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Photo credit: Daniel Kim

SHAMROCKIN' FOR A CURE 2018

SPONSORSHIP PROPOSAL

An event which began ten years ago with 150 people, beer and wings, has now grown into North Atlanta's premier St. Paddy's Day themed celebration.

On March 24, 2018, more than 1,500 guests will enjoy 30+ food and drink vendors, participate in live and silent auctions, and dance the night away with live entertainment at Verizon Amphitheater in Alpharetta.

ShamRockin' for a Cure is a Party with a Purpose that has raised more than \$2 million for the Cystic Fibrosis Foundation.

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



PAGE 3 About ShamRockin'

PAGE 4 Sponsor Benefits

PAGE 6 Sponsor Commit Form



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

SHAMROCKIN' FOR A CURE 2018

Saturday, March 24, 2018, 6:30 PM

Verizon Amphitheatre

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 hundreds of volunteers and committee members sharing the passion for a cure.

Since inception 10 years ago, we have raised over \$2,000,000 and inspired countless people who attended the event. It's hard to describe what happens when you look out on to 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 AND DRINK VENDORS
// LIVE AND 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 because of events such as ShamRockin' that we have achieved tremendous strides over the past 60 years in accelerating innovative research and drug development, as well as advancing care and advocacy. Despite great 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. We need your involvement now as much as ever before to reach that goal.



Pot o' Gold	Presenting	Shamrock	Emerald	Leprechaun	Clover
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\$50,000	\$25,000	\$10,000	\$5,000	\$3,000	\$2,000
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Night Of Benefits

Tickets to ShamRockin' for a Cure 10.0	30 Tickets for VIP lounge on stage, 10 tickets for premiere box seating, 10 general admission tickets	26 Tickets for VIP lounge on stage, 10 general admission tickets	20 Tickets for VIP lounge on stage	14 Tickets for VIP lounge on stage	10 Tickets with Premiere box seating	8 Tickets with box seating
Early event admission						
Access to VIP Sponsor bar						
Verbal recognition from Verizon Amphitheatre stage						
Opportunity to speak onstage*						
One guest room on event night at the Hilton Garden Inn						

Exposure

2018 ShamRockin' for a Cure event signage	Premiere logo placement + inclusion on big screen	Featured logo + inclusion on big screen	Logo + inclusion on big screen	Logo + inclusion on big screen	Logo + inclusion on big screen	Logo
Inclusion in event e-newsletter	Company profile* + premiere logo placement	Company profile* + featured logo	Logo	Logo	Name	Name
Company name, logo, link on ShamRockin' website						
Company recognition in event press release	Company name & quote* + joint press release announcement	Company name listed & quote*	Company name listed & quote*	Company name listed	Company name listed	
Recognition on CFF Georgia Chapter Facebook	Company profile* + CEO/Exec spotlight	Company profile*	Company profile*			

Additional Benefits

Invitations to Sponsor Appreciation Events	8 guests with speaking opportunity	6 guests	4 guests	2 guests	2 guests	2 guests
Special ShamRockin' accessories						
VIP tour of CF care clinic and research lab						
Exclusive video highlights from 2018 events						

Tax Deductible Amount	\$46,400	\$22,466	\$8,550	\$4,019	\$2,300	\$1,468
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*Guidelines provided



Points North Atlanta
February 2016

Why join the ShamRockin' family?

ShamRockin' for a Cure provides a unique experience to gain exposure, give back to the community, and have a great time while doing it. When you become a ShamRockin' sponsor, you become a part of a tireless family committed to curing CF. We are committed to delivering valuable benefits and a positive collaborative experience to each sponsor. Thanks to the work of the Foundation and the amazing CF community, many people with CF are living long enough to realize their dreams of attending college, pursuing careers, getting married, and having children. We helped discover the gene that causes CF, created a state-of-the-art model for CF care, and have funded groundbreaking research. 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. We are working every day to build on this incredible momentum, and we won't stop until there is a cure.



Sponsorship Commitment Form

Pot o' Gold Sponsor
\$50,000 (\$46,400 tax deductible)

Presenting Sponsor
\$25,000 (\$22,466 tax deductible)

Shamrock Sponsor
\$10,000 (\$8,550 tax deductible)

Emerald Sponsor
\$5,000 (\$4,019 tax deductible)

Leprechaun Sponsor
\$3,000 (\$2,300 tax deductible)

Clover Sponsor
\$2,000 (\$1,468 tax deductible)

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 me an invoice

Please charge my credit card

Pay online

shamrockinforacure.eventscff.org

MC

Visa

Disc

Amex

Authorized signature

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

Name on card

Amount to Charge

Credit Card Number

The credit card information at the bottom of this form will be securely destroyed immediately after processing

Expiration Date

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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