



2018 SPONSORSHIP PROPOSAL

Restaurant & Food Tastings Sponsor

2018 Richmond's Finest & Brewer's Ball (5th Annual)

*A Celebration of the Finest Brews, Food,
& Difference Makers in Richmond*

Thursday, June 21, 2018 | 7:00 to 11:00 PM
(VIP Reception 6:00 PM)

Historic Tredegar | Richmond, Virginia



2018 RICHMOND'S FINEST & BREWER'S BALL EVENT

A CELEBRATION OF RICHMOND'S FINEST BEER, FOOD, MUSIC & DIFFERENCE MAKERS



campaign + event overview

The Cystic Fibrosis Foundation Virginia's Richmond's Finest and Brewer's Ball honors the city's best and brightest emerging business leaders.

The evening is a who's who gathering of businesses and Honorees who show exemplary leadership, are active in the community, and excel in their profession, business, or industry. These leaders are not only making a positive local impact, and showcase the *Finest* in Richmond—they're also committed to the CFF mission to treat and cure cystic fibrosis for 30,000 children and adults nationwide, and 800 in Virginia, with the disease.

Honorees, sponsors, and community leaders who participate are given the opportunity to display their community involvement and professional achievements—and to be recognized among Richmond's *Finest*.



WHAT · The CFF Brewer's Ball is an evening that culminates the Finest campaign by recognizing our Honorees and inviting the larger Richmond community to come together to enjoy craft beer, food, live music, and more, while making a difference.

WHEN · Thursday, June 21, 2018 · 7:00 to 11:00 p.m.
(VIP Honorees and Sponsors Reception at 6:00/6:30 p.m.)

WHERE · Historic Tredegar · Richmond, Virginia
(500 Tredegar St, Richmond, VA)

WHO · Hosted by the Cystic Fibrosis Foundation - Virginia Chapter, the Brewer's Ball honors **twenty (20) leaders and emerging leaders** in Richmond and attracts Richmond's best **young professionals** for a memorable evening with our top breweries, cideries, distilleries, restaurants, and more.

WHY · Imagine struggling for every breath—something most people don't have to think about. For most, breathing is a voluntary act. For those with CF, this simple act is a daily battle and each day can be a fight to survive. The defective gene which causes CF impairs normal respiratory and digestive functions, making the simple acts of breathing and eating a daily challenge. The CF Foundation was founded in 1955 and since, has made tremendous strides in accelerating innovative research and drug development, and in advancing care and advocacy. And, we will continue to invest in innovative research and care.

While people with CF are living longer than in the past, we still lose precious young lives every day. Our story will not end until we achieve normal life spans and have a cure for 100 percent of people with CF.

As a Richmond's Finest campaign and Brewer's Ball sponsor, you will align with RVA's top business leaders and YP guests — and move us closer to a cure for all people living with CF!

2018 CFF Richmond's Finest Honorees

Percy Blackburn

Northwestern Mutual
Musician (Sturgeon City)

Kelly Bowman

VACO

Emma Bruny

Wateredge Construction

Worth Bugg

Loughridge & Company

Madison Delano

Walgreens Community
Specialty Pharmacy

Sarah Douglas

SMG Richmond / Altria Theater

Chef Mike LeDesma

Kabana | Perch

Sarah Lineberger

Virginia Dept. of Health

Andy Mathews

Williams Mullen

Hannah Pollack / Xavier Meers

Nightingale Ice Cream
Sandwiches

Sarah Prokopchak

initiate.it

Megan Ragsdale

WestRock

Carrie Robeson

The Steele Group

Megan Sullivan

CBRE | Richmond

Liz Wannamaker

VCU Adult CF Care Center

Emily Waterworth

McKesson

Kelly Webb

Biringer Builders

John White

510 Architects

Chef Olivia Wilson

Brenner Pass

Sadaf Zaidi

Capital One

2018 RICHMOND'S FINEST & BREWER'S BALL EVENT



A CELEBRATION OF RICHMOND'S
FINEST BEER, FOOD, MUSIC & DIFFERENCE MAKERS

restaurant / food tastings sponsorship

In-Kind Support (100% Tax Deductible)

RESTAURANT SPONSOR · IN-KIND SUPPORT

- Provide and serve food for approximately 300 Brewer's Ball guests at a designated food tastings station (550 total guests expected)
- Restaurant representative to prepare and serve Brewer's Ball guests
- Food and services provided at no charge to CF Foundation, Virginia Chapter

CFF BENEFITS PROVIDED TO THE RESTAURANT

- **Two (2) tickets to the Brewer's Ball Richmond event on June 21, 2018** to be used/distributed by the restaurant however they wish
- Invitation to the **Richmond's Finest kick-off event** on March 15, 2018

Marketing Benefits

- Opportunity to put restaurant in front of **550+ of Richmond's young professionals and Finest emerging business and community leaders**
- Recognition and logo in *Richmond Magazine* advertisements and features (April, May/June, and July 2018)
- Logo in event collateral and www.BrewersBallFinestRVA.com
- Recognition on CFF Virginia and Brewer's Ball social media and e-communications

At-Event Benefits

- Vendor space at the Brewer's Ball - to include two six (6)-foot tables for prep and service, with linens, at-event signage with restaurant name, and disposable plates and service ware (if desired)
- Opportunity to distribute promotional material and giveaways along

Additional Opportunities

- Opportunity to be paired with a 2018 *Finest* Honoree to host a fundraising event
- Opportunity for added exposure with donation of a dining experience for the auction

Please Note: Restaurant participants are limited to 12 restaurants, and available on a first-come, first-served basis. Deadline to ensure maximum recognition: April 15, 2018.

The **MISSION** of the Cystic Fibrosis Foundation is to **CURE CYSTIC FIBROSIS** and to provide all people with the disease the **OPPORTUNITY TO LEAD FULL, PRODUCTIVE LIVES** by funding **RESEARCH AND DRUG DEVELOPMENT**, promoting **INDIVIDUALIZED TREATMENT** and ensuring **ACCESS TO HIGH-QUALITY, SPECIALIZED CARE**.



THE CYSTIC FIBROSIS FOUNDATION,

leading the way

ABOUT THE CYSTIC FIBROSIS FOUNDATION

Founded in 1955, the Cystic Fibrosis Foundation is the world's leader in the search for a cure for cystic fibrosis. The Foundation was started by parents desperate to save their children's lives. Their relentless and impassioned determination to prolong life has resulted in tremendous strides over the past 60 years in accelerating innovative research and drug development, as well as advancing care and advocacy.

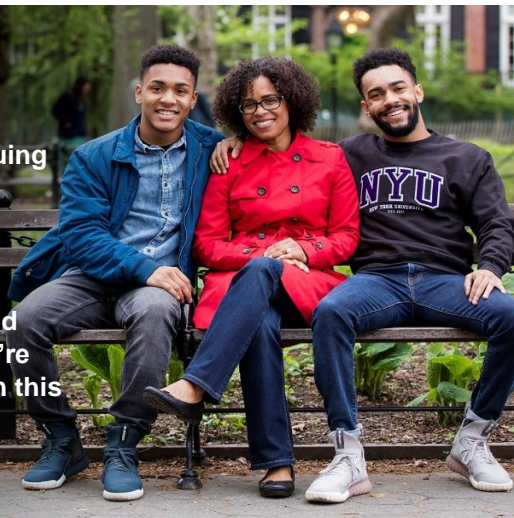
Virtually every approved cystic fibrosis drug therapy available now was made possible because of the Foundation and its supporters. Still, we believe no one should have to die at a young age.

WE ARE MAKING A DIFFERENCE

Sixty years ago, most children did not live long enough to attend elementary school. Today, thanks to CFF-based research and care, the median CF survival age is now 47!

WHY SUPPORT THE CF FOUNDATION?

Many people with CF are living long enough to realize their dreams of attending college, pursuing careers, getting married, and having children. This is due in large part to the work of the Foundation and the amazing CF community. We helped discover the gene that causes CF, created a state-of-the-art model for CF care, and have funded groundbreaking research. But we're not done. We are working every day to build on this incredible momentum, and we won't stop until there is a cure for *all* people living with CF.



WE ARE ONE. UNTIL IT'S DONE.

We will not rest until we have achieved normal life spans and have a cure for 100% of people living with cystic fibrosis.

ABOUT CYSTIC FIBROSIS

Cystic fibrosis is a rare, genetic, life-shortening disease that affects every organ in the body and makes breathing difficult. In people with CF, a defective gene causes a thick buildup of mucus in the lungs, pancreas and other organs. In the lungs, mucus clogs airways and traps bacteria, leading to life-threatening lung infections.

More than 30,000 individuals in the U.S. have cystic fibrosis. 1 in 31 Americans are symptomless carriers of the defective CF gene.

4 to 41 YEARS

Median predicted survival age increase since CFF's founding

MODULATORS TODAY AND TOMORROW
(Totals are cumulative)

CURRENT

-  Ivacaftor (Kalydeco®) · ~11%
-  Lumacaftor/ivacaftor (Orkambi®) · ~50%

FUTURE

-  Next-Generation · >90%



2018 RICHMOND'S FINEST & BREWER'S BALL



RESTAURANT | FOOD SPONSORSHIP IN-KIND COMMITMENT FORM

Restaurant | Company Name _____

Contact Name _____ Title _____

Address _____

City _____ State _____ Zip _____

Daytime Phone _____ Cell Phone _____

Email _____ Email 2 _____

Cystic Fibrosis Foundation (CFF) to Provide

1. Two admission tickets to the event for the restaurant to use or distribute as desired
2. At-event signage with restaurant name and related at-event recognition
3. Two (2) six-foot tables, with linens, for prep and service, disposables, and additional equipment (as requested/able)

Restaurant to Provide - Food & Service

1. **Two (2) to three (3) "small plates" to serve at the Brewer's Ball for 300 to 350 guests**
 #1. Menu Item to Serve _____
 #2 Menu Item to Serve _____
 (optional) #3 Menu Item to Serve _____
 Tasting notes: _____

Note: We realize final selections may be provided or changed closer to the event; however, we ask you to provide an idea of the food, or menu item, you plan to serve; CFF will be in touch one month prior to finalize your offerings and for additional details.

2. **Chef or representative to prepare and serve food at the Ball (please indicate name, title, contact info)**
 # Servers to be at the event: _____ Server name(s): _____
3. **Name of Invited Guests to Attend (2 comp tickets):** _____

Equipment, Power, & Service Ware

1. **Service Ware (Plates, Utensils) Please indicate preference:**
 Restaurant to provide plates and utensils for food service at the Ball
 CFF will provide disposables (plates and utensils) for food service at the Ball
2. **Restaurant to provide the following equipment / cookware (include additional power needs)** _____
3. **CFF asked to provide additional equipment / cookware:** _____
 Please note additional power needs: _____

Additional Support

- Yes, we are interested in hosting a **give-back or charity night** in support of a 2018 Honoree
- Yes, we are interested in donating to the **event auction** a restaurant certificate or unique dining experience.

**Your involvement as a Restaurant / Food Tastings Sponsor will move us
closer to a cure for *all* living with cystic fibrosis. THANK YOU!**

Please return completed form to: Katherine A. Layton, Development Director
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