

GET SHAMROCKED

CURE CYSTIC FIBROSIS



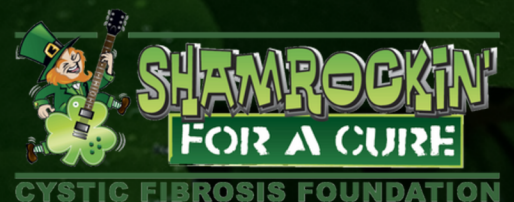
# SHAM ROCKIN' FOR A CURE

## SPONSORSHIP OPPORTUNITIES

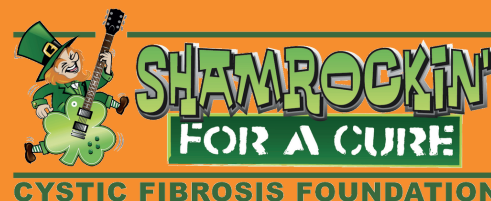
SATURDAY, MARCH 15, 2025  
UNION HILL PARK, ALPHARETTA

SATURDAY, MARCH 15, 2025  
6:00 - 11:00 PM

[shamrockinforacure.com](http://shamrockinforacure.com)



# ABOUT SHAMROCKIN'



In 2002, our only son was diagnosed with cystic fibrosis (CF). Soon after that, our second unborn son was also diagnosed with CF. The world stopped turning. Hopes of first football games, girlfriends, graduations and grandchildren turned to a future full of hospitals, mounting bills and a parent's worst nightmare. We have been fighting that dark cloud ever since.

In 2009, ShamRockin' was born out of love and friendship. The idea of throwing a "Party with a Purpose" took off and has grown due to the blood, sweat and tears of hundreds of volunteers, committee members, donors, and supporters sharing the passion for a cure. Since inception, we have raised over \$3.9 million and inspired countless guests who have attended the event. It's hard to describe what happens when you look out on to the sea of people who make ShamRockin' come alive. ShamRockin' is more than a party. It is more than raising money or awareness. ShamRockin' is Hope.

-PAM BAKER, CF MOM & SHAMROCKIN' FOUNDER



## JOIN THE SHAMROCKIN' ARMY

ShamRockin' for a Cure provides a unique experience to give back to the community and have a great time while doing it. When you become a ShamRockin' sponsor, you become part of a family committed to curing CF and supporting the mission of the Cystic Fibrosis Foundation. We work hard to deliver a positive, collaborative experience to each sponsor.

With your support we are confident that one day—not one person will lose a child, sibling, parent, or friend to cystic fibrosis. You have an opportunity in your lifetime to be part of defeating this terrible disease.

## WHAT IS CYSTIC FIBROSIS



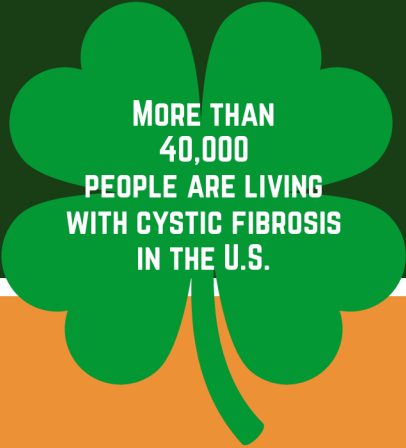
Cystic fibrosis is a progressive, genetic disease that causes a thick buildup of mucus in the lungs, pancreas, and other organs and affects people of every racial and ethnic group. In the lungs, mucus clogs the airways and traps bacteria, leading to infections, extensive lung damage, and respiratory failure. While many people with CF have seen transformations in their health because of existing therapies, there are still others who do not benefit, either because they cannot tolerate them, or their specific genetic mutations will not respond. People living with the disease can face significant challenges, including frequent hospitalizations, complications, and treatment plans that can take multiple hours a day. And, many children and adults with CF still face the sobering prospect of a shortened life span.




# ABOUT THE CYSTIC FIBROSIS FOUNDATION

## DRIVEN BY A DREAM

WE ARE DRIVEN BY A DREAM THAT ONE DAY EVERY PERSON WITH CYSTIC FIBROSIS WILL HAVE THE CHANCE TO LIVE A LONG, HEALTHY LIFE.



MORE THAN  
40,000  
PEOPLE ARE LIVING  
WITH CYSTIC FIBROSIS  
IN THE U.S.



APPROXIMATELY  
1 IN 31  
PEOPLE IN THE U.S.  
IS A CARRIER OF  
THE CF GENE.



ON AVERAGE, A PERSON  
WITH CF SPENDS  
2+ HOURS  
A DAY ON TREATMENTS  
(OR 2+ MONTHS  
A YEAR)

AND YET,  
NO CURES EXIST  
FOR CYSTIC FIBROSIS.



WHILE THERE ARE SEVERAL THERAPIES THAT TREAT THE UNDERLYING CAUSE OF CF, NOT EVERYONE CAN BENEFIT. THOSE WHO ARE HELPED BY CURRENT THERAPIES CONTINUE TO FACE CHALLENGING COMPLICATIONS, OFTEN LEADING TO HOSPITALIZATIONS. MANY CHILDREN AND ADULTS WITH CF STILL FACE THE SOBERING PROSPECT OF A SHORTENED LIFESPAN.

# OUR VISION IS A CURE FOR EVERY PERSON WITH CF

1ST YEAR OF SHAM  
2009

38  
YEARS

5TH YEAR OF SHAM  
2014

42  
YEARS

10TH YEAR OF SHAM  
2018

48  
YEARS

## MEDIAN LIFE EXPECTANCY

16TH YEAR OF SHAM  
2025

62  
YEARS

THIS IS KIND OF A BIG DEAL



The mission of the **CYSTIC FIBROSIS FOUNDATION** is to cure cystic fibrosis and to provide all people with CF the opportunity to lead long, fulfilling lives by funding research and drug development, partnering with the CF community, and advancing high-quality, specialized care.

### AN OPPORTUNITY TO END A DISEASE

We don't just want to treat cystic fibrosis, we want to cure it. The Foundation is pushing the frontiers of science by pursuing genetic therapies to achieve this goal. This scientific work, while incredibly exciting is also very complicated. Getting it right for all people with CF will take time, funding, and persistence. Fundraising is critical to advance our mission, which is why your donations are so important.

JOIN OUR JOURNEY TO THE CURE AT THE END OF THE RAINBOW!





# NOW IS THE TIME

## HELP FIND A CURE FOR CF

Today, innovative therapies are transforming the lives of thousands of people with CF. Yet progress comes with new challenges. People with CF increasingly face complications associated with their disease and many people with CF are still waiting for their breakthrough. Genetic therapies - our best hope for a cure for all people with CF - are more complex than anything we have ever done and will require a substantial investment.

Our imperative is to invest aggressively today, while ensuring we have the resources to support the CF community's needs of the future. Fundraising is critical to advance our mission, which is why your company's support is so important.

## WE ARE SUPERCHARGING OUR MISSION

Since 2020, the CF Foundation has funded more than \$1 billion in



**\$238M**

for genetic therapy research that may benefit all people with CF, regardless of their mutations.



**\$98M**

for the next generation of CFTR modulator therapies to give people with CF a choice in their treatments.



**\$308M**

for research into CF complications including infection, inflammation, digestion, and CF-related diabetes.
































**\$195M**

for care and initiatives at Foundation-accredited Care Centers.

DRUG DEVELOPMENT AND INNOVATION

# ShamRockin' for a Cure Sponsorship Opportunities

ALL LEVELS AVAILABLE AS FULLY TAX DEDUCTIBLE

	Presenting Sponsor \$25,000	Shamrock Sponsor \$15,000	Emerald Sponsor \$10,000	Leprechaun Sponsor \$5,000	Clover Sponsor \$3,000	Virtual Sponsor \$2,500
<b>Tax Deductible Amount</b>	\$22,432	\$13,146	\$8,656	\$4,166	\$2,472	\$2,500
Opportunity to provide 30 second video message during event (live and during virtual event broadcast)*						
Opportunity to Speak Onstage*						
Company Branded Logo included on Branded Cups Given to All Guests						
Company Branded Logo on Photo Booth Digital Downloads						
Personalized thank you video from a CF Fighter for distribution among your company						
Verbal recognition onstage						
Social Media Acknowledgement						
ShamRockin' for a Cure Sponsor Gift						
Company Branded Logo placement included but not limited to: website, sponsor banner (digital & at event), on screen recognition during event	Lead logo placement					
Recognition as a host of the ShamRockin' virtual broadcast held alongside our in-person event						
VIP TICKETS including early admission, access to VIP area and special ShamRockin' SWAG	50	36	26	16	10	

**\*GUIDELINES PROVIDED** This sponsorship supports the mission of the Cystic Fibrosis Foundation to cure cystic fibrosis and to provide all people with CF the opportunity to lead long, fulfilling lives by funding research and drug development, partnering with the CF community, and advancing high-quality, specialized care.

# 2025 ShamRockin' for a Cure

## SPONSORSHIP COMMITMENT

Presenting Sponsor \$25,000  
\$22,432 tax deductible

Shamrock Sponsor \$15,000  
\$13,146 tax deductible

Emerald Sponsor \$10,000  
\$8,656 tax deductible

Leprechaun Sponsor \$5,000  
\$4,166 tax deductible

Clover Sponsor \$3,000  
\$2,472 tax deductible

Virtual Sponsor \$2,500  
Fully Tax Deductible

### CONTACT INFORMATION

Person or Organization (as it should appear in printed material)

Address

City

State

Zip

Email

**Sponsorship of ShamRockin' for a Cure supports  
the mission of the Cystic Fibrosis Foundation.**



This QR code will take you to ShamRockin's website to purchase a sponsorship.  
OR

Credit Card

Please Invoice Me

Check Enclosed  
Made payable to CFF

Pay Online  
[events.cff.org/shamrockinforcure](https://events.cff.org/shamrockinforcure)

Visa

Mastercard

AmEx

Discover

Amount to Charge: \$ \_\_\_\_\_

Name on Card

Date

Signature

This signature authorizes the Cystic Fibrosis Foundation to charge the credit card number below the stated and agreed upon amount.  
Credit card information will be securely destroyed immediately after processing.

Credit Card Number

Expiration

**CFF Georgia Chapter | 57 Executive Park S, Ste 380, Atlanta, GA 30329**  
**georgia@cff.org | 404.325.6973**  
**Danielle Driggers - ddriggers@cff.org**





**Thank you for your support. In the below statements, you will find guidelines around event attendance, the CF Foundation's Better Business Bureau statement, and if applicable to the selected sponsorship event logo use guidelines.**

**All sponsorship proposals issued by CFF constitute a commitment of Sponsor to donate to CFF once acknowledged by email and CFF will endeavor to provide the applicable benefits that correlate to the sponsorship herein.**

## **FOR YOUR SAFETY AND THE SAFETY OF OTHERS**

The CF Foundation is committed to providing a safe, inclusive, and healthy experience for individuals attending Foundation Events. Individuals attending CF Foundation events must abide by the Foundation's Attendance Policy ([www.cff.org/attendancepolicy](http://www.cff.org/attendancepolicy)) and accompanying guidelines, which include guidance for event attendee's living with cystic fibrosis.

## **CFF RESTRICTED LOGO USE SPONSOR ACKNOWLEDGEMENT**

This Restricted Logo Use Sponsor Acknowledgement ("Acknowledgement") between the Cystic Fibrosis Foundation ("CFF") and the Sponsor, who accepts this Acknowledgement ("Sponsor"). CFF grants to Sponsor a revocable, nonexclusive license to use the Logo (as defined below) in connection with the event to which the Sponsor is contributing over \$5,000 ("Event"). Sponsor shall not use the Logo in any manner except as expressly set forth herein from the date of this signed Acknowledgement to up to the Event date. Sponsor agrees to use the Logo only, in connection with the Event and further agrees not to use the Logo in connection with any other sponsors whose logo or brand are deemed to be offensive, defamatory or vulgar. All references to the Logo shall mean the logo associated with the Event. Sponsor agrees not to use the CFF's Logo in a manner inconsistent with proper trademark use, or in a manner that tarnishes the name or reputation of the Cystic Fibrosis Foundation. Sponsor agrees to comply with any requirements established by CFF concerning the style, design, display and use of the Logo with every use of the Logo. Sponsor agrees to send CFF the website link or other relevant materials upon completion of adding the Logo to any promotional materials or third-party sites as part of the sponsorship. Sponsor shall also comply with requests from CFF for additional information, documents, or specimens concerning its use of the Logo. Sponsor agrees to modify or terminate any use of the Logo within 10 days of notice by CFF that, in its sole discretion, such use is not approved. Sponsor agrees that ownership of the Logo and the goodwill relating thereto shall remain vested in CFF both during the period of this license and thereafter. Sponsor agrees never to challenge, encourage a third-party challenge, or support any challenge to CFF's ownership of the Logo. Sponsor agrees to promptly inform CFF of the use of any marks similar to the Logo and any potential infringements of CFF's Logo that come to Sponsor's attention. Sponsor represents and warrants that it shall not use the Logo in any way that, directly or indirectly, raises any revenue for Sponsor. Sponsor and CFF agree that this license shall be royalty-free. Nothing herein shall be construed as an endorsement by CFF of the Sponsor or the Sponsor's business or activities. The language in this Acknowledgement supersedes any other executed agreement between the Sponsor and CFF. The Sponsor agrees and accepts this Acknowledgement upon providing CFF with a sponsorship payment. By providing payment or signing sponsorship form, you are agreeing to the terms of these guidelines.

The Cystic Fibrosis Foundation, a 501(c)(3) nonprofit organization, has unrestricted financial reserves of about 10 times the 2024 operating budget. These reserves are largely a result of the Foundation's successful venture philanthropy model, through which we have raised and invested hundreds of millions of dollars to help discover and develop breakthrough CF therapies. These funds and any future revenue from our model are reinvested into the CF Foundation's mission to cure cystic fibrosis and to provide all people with CF the opportunity to lead long, fulfilling lives. To obtain a copy of our latest Annual Report, visit [www.cff.org/about-us/annual-reports-and-financials](http://www.cff.org/about-us/annual-reports-and-financials), email [info@cff.org](mailto:info@cff.org) or call 1-800-FIGHT-CF.

