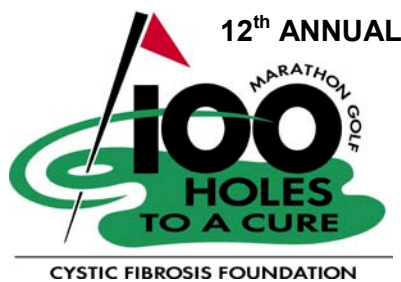


*Sponsorship Proposal  
to participate in*



*October 1, 2007  
Pinetree Country Club  
Kennesaw, Georgia*

Sara B. Neece – Director of Special Events  
2302 Parklake Drive NE, Suite 210  
Atlanta, GA 30345  
(404) 325-3973 / (800) 476-4483  
Fax: (404) 325-7921  
**Web:** <http://georgia.cff.org/100holestoacure>  
Email Address: [sneece@cff.org](mailto:sneece@cff.org)



## ***What is Cystic Fibrosis?***

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.

In 2004, the CF Foundation received “top billing” by *SmartMoney* magazine, as the leader among U.S. health/research charities for keeping our administration costs to a minimum, while maximizing funds for medical programs. Our efficiency remains strong – more than 90 cents of every dollar raised is available for investment in CF programs. It also continues to make our patients strong because when the CF Foundation began, few children lived to attend elementary school.

## ***Who is the Cystic Fibrosis Foundation?***

Cystic fibrosis (CF) is a genetic disease affecting over 30,000 children and young adults in the US today. A defective gene causes the body to produce an abnormally thick, sticky mucus that clogs the lungs and leads to life-threatening lung infections. These thick secretions also obstruct the pancreas, preventing digestive enzymes from reaching the intestines to help break down and absorb food. The mucus also can block the bile duct in the liver, eventually causing permanent liver damage in approximately six percent of people with CF.

With over 10 million Americans as unknowing and symptomless carriers of the defective CF gene, cystic fibrosis occurs in one of every 3,500 live births. With breakthroughs in pre-natal testing in recent years, 80% of patients are diagnosed by age three, and approximately 1,000 new cases are diagnosed each year.

When the defective CF gene was discovered in 1989, few children lived to experience pre-school. Today, the median age for survival is 36.8 years. Semi-annual hospital visits, daily breathing treatments, and hourly medications are simply a way of life for those living with cystic fibrosis. Patients struggle to gain weight, maintain a healthy diet, and avoid exposure to possible infections, all while balancing the struggle of everyday life. What many healthy adults remember as the innocent and simple days of childhood will never exist in the minds of these young people. For many, each morning includes breathing treatments, medications, and enzymes before even stepping on the playground.

## ***What Is Marathon Golf: 100 Holes to a Cure?***

Marathon Golf is for the avid golfer who is looking a different way to spend their day on the links. Traditional golf rules and regulations are tossed out the window as the goal of the day is to play at least 100 holes in one day. As the sun rises over the trees on the course, everyone begins with a shotgun start with one golfer per cart and two golfers per hole. The “score” is based on how much money a participant raises, whether by flat donations and/or a pledge-per-hole donation. There is a spirit of competition and a sense of urgency on the course– the more holes played, the more funds raised.

## ***Adding Tomorrows Every Day***

By making smart investments in research, partnering with sound pharmaceutical developers, and building relationships with local supporters, the CF Foundation continues “adding tomorrows every day.” Without continued financial support, the Cystic Fibrosis Foundation cannot fund the research and the development pipeline slows dramatically. With a cure inevitably on the horizon, you can be a part of the groundbreaking research that makes this possible. While speaking about the fight to find a cure for CF, Jack Williams (former CEO of Royal Caribbean Cruise Line) said, “You won’t cure this disease by raising money; you’ll cure this disease by winning hearts.”

### **\$10,000 TITLE SPONSORSHIP**

- Tournament title to read "The 'Company' Marathon Golf Tournament benefiting the Cystic Fibrosis Foundation"
- Company recognized as Presenting Sponsor in all aspects of the 2007 Marathon Golf Tournament including but not limited to tournament registration area and Awards Luncheon
- Sponsorship identification in all Metro Atlanta press releases
- Custom signage as the Title Sponsor on the course, in tournament registration area and at the Awards Luncheon
- Custom signage on a designated tee and a designated hole on golf course
- Four (4) golfers in tournament play that includes greens fees and carts, tee gifts, breakfast, on course lunch and beverage
- Opportunity to include item with Company name/logo in the golfers' tee gifts
- Opportunity to use the CF logo and name in consumer advertising for the purpose of event promotion

***Tax Deductible Amount: \$9100.00***

### **\$5,000 PRESENTING SPONSORSHIP**

- Company recognized as Presenting Sponsor in all aspects of the 2007 Marathon Golf Tournament including but not limited to tournament registration area and Awards Luncheon
- Company name and logo will appear on all tournament collateral material
- Company named as Presenting Sponsor in all Metro Atlanta press releases
- Custom signage as the Presenting Sponsor in tournament registration area and at the Awards Luncheon
- Custom signage on a designated tee and a designated hole on golf course
- Three (3) golfers in tournament play that includes greens fees and carts, tee gifts, breakfast, on course lunch and beverage
- Company involvement to be highlighted in all Cystic Fibrosis Foundation communications for the Marathon Golf Tournament
- Opportunity to include item with Company name/logo in the golfers' tee gifts
- Opportunity to use the CF logo and name in consumer advertising for the purpose of event promotion

***Tax Deductible Amount: \$4280.00***

### **\$3,500 HOST SPONSORSHIP**

- Company recognition as Awards Dinner Sponsor in all aspects of the 2007 Marathon Golf Tournament including but not limited to tournament registration area and Awards Luncheon
- Company name and logo will appear on all tournament collateral material
- Custom corporate recognition at Awards Luncheon
- Two (2) golfers in tournament play that includes greens fees and carts, tee gifts, breakfast, on course lunch and beverage
- Custom signage on a designated tee and a designated hole on golf course
- Opportunity to provide giveaway item with Company name/logo at the Awards Luncheon
- Opportunity to use the CF logo and name in consumer advertising for the purpose of event promotion

***Tax Deductible Amount: \$3080.00***

### **\$2,500 AWARDS LUNCHEON SPONSORSHIP**

- Company recognition as Awards Luncheon Sponsor in all aspects of the 2007 Marathon Golf Tournament including but not limited to tournament registration area and Awards Luncheon
- Company name and logo will appear on all tournament collateral material
- One (1) playing spot in the tournament that includes greens fees and carts, tee gifts, breakfast, on course lunch and beverage
- Custom signage on a designated tee and a designated hole on golf course
- Opportunity to include item with Company name/logo in the golfers' tee gifts
- Opportunity to use the CF logo and name in consumer advertising for the purpose of event promotion

***Tax Deductible Amount: \$2260.00***

### **\$1,500 GOLFER SPONSORSHIP**

- Company recognition in tournament program
- One (1) playing spot in the tournament that includes greens fees and carts, tee gifts, breakfast, on course lunch and beverage
- Custom signage on a designated tee and designated hole
- Company name listed as Tee Sponsor in the tournament program
- Opportunity to provide giveaway item with Company name/logo in golfer goodie bags

***Tax Deductible Amount: \$1260.00***

### **\$500 TEE SPONSORSHIP**

- Custom signage on a designated tee and a designated hole on golf course
- Company name listed as Tee Sponsor in the tournament program.
- Opportunity to provide giveaway item with Company name/logo in golfer goodie bags

***Tax Deductible Amount: \$440.00***

### **\$300 HOLE SPONSORSHIP**

- Custom signage on a designated hole on golf course
- Company name listed as Hole Sponsor in the tournament program
- Opportunity to provide giveaway item with Company name/logo in golfer goodie bags

***Tax Deductible Amount: \$270.00***

## Sponsorship Commitment Form

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

☐ **We wish to be a Marathon Golf Sponsor!**

Thank you so much for agreeing to be a sponsor for the 2007 Marathon Golf: 100 Holes to a Cure Tournament! We want to ensure that COMPANY gets the "biggest bang" possible for its sponsorship dollars. I will be in touch with you to discuss the details regarding your recognition. Please take a moment to sign this sponsorship agreement, send the original back to me, and keep a copy for your file.

Again, we are thrilled to have COMPANY on board for this year's Marathon Golf tournament and look forward to a great partnership. Together, we are *adding tomorrows every day* to the lives of those with cystic fibrosis.

For a cure,

Sara B. Neece  
Director of Special Events

**COMPANY agrees to the benefits and responsibilities associated with the Marathon Golf**

\_\_\_\_\_ [Insert Level] Sponsorship benefiting the Cystic Fibrosis Foundation. Your sponsorship fee of \$ \_\_\_\_\_ [Insert Dollar Amount] is due as soon as possible. Please make your check payable to the Cystic Fibrosis Foundation.

\_\_\_\_\_  
Sponsor Signature

\_\_\_\_\_  
Date

☐ **We are interested in participating in Marathon Golf: 100 Holes to a Cure!**

☐ **We cannot be an official sponsor at this time, but please accept our contribution of \$ \_\_\_\_\_.**

**Name (Contributor and/or Company)** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Day Phone** \_\_\_\_\_ **Email** \_\_\_\_\_

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

Cystic Fibrosis Foundation, Georgia Chapter  
2302 Parklake Dr, Suite 210 Atlanta, GA 30345  
404-325-6973/Fax: 404-325-7921  
sneece@cff.org  
<http://georgia.cff.org/100holestoacure>