



SHAMROCKIN'

mar 26

2022



FOR A CURE

SPONSORSHIP OPPORTUNITIES

ShamRockin' for a Cure is an award-winning Party for a Purpose that has raised more than \$2.9 million for the Cystic Fibrosis Foundation. We are back with live music, food & drinks from over 30 vendors, live & silent auctions, and more!

Join us this March at Ameris Bank Ampitheatre as we relaunch north Atlanta's favorite st. Patty's Day themed celebration!

EVENTS.CFF.ORG/SHAMROCKINFORACURE



ABOUT SHAMROCKIN'

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, graduations 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, committee members, donors, and supporters sharing the passion for a cure.

Since inception, we have raised over \$2.9 million 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.

-Pam Baker, CF Mom

JOIN THE SHAMROCKIN' ARMY

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 part of a tireless family committed to curing CF and supporting the mission of the Cystic Fibrosis Foundation to cure cystic fibrosis and to provide all people with CF the opportunity to lead long, fulfilling lives by funding research and drug development, partnering with the CF community, and advancing high-quality, specialized care. We work hard to deliver 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.

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 drive and determination to prolong life has resulted in tremendous strides, accelerating innovative research and drug development, as well as advancing care and advocacy. People with CF are now reaching milestones once thought not possible. Yet not everyone can benefit from existing treatments. We believe every person with CF should have the chance to live a long, healthy life – a life free of cystic fibrosis. **Together, we will make CF stand for Cure Found.**

1 in 31

Americans are symptomless carriers of the defective CF gene.



Median predicted age is into the

40s



0

cures exist for cystic fibrosis.

The mission of the Cystic Fibrosis Foundation is to cure cystic fibrosis and to provide all people with CF the opportunity to lead long, fulfilling lives by funding research and drug development, partnering with the CF community, and advancing high-quality, specialized care.

A CURE FOR ALL

The Cystic Fibrosis Foundation has developed more than 10 treatments – an unprecedented number in a short span of time – adding decades of life to those with CF. Thanks to this work, the life expectancy of someone born with CF has doubled in the last 30 years.

Yet, we are not done. Not everyone can benefit from current treatments, so we must find a cure. We know that no pace is fast enough when you or your loved one are living with the challenges of CF. Advances in new gene-based technologies represent an unprecedented opportunity to end CF as we know it. Investing the assets we have today in research, while raising more donations for tomorrow, will ensure we have the resources to reach the finish line. You are an important part of our progress.

ShamRockin' for a Cure SPONSORSHIP

Presenting Sponsor	Shamrock Sponsor	Emerald Sponsor	Leprechaun Sponsor	Clover Sponsor
\$25,000	\$15,000	\$10,000	\$5,000	\$3,000

Opportunity to provide 30 second video message during event (live and during virtual event broadcast - guidelines provided)



Opportunity to speak onstage



Company Logo placement on Step & Repeat



Verbal recognition onstage



Personalized thank you video from a CF Fighter for distribution among your company



Social Media Acknowledgement

Three posts on all channels

Two posts on all channels

One post on all channels

Logo included in Leprechaun social post

Name included in Clover social post

Company Logo placement included but not limited to: website, sponsor banner (digital and at event), on screen recognition during event

Lead logo placement



Invitations to VIP events throughout the year



Suite Details

VIP Lounge on stage (15x20)

VIP Lounge on stage (10x20)

VIP Lounge on stage (10x10)

Premiere Box Seating

Reserved Box Seating

VIP TICKETS including early admission, access to onstage sponsor bar, dedicated sponsor line, and special ShamRockin' SWAG

50

35

26

16

10

Tax Deductible Amount

\$22,240

\$13,065

\$8,551

\$4,091

\$2,430

Auction Sponsor \$5,000 (Limit 2)

- Recognition as Auction Sponsor during live event and virtual broadcast
- Logo placement on event signage at auction, onscreen during the live auction, and on the online bidding platform
- 100% tax deductible

ShamRockstar Sponsor \$5,000 (Limit 3)

- Recognition as ShamRockstar Sponsor during live event and virtual broadcast
- Logo placement on ShamRockstar program gifts including 400+ steel tumbler cups at event
- 100% tax deductible

Virtual Broadcast Sponsor \$1,500

- Recognition as host of the ShamRockin' virtual broadcast to be held alongside our in-person event
- Logo placement included but not limited to: website, digital sponsor banner, and on screen recognition during event
- 100% tax deductible

2022 ShamRockin' for a Cure

SPONSORSHIP COMMITMENT

- Pot of Gold Sponsor \$50,000
\$46,910 tax deductible
- Presenting Sponsor \$25,000
\$22,240 tax deductible
- Shamrock Sponsor \$15,000
\$13,065 tax deductible
- Emerald Sponsor \$10,000
\$8,551 tax deductible
- Leprechaun Sponsor \$5,000
\$4,091 tax deductible

- Auction Sponsor \$5,000
Fully Tax Deductible
- ShamRockstar Sponsor \$5,000
Fully Tax Deductible
- Clover Sponsor \$3,000
\$2,430 tax deductible
- Virtual Broadcast Sponsor \$1,500
Fully Tax Deductible

CONTACT INFORMATION

Person or Organization (as it should appear in printed material)

Address City State Zip

Phone Email

Sponsorship of ShamRockin' for a Cure supports the mission of the Cystic Fibrosis Foundation.

Contact Us

CFF Georgia Chapter
57 Executive Park S, Ste 380 | Atlanta, GA 30329
georgia@cff.org | 404.325.6973
Ginny Conrad - vconrad@cff.org

PAYMENT INFORMATION

- Credit Card
 - Please Invoice Me
 - Check Enclosed
Made payable to CFF
 - Pay Online
events.cff.org/shamrockinforcure
- Visa Mastercard AmEx Discover

Amount to Charge: \$ _____

Name on Card

Date

Signature

This signature authorizes the Cystic Fibrosis Foundation to charge the credit card number below the stated and agreed upon amount. Credit card information will be securely destroyed immediately after processing.

Credit Card Number

Expiration

The Cystic Fibrosis Foundation, a 501(c)(3) nonprofit organization, has unrestricted financial reserves of about 12 times its budgeted 2021 expenses. These reserves are a result of the Foundation's successful venture philanthropy model, through which we have raised and invested hundreds of millions of dollars to help discover and develop breakthrough CF therapies. With this model, we have received and may receive milestone-based payments, equity interests, royalties on the net sales of therapies, and/or other forms of consideration. These funds and any future revenue from our model are reinvested into the CF Foundation's mission to cure cystic fibrosis and to provide all people with CF the opportunity to lead long, fulfilling 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.





PLEASE NOTE

*Sherwin Williams at
2019 ShamRockin'*

Due to the COVID-19 pandemic, indoor events sponsored by the CF Foundation are strictly prohibited at this time. Scheduled outdoor events must adhere to strict requirements to minimize the risk of COVID-19 infection. Events may be subject to change at any time based on guidance from the Centers for Disease Control and Prevention and local health officials.

IMPORTANT NOTE ON ATTENDANCE AT OUTDOOR FOUNDATION EVENTS:

To minimize the risk of COVID-19 infection, attendees at CF Foundation events must adhere to the following requirements:

- Practice physical distancing and maintain at least a safe 6-foot distance from persons outside of their household at all times
- Face masks strongly encouraged and expected to be worn in accordance with local guidelines. (Note, children under two years of age should not wear masks due to safety concerns and therefore should not attend CF Foundation events where there is risk of interacting with someone outside of their household.)
- Follow basic infection, prevention and control practices by regularly washing hands with soap and water or with an alcohol-based hand gel, covering your cough or sneeze with a tissue or your inner elbow.
- Persons with CF should consult their physician before participation in any in-person event as they may be at an increased risk for severe illness from COVID-19. People with CF should maintain a safe 6-foot distance from persons outside of their household at all times.

FOR YOUR SAFETY AND THE SAFETY OF OTHERS:

- For the health and wellbeing of the CF community, those eligible to be vaccinated are required to be fully vaccinated to join us in-person for the event. If you are not fully vaccinated, we invite you to participate virtually if that option exists.
- We do not plan to ask for you to provide proof of vaccination. We are, however, counting on the fact that you appreciate the potential consequences of exposing members of the CF community to COVID and will abide by this requirement.
- We cannot guarantee that all people in attendance at the event, including participants, sponsors, volunteers, and vendors, have been fully vaccinated.