



...adding tomorrows every day.

SPONSORSHIP PROPOSAL FOR

everyday
has a finish line

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Partner With A Results-Driven Organization...

Since 1955, the mission of the Cystic Fibrosis Foundation is to assure the development of the means to cure and control cystic fibrosis (CF) and to improve the quality of life for those with the disease. The CF Foundation tirelessly pursues its mission by supporting scientific research, which is dedicated to the discovery and development of new therapies. At the same time, it funds and accredits a network of specialized treatment centers that provide state-of-the-art care for people with CF. By applying the same principles that a "for-profit company" follows—**efficiency, innovation** and a **results-driven** approach—the CF Foundation is making a profound difference in the lives of those with CF.

The CF Foundation Is Efficient.

The CF Foundation has been recognized by publications such as *SmartMoney* as one of the most efficient organizations of its kind. Nearly 90 cents of every dollar of revenue raised is available for investment in vital CF programs to support research, care and education.

The CF Foundation Is Innovative.

The CF Foundation has adopted an innovative business approach to drug discovery and development that is emulated by other nonprofits. This approach has been widely recognized by organizations including National Institutes of Health and publications such as *Forbes* and *USA Today*.

The CF Foundation Is Results-Driven.

When the CF Foundation began, few children lived to attend elementary school. Thanks to the research and care supported by the CF Foundation, the median age of survival for a person with CF is now 37 years.

The CF Foundation Needs Your Help!

Although the outlook for a child born with CF today has improved tremendously over the years, it is not good enough. Your involvement and financial support are critical to our success. Working together, we can *add tomorrows every day* to the lives of all people with CF.

What Is Cystic Fibrosis?

- CF is a life-threatening genetic disease that affects the lungs and digestive systems of tens of thousands of young people.
- One in 31 Americans (more than 10 million people) is an unknowing, symptomless "carrier" of the defective CF gene.
- Each time two carriers conceive, there is a 25 percent chance that they will have a child with CF.



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What Is "Everyday Has a Finish Line"?

Chris Saling has always had a dream of doing something important to change the face of Cystic Fibrosis forever. Although he has dealt with the trials and tribulations of CF for his entire life, he has always lived his life by taking advantage of all the opportunities and experiences around him. In the fall of 2008, Chris came up with an idea that would not only allow himself to take on a new endeavor, but to also make a positive impact on the lives of those living with CF and to create awareness in the community about this debilitating disease.

Chris asked his closets friends and family to join him in a competition referred to as an "Adventure Race." This race took place in Jacksonville, FL on September 6th, 2009. While it sounds like a treasure hunt, this grueling endurance race is no small task. It consisted of 20+ miles of mountain biking, 10+ miles of running/trekking, rock wall and cargo net climbing, memory tests, ropes course, and 10+ miles of kayaking. This race took place over the course of 10 hours in 90 degree Florida heat. This race pushed Chris and his team to physical and mental limits that most people, with or without CF, have never experienced. This was the beginning of Everyday Has a Finish Line. Chris plans to continue taking on challenges such as these until a cure is found for Cystic Fibrosis.

"Everyday Has a Finish Line" is a foundation centered on the principles of inspiration and dedication. Chris and his team, Team CF, not only have a goal to inspire others living with CF, but to also create local and national attention and awareness of this campaign. The donations raised go directly to the CF Foundation, which is dedicated to the discovery and development of new therapies and the ultimate goal of finding a cure.

As a partner of "Everyday Has a Finish Line", we will **make your company visible to a highly loyal and dedicated group of consumers.** CF families recognize and appreciate those companies who invest in cures and the future of their children.

everyday
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Platinum Sponsor: \$5,000

This sponsorship level is offered to multiple non-competing companies. As a platinum sponsor of the *Everyday Has a Finish Line* foundation, your company will receive the following sponsorship benefits:

- "Official Presenting Sponsor" recognition for "Team CF" at **all Fundraising Events** including the day of the race/challenge.
- Your company name and logo will be featured as an ***Everyday Has a Finish Line*** Presenting Sponsor on the website for one year with an opportunity to hyperlink to your company's website.
- Your company logo will be featured prominently on the following promotional materials:
 - All "team leader & participant" correspondence and materials
 - *Everyday Has a Finish Line* Jerseys
 - Email Blasts
 - Press Releases
- Your logo will be LARGER than the logos of lower level sponsors on any and all promotional materials.
- A feature article about your company's participation will appear on the home page of Everydayhasafinishline.com.
- Opportunity to display a company-provided banner at all fundraiser events and race/challenge day event.
- Opportunity for your company to provide product sampling and/or promotional materials to all participants, volunteers, and donors at all fundraiser events and race/challenge day event.





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Gold Sponsor: \$2,000

This sponsorship level is offered to multiple non-competing companies. As a gold sponsor of the *Everyday Has a Finish Line* foundation, your company will receive the following sponsorship benefits:

- "Race/Challenge Day Sponsor" recognition for "Team CF" on the day of the race/challenge.
- Your company name and logo will be featured as a ***Everyday Has a Finish Line*** Presenting Sponsor on the website for one year with an opportunity to hyperlink to your company's website.
- Your company logo will be featured prominently on the following promotional materials:
 - All "team leader & participant" correspondence and materials
 - *Everyday Has a Finish Line* Jerseys
 - Email Blasts
 - Press Releases
- A brief feature article about your company's participation will appear on the "Sponsorship Page" of Everydayhasafinishline.com
- Opportunity for your company to provide product sampling and/or promotional materials to all participants, volunteers, and donors at all fundraiser events and race/challenge day event.





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Silver Sponsor: \$1000

This sponsorship level is offered to multiple non-competing companies. As a silver sponsor of the *Everyday Has a Finish Line* foundation, your company will receive the following sponsorship benefits:

- Your company name and logo will be featured as an **Everyday Has a Finish Line** Presenting Sponsor on the website for one year with an opportunity to hyperlink to your company's website.
- Your company logo will be featured prominently on the following promotional materials:
 - All "team leader & participant" correspondence and materials
 - *Everyday Has a Finish Line* Jerseys
 - Email Blasts
- Opportunity for your company to provide product sampling and/or promotional materials to all participants, volunteers, and donors at all fundraiser events and race/challenge day event.





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Sponsorship Commitment

Yes, we want to help *add tomorrows every day* for people with cystic fibrosis!

- We wish to be a *Everyday Has a Finish Line* Sponsor at
 - \$5000 Platinum Sponsor
 - \$2000 Gold Sponsor
 - \$1000 Silver Sponsor

- We cannot be an official sponsor at this time, but please accept our contribution of \$_____.

Name of Contributor _____

Company Name _____

Address _____

City _____ State _____ Zip _____

Day Phone _____ Fax _____

Email _____

Signature _____ Date _____

Cystic Fibrosis Federal Identification #13-1930701

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