



CYSTIC FIBROSIS FOUNDATION



Sponsorship Proposal

Presented by:

Amy Nyberg
Development Manager
Cystic Fibrosis Foundation
Email: anyberg@cff.org
Tel: 913-384-8997

Web site: <http://heartofamerica.cff.org/shoot>

SHOOT FOR THE CURE benefitting the Cystic Fibrosis Foundation

Nick and Jake's Western Dinner and Auction

Friday, August 14, 2015

The View at Briarcliff • Kansas City, MO

6:00pm	Cocktail Party and Silent Auction
7:00pm	Dinner
	Heads or Tails game of chance
	Live Auction
	Bid for a Cure

Sporting Clay Competition

Saturday, August 15, 2015

Powder Creek Shooting Park • Lenexa, KS

8:30 am	Magnum Sporting Clay Competition
11:30 am	Lunch
12:30 pm	High Velocity Sporting Clay Competition

The Cystic Fibrosis Foundation

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 treatments, and ensuring access to high quality, specialized care. 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, including the local CF Care Centers at Children's Mercy Hospital and at KU Medical Center. By applying the principles of **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 — For more than two decades, the Foundation has been recognized as one of the most effective and efficient organizations of its kind and is an accredited charity of the Better Business Bureau's Wise Giving Alliance.

The CF Foundation Is Innovative — Nearly every CF drug available today was made possible because of the Foundation's support and our ongoing work with researchers and the pharmaceutical industry to find a cure.

The CF Foundation Is Results-Driven — The CF Foundation has raised and invested hundreds of millions of dollars to help develop CF drugs and therapies. Through our efforts, the life expectancy of a child with CF has doubled in the last 30 years, and research to find a cure is more promising than ever.

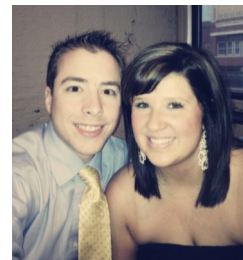
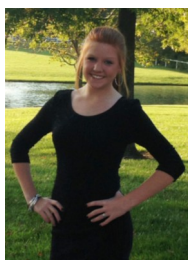
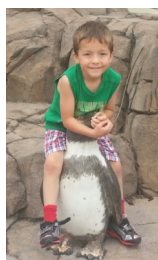
CF Foundation Needs Your Help — Real progress toward a cure has been made, but the lives of young people with CF are still cut far too short. We need the public's continued support to fulfill our mission and help extend the lives of those with the disease.

What is Cystic Fibrosis?

Cystic fibrosis is primarily a lung disease caused by a defective gene that makes the body produce thick, sticky mucus that clogs the lungs and leads to life-threatening infections. This mucus also obstructs the pancreas and stops natural enzymes from helping the body break down and absorb food.

Ten million people in the U.S. – or one in 30 – carry the defective CF gene.

When the Foundation was established, children born with cystic fibrosis were not expected to live long enough to attend elementary school. Today, thanks to research and care supported by the Foundation, many people with CF are living into their 30s, 40s and beyond.



Cystic Fibrosis Foundation · Heart of America Chapter
6950 Squibb Road, Suite 310 · Mission, KS 66202
Tel: 913-384-8997 · Fax: 913-384-1225
Email: anyberg@cff.org
<http://heartofamerica.cff.org>

The Cystic Fibrosis Foundation has unrestricted financial reserves of about 15 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 inviting only one person with CF to attend the indoor portion of a Foundation-sponsored event at a specific time. For the outdoor portion, the Foundation recommends that all people with CF maintain a safe 6-foot distance from each other at all times.



CYSTIC FIBROSIS FOUNDATION



What is the Shoot for the Cure?

The Shoot for the Cure is an annual two-day fundraising event which benefits the Cystic Fibrosis Foundation. This event has something for everyone!

For cowboys and cowgirls this is a chance to don your best western duds on Friday, August 14, 2015 for the Nick and Jake’s Western Dinner and Auction at The View at Briarcliff in Kansas City, Missouri. You can saddle up to the bar during the cocktail party while bidding on silent auction items perfect for the western set. Then, when the cow bell rings, get ready to enjoy a delicious meal prepared by the chefs at Nick and Jake’s as well as a chance to win a \$1,000 Country Club Plaza gift card by participating in the fun and lively Heads or Tails game and then get ready to raise your hand high to bid on some must-have live auction items.

For sporting clay enthusiasts there are two opportunities to take your best shot at different and challenging shooting stations at Powder Creek Shooting Park in Lenexa, Kansas on Saturday, August 15, 2015. Teams of five people each compete for best score during the 100 target sporting clay competition. And, after the event, prizes are awarded to the members of the top 3 shoot teams!

We are honored to have Dave & Jennifer Ruf, Ken Selzer & Deb Grimes and Stephen & Kirstin Todd as the Event Chair Couples for the Shoot for the Cure. With the help of our local sponsors, patrons, and volunteers, this event is raising the funds necessary to support our mission of finding a cure for cystic fibrosis and improving the quality of life for people with the disease.

Shoot for the Cure sponsorship opportunities are available from \$500 to \$15,000.

Demographics — The Shoot for the Cure targets females and males, between the ages 20 –70 with most participants in their 40’s or 50’s. The male/female ratio for the dinner is 56% male / 44% female. For the sporting clay competition, 97% of the participants are male.

Shoot for the Cure Committee

Event Chair Couples

Dave & Jennifer Ruf
Kayla Blevins
Bryan Brooke
Stephen Brooke
Karen Downing
Bill Flaspohler
Cody Fisher
Stephanie Fisher
John Francis
Matt Hanrahan

Ken Selzer & Deb Grimes
Desarae Harrah
Dennis Horner
BC Kinsey
John Malnar
Matt Marine
Carrie Mermis
Dr. Joel Mermis
Kim Miller
Ray Miller

Stephen & Kirstin Todd
Chad Nichols
Dr. Deepika Polineni
Chris Rhoades
Kevin Timmons
Kile Vehring
Dr. Nirmal Veeramachaneni
Dawn Viets

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR - \$15,000 *(tax deductible amount \$11,756)*

PARTICIPATION BENEFITS

- 4 teams (5 people per team) entered into Magnum Sporting Clay Competition on the morning of August 15th
- Use of a golf cart for each team during the sporting clay competition.
- An exclusive gift given to each shoot team member.
- Breakfast and lunch for shoot team members during sporting clay competition
- 40 invites to the Nick and Jake's Western Dinner plus priority seating at the dinner

RECOGNITION BENEFITS

- Listed as the title sponsor on all print materials (save the date, brochure, dinner ticket, program)
- Company logo included on all print materials and posted on event web page
- Name included in event news releases and post-event ads
- Logo included on Sponsors sign and on Table sign at Nick and Jake's Western Dinner
- Two full page acknowledgments in event program (one on the inside cover of the event program)
- Speaking opportunity from stage at dinner and to shooters before each sporting clay competition
- Opportunity to set up a table during the sporting clay competition
- Sponsor sign with company name and logo displayed at shooting stand
- Sponsor provided banner displayed during sporting clay competition

PRESENTING SPONSOR - \$10,000 *(tax deductible amount \$7,567)*

PARTICIPATION BENEFITS

- 3 teams (5 people per team) entered into the Magnum Sporting Clay Competition on the morning of August 15th
- Use of a golf cart for each team during the sporting clay competition.
- An exclusive gift given to each shoot team member.
- Breakfast and lunch for shoot team members during the sporting clay competition
- 30 invites to the Nick and Jake's Western Dinner plus priority seating at the dinner

RECOGNITION BENEFITS

- Listed as the presenting sponsor on all print materials (save the date card, brochure, dinner ticket, event program)
- Company logo included on all print materials and posted on event web page
- Logo included on Sponsors sign and on Table sign at Nick and Jake's Western Dinner
- One full page acknowledgement and one half page acknowledgment in event program
- Sponsor sign with company name and logo displayed at shooting stand
- Sponsor provided banner displayed during sporting clay competition
- Opportunity to set up a table during the sporting clay competition

MARKSMAN SPONSOR- \$5,000 *(tax deductible amount \$3,378)*

PARTICIPATION BENEFITS

- 2 teams (5 people per team) entered into Magnum Sporting Clay Competition on the morning of August 15th
- Use of a golf cart for each team during the sporting clay competition.
- An exclusive gift given to each shoot team member.
- Breakfast and lunch for shoot team members during the sporting clay competition
- 20 invites to the Nick and Jake's Western Dinner

RECOGNITION BENEFITS

- Logo included on Sponsors sign and on Table sign at Nick and Jake's Western Dinner
- One full page acknowledgment in event program
- Opportunity to set up a table during the sporting clay competition
- Sponsor sign with company name and logo displayed at shooting stand

SPONSORSHIP OPPORTUNITIES

MAGNUM SHOOT TEAM - \$3,000 *(tax deductible amount \$2,189)*

PARTICIPATION BENEFITS

- 1 team (5 people per team) entered into the Magnum Sporting Clay Competition on the morning of August 15th
- Use of a golf cart for your team during the sporting clay competition.
- An exclusive gift given to each team member
- Breakfast and lunch for shoot team members during the sporting clay competition
- 10 invites to the Nick and Jake's Western Dinner

RECOGNITION BENEFITS

- Full page acknowledgment in event program
- Sponsor sign with name and table sign with name and logo at Nick and Jake's Western Dinner
- Sponsor sign with name and logo at shooting stand

HIGH VELOCITY or YOUNG GUNS SHOOT TEAM - \$2,000 *(tax deductible amount \$1,545)*

PARTICIPATION BENEFITS

- 1 team (5 people per team) entered into the High Velocity Sporting Clay Competition on the afternoon of Aug. 15th
- For the Young Guns team you can fill a team with 5 young professionals (ages 21-30) or have the CF Foundation fill the team with 5 shooters.
- Lunch for team members during the sporting clay competition
- 10 invites to the Nick and Jake's Western Dinner

RECOGNITION BENEFITS

- Half page acknowledgment in event program
- Sponsor sign with name at shooting stand
- Table sign with name at Nick and Jake's Western Dinner

SHOOTING STAND - \$500 *(tax deductible amount \$448)*

PARTICIPATION BENEFITS

- 2 invites to the Nick and Jake's Western Dinner

RECOGNITION BENEFITS

- Logo included in the event program
- Logo included on a sponsor sign at a shooting stand

Thank you to the sponsors of the 2014 Shoot for the Cure!

SCOR Global Life Americas
Cerner
Doherty Steel
George J. Shaw Construction Co.
Great Plains Trust Company
K.D. Christian Construction Co.
Kornitzer Capital Management, Inc.
Lee's Summit Honda
Netsmart Technologies
Ruf Commercial

Ken Selzer & Deb Grimes
Simmons First National Bank
Burns & McDonnell
Cody and Stephanie Fisher
J.E. Dunn Construction Company
Martin, Leigh, Laws & Fritzen, P.C.
P1 Group
Performance Contracting Inc.— KC Interior
Powder Creek
R.F. Fisher Electric Company

Chris Rhoades
Sprinkler Fitters L.U. 314
Talon Concrete
Triumph Structures - Kansas City
Waddell & Reed
Capitol Federal
Michael and Sandy Palmer
University of Kansas Hospital
Hanrahan Asphalt Paving
Olathe Toyota





CYSTIC FIBROSIS FOUNDATION

PRESENTING SPONSOR



PARTICIPATION OPPORTUNITIES

INDIVIDUAL SHOOTER - \$400 *(tax deductible amount \$309)*

PARTICIPATION BENEFITS

- One spot on an individual shooters team (5 shooters per team) for the High Velocity Sporting Clay Competition
- Lunch during the sporting clay competition
- 2 invites to the Nick and Jake’s Western Dinner

INDIVIDUAL DINNER TICKET—\$100 *(tax deductible amount \$74)*

PARTICIPATION BENEFIT

- 1 invite to the Nick and Jake’s Western Dinner

GOLF CART

We recommend using a golf cart during the sporting clay competition. You are welcome to bring your own golf cart or rent one from the CF Foundation for \$135 (tax deductible amount is \$0). Magnum level sponsors and above get the use of a golf cart as one of their sponsorship benefits.

IN-KIND SPONSORSHIP OPPORTUNITIES

HEADS OR TAILS - \$1,000 in-kind *Exclusive Sponsorship!*

(Fair market value of items provided by CF Foundation will equal \$104)

This sponsor will purchase a \$1,000 Country Club Plaza gift card and donate it to the CF Foundation to use as the Heads or Tails prize at the Nick and Jake’s Western Dinner.

RECOGNITION BENEFITS

- Logo included in a full page ad in the program and on signage for the Heads or Tails game of chance at the dinner
- Opportunity to present the Heads or Tails winner with the prize (\$1,000 Plaza gift card) at the dinner

PARTICIPATION BENEFITS

- Four invites to the Nick and Jake’s Western Dinner

HIGH TEAM PRIZE SPONSOR - \$500 in-kind *Exclusive Sponsorship!*

(Fair market value of items provided by CF Foundation will equal \$52)

This sponsor provides prizes for the five members of the High Shoot Team (the team with the highest score). You will provide five prizes (one per shooter) with a retail value of \$100 each to the CF Foundation.

RECOGNITION BENEFITS

- Logo included in the dinner event program and on a sponsor sign at a shooting stand

PARTICIPATION BENEFITS

- Two invites to the Nick and Jake’s Western Dinner

SECOND HIGH TEAM PRIZE SPONSOR - \$250 in-kind *Exclusive Sponsorship!*

(Fair market value of items provided by CF Foundation will equal \$0)

This sponsor provides prizes (with a retail value of \$50 each) for the five members of the Second High Shoot Team.

RECOGNITION BENEFIT

- Logo included in the dinner event program

THIRD HIGH TEAM PRIZE SPONSOR - \$125 in-kind *Exclusive Sponsorship!*

(Fair market value of items provided by CF Foundation will equal \$0)

This sponsor provides prizes (with a retail value of \$25 each) for the five members of the Third High Shoot Team.

RECOGNITION BENEFIT

- Name included in the dinner event program



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SPONSORSHIP AGREEMENT

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone Number: _____ E-mail: _____

We would like to support the CF Foundation through the sponsorship or participation opportunity listed below :

- Title Sponsor \$15,000 *(tax deductible amount \$11,756)*
- Presenting Sponsor \$10,000 *(tax deductible amount \$7,567)*
- Marksman Sponsor \$5,000 *(tax deductible amount \$3,378)*
- Magnum Shoot Team Sponsor \$3,000 *(tax deductible amount \$2,189)*
- High Velocity Shoot Team Sponsor \$2,000 *(tax deductible amount \$1,545)*
- Young Guns Shoot Team Sponsor \$2,000 *(tax deductible amount \$1,545)*
- Shooting Stand Sponsor \$500 *(tax deductible amount \$448)*
- Individual Shooter \$400 *(tax deductible amount \$309)*
- Individual Dinner Ticket \$100 *(tax deductible amount \$74)*

ADD ON - Golf cart rental fee \$135 *(tax deductible amount \$0)*

Payment Information

Check enclosed MasterCard Visa American Express Discover

Account # _____ Exp: _____

Signature: _____

Please invoice our company

Please mail or fax this form to:

Cystic Fibrosis Foundation, Attn: Amy Nyberg
6950 Squibb Rd. Suite 310, Mission, KS 66202
Fax: 913-384-1225

TO REGISTER ONLINE: <http://heartofamerica.cff.org/shoot>