



Cystic  
Fibrosis  
Foundation



are proud to present



THE  
2<sup>nd</sup> ANNUAL  
**ROCK N' ROSES**  
SATURDAY NOVEMBER 5, 2011

**SPONSORSHIP PACKET**

# ABOUT CYSTIC FIBROSIS

## **WHAT IS 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 (70,000 worldwide). One in 31 Americans (more than 10 million people) is an unknowing, symptomless carrier of the defective CF gene.

When the CF Foundation began, few children lived to attend elementary school. Today, thanks to the efforts of scientists and caregivers supported by the CF Foundation, the median age of survival for a person with CF is in the early thirties. In fact, nearly 40 percent of the CF patient population is age 18 and older. This is a remarkable improvement, but is not good enough, as we continue to lose at least one precious life to CF every day.

## **PARTNER WITH A RESULTS DRIVEN ORGANIZATION... THE CYSTIC FIBROSIS FOUNDATION**

The Cystic Fibrosis Foundation is one of the most efficient voluntary health organizations of its kind and has been recognized by such magazines as Forbes and SmartMoney for its innovative approach to curing a disease. Nearly 90 cents of the revenue raised is being invested in Cystic Fibrosis (CF) research, education and care center programs.

Since 1955, the mission of the CF Foundation is to assure the development of the means to cure and control CF and to improve the quality of life for those with the disease. The CF Foundation tirelessly pursue this mission by supporting innovative research dedicated to discovering and developing new therapies and by funding and accrediting specialized care centers to treat people with the disease.

Never before in the history of the CF Foundation has the feeling of optimism for defeating CF been so great. Progress has been made in the fight against this disease because the CF Foundation has seized every opportunity to support the best minds in science and to recruit the finest teams of caregivers to the CF cause.

By partnering with the CF Foundation, you are investing in the lives of those with CF. Working together, we can give the children and adults with CF the quality of life and the future they deserve.

# ABOUT ROCK N' ROSES

Rock n' Roses is an annual event in Plant City that raises money directly for the Cystic Fibrosis Foundation and therefore supports the ongoing treatment and cure of Cystic Fibrosis, a horrific and life threatening condition which affects over 30,000 people in the USA. The incredible work of the CF Foundation has already improved the lives of so many people since the condition was recognized and those with it lived rarely past elementary school. Today the Foundation is facilitating even greater developments and with events like Rock n' Roses as a source of income, they get closer every day to making CF stand for "Cure Found".

Rock n' Roses brings the Plant City and Tampa community together for one night of live music, food and other entertainment and in 2010, on a smaller scale, it raised over \$14,000 for the Foundation and was attended by over 200 people. In 2011 with the support of sponsors, donors and the local community and with a much bigger venue and more entertainment we are hoping to surpass last year's figure and raise over \$20,000.

Some highlights of this year's event will include:

## **- LIVE ENTERTAINMENT INCLUDING:**



**RENEE PROFFIT MUSIC**  
FEATURING DAVID DANIELS

- APPETIZERS CATERED BY THE RED ROSE**
- DESSERTS FROM LOCAL RESTAURANTS & BAKERIES**
- A COMPLIMENTARY BEER OR WINE**
- SILENT AUCTION & RAFFLE**
- RED CARPET ENTRANCE**
- AND MUCH MORE...**

This year's event is sure to be a resounding success and a great example of how our community can pull together in difficult times for an incredible cause. However, although we are hoping for every one of the 250 planned guests to have a great time, the event is also about raising money and this is only possible through generous sponsorships and donations by local businesses and individuals. These individuals and corporations will not only be acknowledged very favorably at the event itself and all of its pre and post event marketing, but they will also receive free tickets and numerous other advantages along with tax deductibility.

Please review the available sponsorship options and sign up now. Your money and support will make a huge difference to all the CF sufferers across the nation!

# 2011 SPONSORSHIP LEVELS

## RED ROSE SPONSOR

\$5,000

TAX DEDUCTIBILITY: \$4,400



- Title Sponsorship of the event, Rock 'n' Roses 2011, benefiting the Cystic Fibrosis Foundation. Sponsor will also be given the first right of refusal for the 2012 title sponsorship
- Company name noted as Title Sponsor on all marketing pieces, including save the date postcard, posters, press release, media channels and social networking sites. (Created after signing date).
- Company logo/ website link placed on [www.RocknRoses.org](http://www.RocknRoses.org) for 1 year
- Forty (40) Tickets to the event
- Premium placement of 2 Company banners as "Title Sponsor", inside and outside the event (to be provided by CFF)
- Utilize a six-foot display table at event to distribute and promote your product or service
- Sponsor will have the opportunity to address attendee's (optional)
- Prominent logo placement on all attendee's event signs
- Commemorative Award for participation at the event
- Exposure to an estimated 300 of Plant City's young professionals and established businessmen and women

## ORANGE ROSE SPONSOR

\$2,500

TAX DEDUCTIBILITY: \$2,200

- Company name noted as Presenting Sponsor on all marketing pieces, including save the date postcard, posters, press release, media channels and social networking sites. (Created after signing date).
- Company logo/ website link placed on [www.RocknRoses.org](http://www.RocknRoses.org) for 1 year
- Twenty (20) Tickets to the event



## ORANGE ROSE SPONSOR CONT...

- One (1) corporate banner displayed at the event (banner provided by sponsor)
- Utilize a six-foot display table at event to distribute and promote your product or service
- Logo placement on all attendee's event signs
- Commemorative Award for participation at the event
- Exposure to an estimated 300 of Plant City's young professionals and established businessmen and women

## YELLOW ROSE SPONSOR

**\$800**

**TAX DEDUCTIBILITY: \$650**

- Company name noted as Yellow Sponsor on all marketing pieces, including save the date postcard, posters, press release, media channels and social networking sites. (Created after signing date).
- Company logo/ website link placed on [www.RocknRoses.org](http://www.RocknRoses.org) for 1 year
- Ten (10) Tickets to the event
- Distribute approved product at event
- Logo placement on all attendee's event signs
- Commemorative Award for participation at the event
- Exposure to an estimated 300 of Plant City's young professionals and established businessmen and women

## WHITE ROSE SPONSOR

**\$500**

**TAX DEDUCTIBILITY: \$440**

- Company logo/ website link placed on [www.RocknRoses.org](http://www.RocknRoses.org) for 1 year
- Four (4) Tickets to the event
- Distribute approved product at event





# WHITE ROSE SPONSOR CONT...

- Logo placement on all attendee's event signs
- Commemorative Award for participation at the event
- Exposure to an estimated 300 of Plant City's young professionals and established businessmen and women



## 2011 TICKET INFORMATION

**INDIVIDUAL TICKET- IN ADVANCE:** **\$30.00**  
TAX DEDUCTIBILITY: \$15.00

**INDIVIDUAL TICKET- DAY OF EVENT:** **\$40.00**  
TAX DEDUCTIBILITY: \$25.00



## HEALTH DISCLAIMER

### ROCK N'ROSES IS A NON-SMOKING EVENT

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](http://www.cff.org). Consult your CF Foundation-accredited care center physician with medical questions.*

A COPY OF THE OFFICIAL REGISTRATION (# CH956) AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE 1-800-435-7352 WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THE STATE. The Cystic Fibrosis Foundation has not retained a professional solicitor. 100% of each contribution is received by CFF

# 2011 SPONSOR AGREEMENT FORM

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_ Fax \_\_\_\_\_

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

\_\_\_\_\_ **YES** Count on OUR COMPANY's participation at the following level:

\_\_\_\_\_ **RED ROSE SPONSOR** \$5,000 TAX DEDUCTIBILITY: \$4,400

\_\_\_\_\_ **ORANGE ROSE SPONSOR** \$2,500 TAX DEDUCTIBILITY: \$2,200

\_\_\_\_\_ **YELLOW ROSE SPONSOR** \$800 TAX DEDUCTIBILITY: \$650

\_\_\_\_\_ **WHITE ROSE SPONSOR** \$500 TAX DEDUCTIBILITY: \$440

\_\_\_\_\_ Our company is unable to participate at this time, but please accept our donation of \$ \_\_\_\_\_ .

Method of Payment: \_\_\_\_\_ Check \_\_\_\_\_ Credit Card

Credit Card Type: \_\_\_\_\_ Exp: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Signature: \_\_\_\_\_

This signature authorizes the Cystic Fibrosis Foundation to charge the credit card number below the stated and agreed upon amount.

The credit card information on this form will be securely destroyed immediately after processing.

Please invoice me \$ \_\_\_\_\_ for Rock "n" Roses 2011

**Please return to:**

The Cystic Fibrosis Foundation

5100 W. Kennedy Blvd. Ste. 195

Tampa, FL 33609

Phone (813) 374-9041 Fax (813) 374-9045

*To receive the maximum recognition for your participation during this event, we should receive this form no later than October 15<sup>th</sup> 2011*