



*...adding tomorrows every day.*

Dear Friend of the Cystic Fibrosis Foundation,

We are pleased to announce the 20<sup>th</sup> Anniversary of the *Reach for a Star* Gala benefiting the Cystic Fibrosis Foundation. Plans are well underway for what is quickly becoming known as one of the best parties in St. Louis! The 20<sup>th</sup> Anniversary of the Express Scripts' *Reach for a Star Gala* is slated for Friday, November 11, 2011, at the five-diamond hotel, The Four Seasons in the dazzling elegance of the Grand Ballroom.

As a businessperson I am sure you can appreciate that partnering with the CF Foundation means partnering with a results-driven and successful organization. Since 1955, the CF Foundation has been the leading organization committed to finding a cure for CF, and improving the lives of those with the disease. 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.** Currently, the Foundation is an accredited charity of the Better Business Bureau's Wise Giving Alliance.

**The CF Foundation Is Innovative.** *Forbes*, *The New York Times*, *The Wall Street Journal* and *Business Week* have recognized the Foundation for its innovative approach to curing a disease. By offering research awards, the CF Foundation stimulates the development of new CF therapies that are having a profound impact on thousands of young lives.

**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 is now 37 years.

Although the outlook for a child born with CF today has improved tremendously over the years, it is not good enough. Your partnership with the CF Foundation is critical to ensuring that the momentum continues. By supporting the *Reach for a Star Gala* you will be helping a worthwhile organization make CF stand for Cure Found and have a fantastic time in the process!

Warm Regards,

A handwritten signature in black ink, appearing to read 'Gary M. Wimberly', written in a cursive style.

Gary Wimberly  
Event Chairman



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**Name:**  
**Company:**  
**Address:**  
**City, State, and Zip:**

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Notes:** \_\_\_\_\_

**Pledge Options:**

\_\_\_\_\_ Principal Sponsor: \$10,000      \_\_\_\_\_ Corporate Sponsor: \$5,000  
\_\_\_\_\_ Starlight Table: \$3,000      \_\_\_\_\_ Other Contribution \$ \_\_\_\_\_

**Acknowledgment Book:**

(Acknowledgments are fully tax deductible)

The 2011 Express Scripts Reach for a Star Acknowledgment Book offers the chance to honor an individual with cystic fibrosis, a CF caregiver, a volunteer or friend of the Foundation, or Jack Buck Service Award recipient. Page size is 8.5"x 11"; deadline date for copy and payment is Wednesday September 07, 2011.

\_\_\_\_\_ One Page: \$500      \_\_\_\_\_ Two Pages: \$1,000      \_\_\_\_\_ Three Pages: \$1,500

**Payment Options:**

My check is enclosed.       Please invoice me.

**Please return this form to:**

Cystic Fibrosis Foundation  
Attn: Christie Derbin, Executive Director  
10801 Pear Tree Lane, Ste. 110 St. Louis, MO 63074



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**Principal Sponsor: \$10,000** (Tax Deductible Portion \$7,460)

- Press releases recognition
- **Invitations for 20 to the VIP pre-event party, and a VIP gift**
- Seating for 20 guests (2 reserved tables) including gourmet meal, full bar, wine service, and premium table placement
- Logo in event program recognizing sponsors
- Two page spread in event program, deadline Wednesday September 07, 2011 (350 quantity)
- Verbal recognition evening of the event
- Recognition of Gateway Chapter website
- Name recognition in all radio or television media if applicable
- Logo recognition in all print media

**Corporate Sponsor: \$5,000** (Tax Deductible Portion \$3,730)

- **Invitations for 10 to the VIP pre-event party, and a VIP gift**
- Seating for 10 guests (1 reserved table) including gourmet meal, full bar, wine service, and premium table placement
- Logo in event program recognizing sponsors
- One page spread in event program, deadline Wednesday September 07, 2011 (350 quantity)
- Verbal recognition evening of the event
- Recognition of Gateway Chapter website
- Logo recognition in all print media

**Starlight table: \$3,000** (Tax Deductible Portion \$1,880)

- Seating for 10 guests including gourmet meal, full bar, and wine service and premium table placement
- Name recognition in event program

“Because of risks to people with cystic fibrosis (CF), individuals with a confirmed positive sputum culture for *Burkholderia cepacia* complex **shall not attend** this event. This is because *B. cepacia* can be passed between individuals who have CF through close proximity. *B. cepacia* infection in a person with CF can cause serious respiratory illness and, in some patients, may lead to death. Despite this policy, there might still be some individuals with *B. cepacia* in attendance. *B. cepacia* is not a risk for otherwise healthy individuals. For alternative ways to participate and for information about this policy, please contact the CF Foundation at **(800) FIGHT-CF** or visit our Web site at **www.cff.org**. Consult your CF care center physician with medical questions.”