



SHAMROCKIN'
FOR A CURE
CYSTIC FIBROSIS FOUNDATION

MARCH

18

SATURDAY

SHAMROCKIN' FOR CURE

SPONSORSHIP OPPORTUNITIES

SATURDAY, MARCH 18TH, 6:00 PM
AMERIS BANK AMPITHEATRE

shamrockinforacure.com



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

ShamRockin' for a Cure is an event that brings together an incredible group of CF supporters who simply will not rest until a cure is found, and the Pickering family is excited to be involved with these GREAT people. This amazing event is for everyone living with CF and all the people who love them.

Our son, John John is 29, and he is not just living with CF, he is thriving because of events like ShamRockin'. ShamRockin' has helped raise money to facilitate groundbreaking research and transformational medications. We thank the Georgia CFF, the Baker family, and everyone else involved in this incredible event. We encourage people, and businesses, to get involved in supporting Sham to help us continue to move forward in our efforts to make CF stand for Cure Found.

-John & Tammie Pickering, CF Parents

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 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.

With your support we are confident that one day—not one person will lose a child, sibling, parent, or friend to cystic fibrosis. You have an opportunity in your lifetime to be part of defeating this terrible disease.

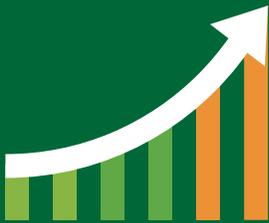
1 in 31

Americans are symptomless carriers of the defective CF gene



53

Median predicted age for someone born with CF - a huge jump from where we were at the start of ShamRockin'



0

cures exist for cystic fibrosis

ABOUT THE CYSTIC FIBROSIS FOUNDATION

We are driven by a dream that one day—every person with cystic fibrosis will have the chance to live a long, healthy life. Recognized globally, the Cystic Fibrosis Foundation has led the way in the fight against cystic fibrosis, fueling extraordinary medical and scientific progress. The life expectancy of someone born with CF has doubled in the last 30 years. Despite this progress, many people with CF do not benefit from existing therapies.

Our vision is a cure for every person with cystic fibrosis and a life free from the burden of this disease. We will not leave anyone behind. You are an important part of our progress. Together, let's make CF stand for Cure Found.

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

Winning this fight means working harder and faster. Genetic therapies – our best hope for curing cystic fibrosis – are more complex than anything we have ever done. Progressing a genetic therapy could cost the Foundation 10 times more than the development of a novel therapy a decade ago. The Foundation is leading the way in applying this emerging science to CF.

In addition to CF, there are more than 1,000 diseases caused by this type of genetic mutation, virtually all of which have eluded researchers seeking FDA-approved therapies. While our focus is on cutting-edge research for CF, our hope is that future genetic-based therapies could also benefit many others living with genetic diseases. You are an important part of our progress. Corporate donations help accelerate scientific advancements.

2009

ShamRockin' debuts

Median Predicted Survival
for People with CF

38 YEARS

2013

ShamRockin' celebrates
5 Years

Median Predicted Survival
for People with CF

43 YEARS

2022

ShamRockin' surpasses
\$3 Million Raised

Median Predicted Survival
for People with CF

53 YEARS

ABOUT CYSTIC FIBROSIS

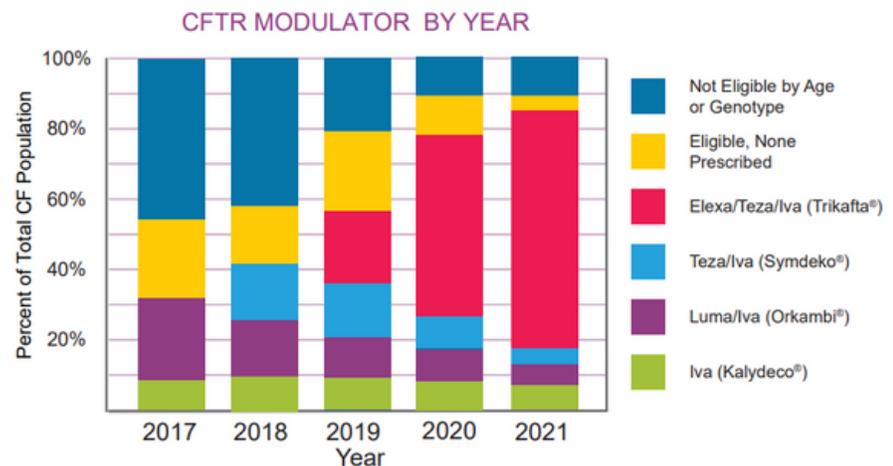
In people with cystic fibrosis, a defective gene causes a thick buildup of mucus in the lungs, pancreas and other organs. In the lungs, mucus clogs the airways and traps bacteria, leading to infections, extensive lung damage and respiratory failure. Many people with CF do not benefit from existing therapies, either because their disease is too advanced or because their specific genetic mutations will not respond.

Those who can take current therapies continue to face challenging complications - leading to hospitalizations, missed school and work, and significant interruptions in their daily routine. And, many children and adults with CF still face the sobering prospect of a shortened life span.

Our vision is a cure for 100% of people living with cystic fibrosis. We will not leave anyone behind.

CFTR MODULATORS

The number of people with CF who are using CFTR modulator therapies continued to increase. The expanded approval of elexacaftor/tezacaftor/ivacaftor for children with cystic fibrosis ages 6 - 11 in June 2021 resulted in approximately 1,500 becoming eligible. Ivacaftor was approved for children as young as 4 months in September 2021. More than 23,000 people with CF were taking a CFTR modulator by the end of 2021.



POT

O' GOLD

SPONSOR

50 VIP Tickets to ShamRockin' for a Cure

- 10 Local Hotel Rooms
- VIP Lounge on stage
- Backstage Access to Private Room with Refreshments & Private Bathrooms
- Naming recognition of the ShamRockin' VIP appreciation event
- Naming recognition at ShamRockin's opening reception
- Lead logo placement on all digital and print collateral
- Lead logo on event step-and-repeat
- Opportunity to submit one-minute video message during event*
- Opportunity to speak onstage at event*
- Company Name recognition during event program
- Personalized CF Fighter message for company
- Opportunity for mission lunch at your office of choice
- Premier company logo recognition on event website
- Company branded logo on mobile bidding application used at event
- Recognition on ShamRockin' social media channels as Pot O' Gold Sponsor

\$50,000

\$46,150 Tax Deductible only one available

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

ShamRockin' for a Cure SPONSORSHIP

Presenting Sponsor
\$25,000
6 Available

Shamrock Sponsor
\$15,000
Unlimited

Emerald Sponsor
\$10,000
Unlimited

Leprechaun Sponsor
\$5,000
Unlimited

Clover Sponsor
\$3,000
Unlimited

4 LEFT

Opportunity to provide 30 second video message during event (live and during virtual event broadcast)*



Opportunity to Speak Onstage*



Company Branded Logo on Step & Repeat



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



Verbal recognition onstage



Social Media Acknowledgement



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

Lead logo placement



Invitations to VIP events throughout the year



Suite Details

VIP Lounge on stage

VIP Lounge on stage

VIP Lounge on stage**

Premiere Box Seating

Reserved Box Seating

VIP TICKETS including early admission, access to onstage sponsor bar, private VIP area including additional bar & private food access, and special ShamRockin' SWAG

Up to 36

Up to 26

Up to 20

Up to 16

Up to 10

Local Hotel Rooms

5

Tax Deductible Amount

\$22,470

\$13,510

\$8,855

\$4,075

\$2,420

NON-ATTENDING SPONSORSHIP OPPORTUNITIES (NO TICKETS INCLUDED)

Auction Sponsor \$5,000 (Limit 2)

- Recognition as Auction Sponsor during live event and virtual broadcast
- Company 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 2)

- Recognition as ShamRockstar Sponsor during live event and virtual broadcast
- Company 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
- Company Logo placement included but not limited to: website, digital sponsor banner, and on screen recognition during event
- 100% tax deductible

*Guidelines provided **Lounge on stage based on commitment date

2023 ShamRockin' for a Cure

SPONSORSHIP COMMITMENT

- Pot O' Gold Sponsor \$50,000
\$46,150 tax deductible
- Presenting Sponsor \$25,000
\$22,470 tax deductible
- Shamrock Sponsor \$15,000
\$13,510 tax deductible
- Emerald Sponsor \$10,000
\$8,855 tax deductible
- Leprechaun Sponsor \$5,000
\$4,075 tax deductible

- Auction Sponsor \$5,000
Fully Tax Deductible
- ShamRockstar Sponsor \$5,000
Fully Tax Deductible
- Clover Sponsor \$3,000
\$2,420 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
Natalie Adams - nadams@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: \$ _____ Company Card Personal Card

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 14 times its 2022 operating budget. These reserves are largely 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. 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/annual-reports-and-financials>, email info@cff.org or call 1-800-FIGHT-CF.





Please Note

SPONSORSHIP DISCLAIMER:

- Events may be subject to change at any time, based on health concerns, including concerns based on guidance from the Centers for Disease Control and Prevention and local health officials. In these instances when events are moved to a virtual format, sponsorship benefits may be adjusted to suit the virtual format.
- Sponsors may be required to wear a mask, if they are interacting with event participants or manning a care and share table, based on venue guidelines, local municipality guidelines and/or the current COVID situation where the event is taking place.

IMPORTANT NOTE ON ATTENDANCE AT FOUNDATION EVENTS

To reduce the risk of COVID-19 the Foundation is taking steps to host safe events for our community. Please be advised that events may be subject to change at any time based on guidance from the Centers for Disease Control and Prevention and local health officials. To help minimize the risk of COVID-19, we ask that attendees at CF Foundation events follow these steps:

- Where mandated, practice physical distancing and maintain at least a safe 6-foot distance from persons outside of their household.
- Face masks are encouraged and should 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 only attend outdoor CF Foundation events where they are able to distance and stay within their family group.)
- Follow basic infection, prevention and control practices by regularly washing hands with soap and water or with an alcohol-based hand gel, and by 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.
- For indoor events, it is CFF policy to invite only one person with CF to be in-person at the event at a time. For outdoor events, 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, we strongly encourage that participants be fully vaccinated and have received the CDC recommended booster shot when joining us in-person for the event.
- Please be advised certain localities and venues may require you to be fully vaccinated and show proof of vaccination. We will communicate these requirements in event communications.
- We are counting on the fact that you appreciate the potential consequences of exposing members of the CF community to COVID-19 and will not attend an event if you are feeling ill or have been recently exposed to COVID-19.
- We cannot guarantee that all people in attendance at the event, including participants, sponsors, volunteers, vendors, or others, have been fully vaccinated.