



2012 Corporate Sponsorship Guide

Overview

Cystic Fibrosis (CF) is a life-threatening genetic disease that affects the lungs and digestive systems of approximately 30,000 children and adults in the United States. It is estimated that more than 10 million Americans are unknowing, symptomless carriers of the defective CF gene which means they are at greater risk for having a child with the disease. When the Cystic Fibrosis Foundation was established in 1955, children with CF were not expected to live long enough to attend elementary school. Today, thanks to wise investments by the Foundation in CF research and care, the median predicated age of survival for people with CF is now more than 37 years and over 45% of those with cystic fibrosis are adults.

Since its inception, the CF Foundation has become the nexus for an extraordinary community of parents, families and friends of people with CF, medical researchers and healthcare providers, donors and volunteers and more than 800 employees across the country in 75 offices—all working together to cure and control this disease.

PHESTIV-ALE a craft beer tasting is the Delaware Valley Chapter's newest event that raises awareness and funds to treat and cure cystic fibrosis. **PHESTIV-ALE** will offer an opportunity for 2000 + craft brew lovers to enjoy and sample 70+ products from the regions finest breweries while learning about a variety of beer styles.

On **Saturday, September 8, 2012** the Delaware Valley Chapter of the Cystic Fibrosis Foundation will host the 1st Annual **PHESTIV-ALE** at the Sheet Metal Workers Union Hall located at 1301 S. Columbus Blvd., Philadelphia, PA. Two sessions will be available; 12 noon to 3:00 p.m. and 4:00 p.m. to 7:00 p.m.

With the help, collaboration and support from **DrinkPhilly.com**, **PHESTIV-ALE** promises to offer beer lovers a new tradition in the Delaware Valley. The day will be highlighted by live entertainment and the chance to win a tower of beer (15 + cases), 50,000 advantage miles from American Airlines or a great sporting event experience for two in the region.



Cystic Fibrosis Foundation, Delaware Valley Chapter
Felice Kelem, Development Director
2004 Sproul Road, Suite 208 * Broomall, PA 19008
(610) 325-6001 Fax: (610) 325-6588 * fkelem@cff.org

| Adding *tomorrows* every day.

<http://delawarevalley.cff.org/phestiv-ale>



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Pilsner Sponsorship \$10,000

(\$9,000 of this contribution is tax deductible)

- VIP Tickets for 15 guests including entry into the VIP Beer Garden
- Company prominently featured on all marketing collateral and promotional materials, including event website, email blasts, Twitter, and Facebook page, etc.
- Company profile featured on the Chapter's web page as "Presenting Company" with an additional opportunity to hyperlink to company website
- Company logo strategically placed on the event t-shirt as well as tasting mug.
- Premier space to display company banner and products as well as the opportunity to provide promotional items as give-aways
- Opportunity to have a corporate spokesperson to address attendees
- Two full-page acknowledgments with placement at centerfold (if preferred) of tasting journal

VIP Beer Garden Sponsorship \$5,000

(\$4,500 of this contribution is tax deductible)

- VIP Tickets for ten guests including entry into the VIP Beer Garden
- Company logo prominently featured on all marketing collateral and promotional materials, including event website, email blasts, Twitter, and Facebook page, etc.
- Company name and logo on the Chapter's web page with an opportunity to hyperlink to company website
- Company name and logo strategically placed on event t-shirt and tasting mug.
- Premier 20 x 40 location with tables, chairs, etc. for the VIP Beer Garden space. Including opportunity to display company banner and products as well as the ability to provide promotional items as give-aways
- Company recognized from the podium.
- One full-page acknowledgment in tasting journal

Designated Driver Sponsorship \$2,500

(\$2,100 of this contribution is tax deductible)

- VIP tickets for eight guests including entry into the VIP Beer Garden
- Company name and logo on all marketing materials including event website, email blasts, Twitter and Facebook page, etc.
- Company name and logo strategically placed on event t-shirt
- Premier 10 x 10 space with "Designated Driver" signage including opportunity to display company provided banner
- Company recognized from the podium
- Opportunity to provide company promotional materials as give-aways
- One half-page acknowledgment in tasting journal

Cask Sponsorship \$1,000

(\$900 of this contribution is tax deductible)

- Two VIP tickets to event including entry into the VIP Beer Garden
- Company logo on event t-shirt
- Recognition in tasting journal

Brewer Sponsorship \$500

(\$448 of this contribution is tax deductible)

- Two general admission tickets
- One company banner strategically placed at brewer location
- Recognition in tasting journal

*****Please retain a copy of this page for your records.***



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YES! I would like to become a sponsor! (Please check sponsorship level below)

Pilsner VIP Beer Garden Designated Driver Cask Brewer

I am unable to participate as an event sponsor, but please accept our donation of \$_____.

I would like to purchase ticket(s) to the event: General Admission Ticket \$45
(*\$19 General Ticket is tax deductible*)

Contact Information

Company _____

Contact Name _____

Address _____

City, State, Zip _____

Phone _____ Fax _____

Email _____

Method of Payment

Check Enclosed ****Please make checks payable to the Cystic Fibrosis Foundation**

I authorize you to charge my credit card:

Visa MasterCard Amex Discover

Card # _____ Expiration Date _____

Signature _____

Please mail or fax this form to: Cystic Fibrosis Foundation, Delaware Valley Chapter * 2004 Sproul Rd. Suite 208 * Broomall, PA 19008 * Ph. (610) 325-6001 * Fax. (610) 325-6588 * del-valley@cff.org or fkelem@cff.org

Raising Funds and Awareness to Cure Cystic Fibrosis!

B. Cepacia Policy. Because of health risks to people with cystic fibrosis (CF), individuals with CF who have had a confirmed positive sputum culture for *Burkholderia cepacia* complex **shall not attend** events sponsored by the Cystic Fibrosis Foundation. This policy is necessary because *B. cepacia* is contagious to individuals with CF. *B. cepacia* can be transmitted through casual contact or close proximity with infected individuals. *B. cepacia* infection in a person with CF can cause serious respiratory illness and, in some patients, may result in rapid decline in lung function, possibly leading to death. While this policy should reduce the risk of *B. cepacia* cross infection, there still might still be some individuals with *B. cepacia* in attendance. *B. cepacia* is not a known health risk to individuals without CF who are otherwise healthy. The CF Foundation supports research to identify new treatments for *B. cepacia*. For alternative ways to participate and for more information regarding this policy, please contact the CF Foundation at **(800) FIGHT-CF** or visit www.cff.org. Consult your CF Foundation-accredited care center physician with medical questions. **This is a non-smoking event.**