$2,111 tax deductible)</small>	<small>(\$45,500 tax deductible)</small>
Access to VIP sponsor bar	✓	✓	✓	✓	✓	✓
Inclusion in event e-newsletters	Name mentioned	Name mentioned	Logo included	Logo included	Company profile + featured logo	Company profile + premier logo placement
Company name/logo/link on Shamrockin' website throughout 2017	✓	✓	✓	✓	✓	✓
Company branded items in guest swag bags	✓	✓	✓	✓	✓	✓
2017 Shamrockin' for a Cure Event signage	Logo + opportunity to display company signage	Logo + inclusion on the big screen	Logo + inclusion on the big screen	Logo + inclusion on the big screen	Featured logo + inclusion on the big screen	Premier logo placement + inclusion on the big screen
Invitations to post-event celebration	2 guests	2 guests	2 guests	4 guests	6 guests	8 guests w/ speaking opportunity for company spokesperson
Early event admission w/ Verizon Wireless Amphitheatre backstage tour	✓	✓	✓	✓	✓	✓
Inclusion in 2017 Shamrockin' for a Cure press releases	Inclusion in secured 2017 Shamrockin' for a Cure media	Company name/logo listed	Company name/logo listed	Company name/logo listed & quote	Company name/logo listed & quote	Company name/logo & quote + joint press release announcement
Special Shamrockin' accessories	Print	Print	Print	Print	Print, radio and online	TV, radio, print and online
Verbal recognition from the Verizon Amphitheatre stage	✓	✓	✓	✓	✓	✓
Recognition on CFF Georgia Chapter Facebook	✓	✓	✓	✓	✓	✓
One overnight guest room at Hilton Garden Inn at Alpharetta	Exclusive video highlights from 2017 event					
Box/Table/Suite placement may be selected based on order of commitment - so reserve your sponsorship now!	VIP tour of CF care clinic and research lab					
	Category exclusivity					



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Sponsorship Benefits 2017

Sponsorship Benefits	Clover	Leprechaun	Emerald	Shamrock	Presenting	Title
Tickets to 2017 Shamrock for a Cure	8 tickets with box seating	20 tickets with Premier box seating	14 tickets for VIP lounge on the stage	20 tickets for VIP lounge on the stage	25 tickets for VIP lounge on the stage and 10 general admission tickets	30 tickets for VIP lounge on the stage, 10 tickets for premier box seating, and 10 general admission tickets
Access to VIP sponsor bar	✓	✓	✓	✓	✓	✓
Inclusion in event e-newsletter	Name mentioned	Name mentioned	Logo included	Logo included	Company profile + featured logo	Company profile + premier logo placement
Company name/logo link on Shamrock website throughout 2017	✓	✓	✓	✓	✓	✓
Company branded name on guest wrist bags	✓	✓	✓	✓	✓	✓
2017 Shamrock for a Cure event signage	Logo + opportunity to display company signage	Logo + inclusion on the big screen	Logo + inclusion on the big screen	Logo + inclusion on the big screen	Featured logo + inclusion on the big screen	Premier logo placement + inclusion on the big screen
Invitations to post-event celebration	2 guests	2 guests	2 guests	4 guests	6 guests	8 guests w/ speaking opportunity for company spokesperson
Early event admission w/ Verizon Wireless Amphitheatre backstage tour	✓	✓	✓	✓	✓	✓
Inclusion in 2017 Shamrock for a Cure press releases	✓	Company name/logo listed	Company name/logo listed	Company name/logo listed & quote	Company name/logo listed & quote	Company name/logo & quote + joint press release announcement
Inclusion in second 2017 Shamrock for a Cure media	✓	✓	✓	✓	✓	✓
Special Shamrock experience	✓	✓	✓	✓	✓	✓
Verbal recognition from the Verizon Amphitheatre stage	✓	✓	✓	✓	✓	✓
Recognition on CFF Georgia Chapter Facebook	✓	✓	✓	✓	✓	✓
One overnight guest room at Hilton Garden Inn at Alpharetta	✓	✓	✓	✓	✓	✓
Exclusive video highlights from 2017 event	✓	✓	✓	✓	✓	✓
Backstage/Purple placement may be selected based on order of commitment - so reserve your sponsorship now!	✓	✓	✓	✓	✓	✓
Category exclusivity	✓	✓	✓	✓	✓	✓



Points North Atlanta
February 2016

CROSS MEDIA EXPOSURE

From recognition on multiple websites, features in publications, cross-platform social media posts, banners, and more - your company will be at the forefront of the event.



Sponsorship Commitment Form

- Title Sponsor**
\$50,000 (\$45,986 tax-deductible)
- Presenting Sponsor**
\$20,000 (\$17,184 tax-deductible)
- Shamrock Sponsor**
\$10,000 (\$8,422 tax-deductible)

- Emerald Sponsor**
\$5,000 (\$3,912 tax-deductible)
- Leprechaun Sponsor**
\$2,500 (\$1,711 tax-deductible)
- Clover Sponsor**
\$1,500 (\$861 tax-deductible)

*Multiyear commitments are available upon request

Contact Information

Person/Organization (As it should appear in printed materials)

Address

City State Zip

Telephone Email

Method of Payment

- Enclosed is a check**
Made payable to CFF
 - Please send an invoice**
 - Please charge my credit card**
 - Pay Online**
Shamrockinforacure.eventscff.org
Select "Become a Sponsor" under "Sponsor" tab
- MC VISA DISC AMEX

Name on Card

Credit Card Number

Expiration Date

Amount to Charge

Authorized Signature
This signature authorizes the Cystic Fibrosis Foundation to charge the credit card number below the stated and agreed upon amount.

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.

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 that all people with CF maintain a safe 6-foot distance from each other at all times while attending an outdoor Foundation-sponsored event.

Cystic Fibrosis Foundation, Georgia Chapter

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