



SHAMROCKIN' FOR A CURE 2019

SPONSORSHIP PROPOSAL

An event which began in 2009 with 150 people, beer, and wings, has now grown into North Atlanta's premier St. Paddy's Day themed celebration.

On March 23, 2019, 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 \$2.5 million 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 2019

Saturday, March 23, 2019, 6:30 PM
Verizon Amphitheatre

THE 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 11 years ago, we have raised over \$2,500,000 and inspired countless guests who have 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

THE MISSION

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 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. 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.

		Pot o' Gold	Presenting	Shamrock	Emerald	Leprechaun	Clover
		\$50,000	\$25,000	\$10,000	\$5,000	\$3,000	\$2,000
Night Of Benefits	Tickets to ShamRockin' for a Cure 11.0	30 Tickets for VIP lounge on stage, 10 tickets for premier 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						
	Spoken recognition from Verizon Amphitheatre stage						
	Opportunity to speak onstage*						
	One guest room on event night at the Hilton Garden Inn						
Additional Events	Opportunity to host Sponsor dinner on 3.22.19						
	Invitations to Sponsor Appreciation Events	8 guests	6 guests	4 guests	2 guests	2 guests	2 guests
Exposure	2019 ShamRockin' for a Cure event signage	Premier 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* + premier 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	Special ShamRockin' accessories						
	Exclusive video highlights from 2019 events						
	Tax Deductible Amount	\$47,050	\$22,948	\$8,840	\$4,212	\$2,420	\$1,524

*Guidelines provided

What is ShamRockin' for a Cure?

30 + FOOD AND DRINK VENDORS // LIVE AND SILENT AUCTIONS // LIVE 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 North Atlanta area.

At ShamRockin' you will:

- Fill your belly on dishes from the best menus in town
- Enjoy beer, wine, and hand-crafted cocktails from your favorite vendors
- Dance to music that moves and grooves you
- Shop for rare and unique items and experiences in the silent and live auctions
- Support the ShamRockin' Army in the fight against CF!

Why join the ShamRockin' family?

ShamRockin' for a Cure provides a unique experience to 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 a positive, collaborative experience to each sponsor.

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.



Sponsorship Commitment Form

Pot o' Gold Sponsor
\$50,000 (\$47,050 tax deductible)

Presenting Sponsor
\$25,000 (\$22,948 tax deductible)

Shamrock Sponsor
\$10,000 (\$8,840 tax deductible)

Emerald Sponsor
\$5,000 (\$4,212 tax deductible)

Leprechaun Sponsor
\$3,000 (\$2,420 tax deductible)

Clover Sponsor
\$2,000 (\$1,524 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 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.

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.

For more information on sponsorship, contact Molly Taggart, mtaggart@cff.org

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