

Walk Today.
Add Tomorrows.

2013



GREAT STRIDES
CYSTIC FIBROSIS FOUNDATION



Greater New York Chapter

SPONSORSHIP

OPPORTUNITIES

Spring 2013



Walk Today. Add Tomorrows.



Greater New York

Great Strides 2013

Saturday, May 11th

Smithtown

Saturday, May 18th

Westhampton Beach

Sunday, May 19th

Westchester County

Sunday, June 2nd

Holtsville

New York City

Poughkeepsie

Rockland & Orange
Counties

Sunday, June 9th

Nassau County

Putnam County

Staten Island

What is Cystic Fibrosis?

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 a greater risk for having a child with the disease.

Cystic Fibrosis Foundation

The mission of the Cystic Fibrosis Foundation, a non-profit donor-supported organization, is to assure the development of the means to cure and control cystic fibrosis and to improve the quality of life for those with the disease.

The Greater New York Chapter

One of more than 70 chapters and branch offices nationwide, it is governed by a Board of Directors and by the policies of the Foundation's National Office in Bethesda, MD. The Chapter has three offices located in New York City, Long Island and Westchester.

Great Strides 2013 – Greater New York

Great Strides is the Cystic Fibrosis Foundation's signature event and largest fundraising campaign, raising \$40 Million in 2012. Represented in more than 650 communities in all 50 states, Great Strides raises awareness and vital funds aimed at finding a cure and control for cystic fibrosis.

The Greater New York Chapter leads the nation with 10 Walks throughout its region, attracting 12,000 walkers. Our goal for 2013 is to raise \$3.5 Million.

Sponsoring Great Strides provides companies with access to our attractive donor demographics and will generate positive customer response as Americans have been shown to reward good corporate citizenship. The Cystic Fibrosis Foundation is recognized as one of the most efficient non-profits of its kind, whose fiduciary responsibility to its donors is second to none.

- Over 600 fundraising teams – corporate, family and friends – from Greater New York
- In 2012, over \$3 Million was raised to fund CF research, education and programs
- Be part of our groundbreaking discoveries in CF research.



2013 Sponsorship Opportunities

Presenting Sponsor \$50,000

Receive all benefits listed below plus:

- Logo displayed prominently on front cover of Great Strides 2013 brochures (100,000);
- Company banner prominently displayed on the stage of all 10 Great Strides Walks;
- Company logo displayed on branded Start & Finish banners at all 10 Great Strides Walks.

Premier Sponsor \$25,000

Receive all benefits listed below plus:

- Opportunity for company representative to speak at 1 Great Strides Walk, Kick-off and Awards Reception;
- Exclusive VIP staging for your team on Walk Day and recognition during Opening Ceremonies.

Platinum Sponsor \$15,000

Receive all benefits listed below plus:

- Company to be highlighted in “spotlight” feature in Chapter quarterly e-newsletter, *CFForward* (circ. 25,000)

Gold Sponsor \$10,000

Receive all benefits listed below plus:

- Company banner displayed at 4 Great Strides Walks of your choice;
- Logo placed on Chapter Great Strides website with hyperlink to company website.
- Exhibit table to distribute product and promotional materials at all 10 Great Strides Walks;

Silver Sponsor \$5,000

Receive all benefits listed below plus:

- Logo placed on back panel of Great Strides 2013 brochures (100,000) and posters (5,000+);
- Exhibit table to distribute product and promotional materials at 4 Great Strides Walks of your choice;
- Recognition as official sponsor in Chapter quarterly e-newsletter, *CFForward* (circ. 25,000).

Bronze Sponsor \$2,500

- Logo placed on official Great Strides 2013 Walker T-shirts;
- Exhibit table to distribute product and promotional materials at 1 Great Strides Walks of your choice;
- Company name or logo placed on 1 Route Arrow along at Walk of your choice;
- Recognition as official sponsor in Walk Day Program; Chapter Facebook & Twitter pages;
- Logo included on all e-mail progress reports.

The above sponsorship packages are subject to change and can be negotiated to include additional CF Foundation properties, such as CF Cycle For Life, golf and gala events. Please speak to a Foundation representative for more information.

Greater New York Chapter Headquarters:	424 Madison Avenue, 6 th Floor, New York, NY 10017	212-986-8783
Greater New York Chapter – Long Island Office:	One Huntington Quadrangle, Suite 2S13, Melville, NY 11747	516-827-1290
Greater New York Chapter – Westchester Office:	2975 Westchester Avenue, Suite 204, Purchase, NY 10577	914-993-1460

2013 SPONSORSHIP COMMITMENT FORM



Presenting Sponsor \$50,000 Gold Sponsor \$10,000
 Premier Sponsor \$25,000 Silver Sponsor \$5,000
 Platinum Sponsor \$15,000 Bronze Sponsor \$2,500

Yes, my company will be forming a 2013 Great Strides Walk Team

Please select the Great Strides Walk(s) where you would like to associate your partnership:

Holtsville Nassau County New York City Poughkeepsie Putnam County
Rockland County Smithtown Staten Island Westchester County Westhampton Beach

PAYMENT INFORMATION

Name as it is to appear in print: _____

Company _____

Responsible Party _____ Title _____

Address _____ City/State/Zip _____

E-mail _____ Phone _____ Fax _____

Visa MasterCard Discover AmEx Check Enclosed
Please Invoice Me

Card # _____ Expiration Date _____

* Signature _____ Date _____

Additional marketing and promotional opportunities are available and may be customized to fit your needs. Contact your local CF Foundation, Greater New York office to find out more. **Please make checks payable to the CYSTIC FIBROSIS FOUNDATION and mail to:**



Manhattan Headquarters
424 Madison Avenue, 6th Floor
New York, NY 10017
212-986-8783 Fax: 212-697-4282

Long Island Office
One Huntington Quadrangle, Suite 2S13
Melville, NY 11747
516-827-1290 Fax: 516-827-1295

Westchester Office
2975 Westchester Avenue, Suite 204
Purchase, NY 10577
914-993-1460 Fax: 914-993-1463