

2019 | 6TH ANNUAL
RICHMOND'S FINEST AND BREWER'S BALL

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



FINEST CAMPAIGN AND BREWER'S BALL EVENT
INFORMATION FOR NOMINEES

The Cystic Fibrosis Foundation (CFF) **invites you** to help save and improve the lives of 30,000 children and adults with CF through the annual *Brewer's Ball: A Celebration of Richmond's Finest*.

The 6th annual Finest campaign will culminate with a Brewer's Ball on a Thursday evening in June (exact date and location tbd – past locations have included Virginia War Memorial and Historic Tredegar).

CFF FINEST HONOREES — OVERVIEW

The CFF Finest campaign and Brewer's Ball event recognize the city's most accomplished or emerging young business professionals and leaders as a **2019 Richmond's Finest Honoree** for joining in the fight to end CF. These outstanding men and women **between the ages of 25 to 45** are competitively selected based on their professional successes, spheres of influence, philanthropic spirit, and commitment to giving back.

CFF Finest honorees commit to raising as much money as possible for the Cystic Fibrosis Foundation — with a **minimum fundraising goal of \$3,000 to \$4,000**. Honorees are asked to work with friends, family, co-workers, and their networks to achieve their fundraising goals.

Honoree fundraising is achieved through direct and personal donations, ticket sales, passion fundraising events and give-back nights, and monetary sponsorship. The CF Foundation supports Finest honorees through a personalized fundraising website, sponsorship and outreach templates, and access to local breweries or restaurants to host events, through coaching, mentoring, and professional development opportunities, and access to a CF Ambassador (a young professional or family facing CF), to learn more about living with CF.

CFF Honorees are celebrated and recognized for their accomplishments at a culminating **Brewers Ball event: A Celebration of Richmond's Finest**, featuring local craft beer and food from the hottest breweries and restaurants in the area.

HONOREE CRITERIA

Finest honorees are competitively selected based on their demonstration of leadership qualities, participation in volunteer roles, and success in the local business community. Those chosen will be among the most prominent, influential and successful young professionals in the area. To be considered, candidates must:

- Be nominated or selected by the Brewer's Ball Nominating Committee (*past honorees, CF Board or YP Board members, or employers may submit nominations*)
- Be between **25 and 45 years of age** at the time of the nomination
- Live, work, or play in the greater Richmond community
- Have professional and personal networks to draw on to advance fundraising and awareness about CF
- Demonstrate leadership qualities and a commitment for giving back to the community

WHAT IT MEANS TO BE A CFF FINEST HONOREE



HONOREE RESPONSIBILITIES

CFF Finest Honorees are expected to raise funds and awareness about the CFF mission and to actively participate through campaign events and shared opportunities. *Honorees are expected to:*

- **Raise funds (\$3,000 minimum fundraising goal**) and awareness in support of a cure for cystic fibrosis**
 - Promote sponsorship opportunities to your company and networks
 - Promote the event and sell tickets among your professional and social media networks
 - Host fundraising events to raise third-party funds in support of the CFF and your campaign
 - Support the larger event goal of raising \$100,000 (net) by procuring auction and in-kind donations
- **Attend CFF Finest social events and professional development opportunities**
 - Meet-the-Honorees Happy Hour (February 2019)
 - **CF Care Center Tour at Children's Hospital of Richmond at VCU (March 2019)***
 - Finest Kick-Off Party & Photo Shoot at Quirk Hotel (March 2019)*
 - 2018 Brewer's Ball (Thursday in June 2019, 7 to 11 pm) *
 - Ongoing Finest Honoree mixers, fellow honoree events, professional development and mentorship opportunities made available to you throughout the campaign
- **Support the 2020 CFF Finest Campaign and Honorees**
 - Nominate an honoree(s) and assist in mentoring the following year's class of Honorees
 - Consider staying involved as a CFF Virginia Tomorrows Leaders Member or Champion and/or of the Brewer's Ball nominating, mentorship, or planning committees for the following year



NEARLY
\$3B
was spent by the CF Foundation on
its mission and advancing new
therapies over the past 25 years.

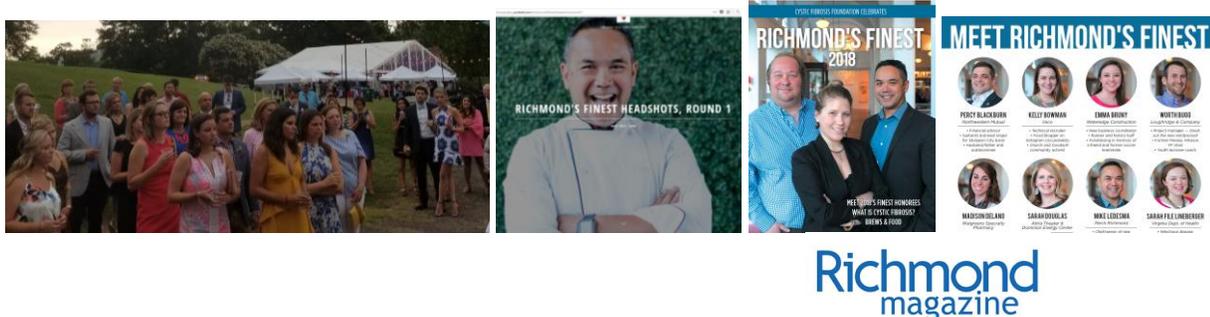


* Denotes Required Events for all CFF Honorees.

** Please note that Honorees who do not meet or have a plan to meet their minimum fundraising goal by the Brewer's Ball may not be recognized.

HONOREE RECOGNITION & BENEFITS

CFF Finest Honorees and Honoree companies will receive benefits in the community for their leadership role.



RECOGNITION WITHIN YOUR BUSINESS, INDUSTRY & COMMUNITY

- Prestige of being recognized one of **Richmond's Finest Young Professionals**
- Recognition as an emerging leader in your field within the Richmond community
- Recognition in **Richmond Magazine** as the official media sponsor (including a feature spread with Honoree photos, places of employment, and a short bio) and other media outlets, tbd
- **Professional formal headshot** (high-resolution) from a professional photographer(s)
- **Recognition to your employer from CFF leadership for your role**

RECOGNITION AT THE BREWER'S BALL EVENT

- **Two complimentary tickets to the Brewer's Ball event** (\$150 value)
- Recognition at the Brewer's Ball event as a Richmond's Finest in front of 450+ guests
- CFF Finest award and thank you gift at the Brewer's Ball event

NETWORKING & PROFESSIONAL DEVELOPMENT OPPORTUNITIES

- Opportunity to network with like-minded young professionals and CFF board in the community, including to be paired with a CFF YP Leadership Council mentor
- Invitations to a series of networking and fun events throughout the course of the campaign – including a Brew Breakfast at an area Brewery, professional development talks with Richmond-area YP business leaders, and more

EDUCATIONAL ENRICHMENT & MAKING A DIFFERENCE

- Opportunity to visit and learn about CF at the CFF Accredited CF Care Center at VCU and to connect with a young professional with CF and/or CF families to develop an intimate knowledge about living with CF
- Most importantly...
Opportunity to be an integral part of the investment in finding a cure for CF, and to improving the quality of life for those living with CF—and hopefully, one day, the chance to say *you* were part of ending a life-shortening genetic disease

FUNDRAISING SUPPORT

- **Fundraising support via a dedicated fundraising website**, technical assistance to aid in fundraising and in telling your story, and the opportunity to be paired with a brewery and restaurant assist in fundraising

[2019 BREWER'S BALL: A CELEBRATION OF RICHMOND'S FINEST](#)

WHAT IS THE BREWER'S BALL EVENT?

The CFF Richmond Finest Brewer's Ball event brings together top young business professionals and emerging leaders in the forefront of their industries to celebrate the CFF mission and to throw a great party at a unique location. **The event is a celebration of Richmond's *Finest* guests, brews, food, music and more.**

The CFF Brewer's Ball treats guests to the finest craft brews and beverages from local breweries and distilleries, and food from the hottest and best restaurants in the area, and provides ample opportunities to engage with and support the CFF mission at the event. Guests can bid on the live and silent auctions to win fabulous prizes, including unique experiences and items, and provide support with a 100% tax-deductible donation during a "Bid for a Cure." An event emcee and a featured guest speaker from the CF community showcases the work of the CF Foundation and exciting developments in research advancing us closer to a cure.

Brewer's Ball tickets are \$75 per person (\$60 tax deductible) and include all food, drink, and entertainment, and parking as available. Tickets are sold online at www.BrewersBallFinestRVA.com or at the door.



SOCIAL MEDIA – LIKE | FOLLOW | SHARE

Facebook | [Facebook.com/BrewersBallRVA](https://www.facebook.com/BrewersBallRVA) | @BrewersBallFinestRVA @CFF-Virginia

Instagram | @BrewersBallRVA | @CFF_Virginia

Twitter | [Twitter.com/BrewersBallRVA](https://twitter.com/BrewersBallRVA) | @BrewersBallRVA @CFF_VA

ABOUT THE CYSTIC FIBROSIS FOUNDATION

ADDING TOMORROWS...

As a CFF Finest Honoree, *you* will be an integral part of advancing us closer to a cure for Cystic Fibrosis — and to adding tomorrows and better today's for over 30,000 individuals living with CF in the U.S. today.



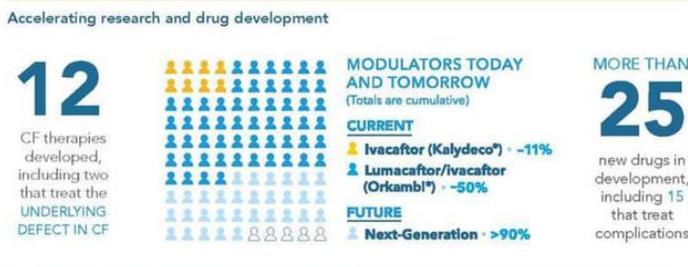
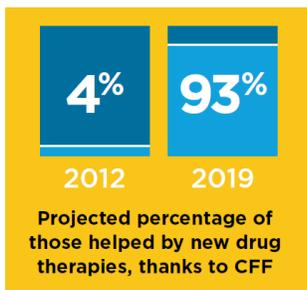
The Cystic Fibrosis Foundation is adding tomorrows. When the Foundation was established, children born with cystic fibrosis were not expected to live long enough to attend elementary school. Today, thanks to research and care supported by the Foundation, many people with CF are living into their 30s, 40s and beyond.

The Foundation is making history. Foundation-backed researchers discovered the defective gene that causes CF in 1989. In 2012, the FDA approved the first drug to treat the underlying cause of cystic fibrosis for a small segment of the CF population. This marks a historic breakthrough for the entire CF community, and the science behind the drug has opened new doors to research and development that may eventually lead to a cure for all people living with CF.

ADVANCES IN THE FIGHT FOR A CURE...

This is an historic time in the fight against cystic fibrosis. Promising therapies that treat the underlying cause of CF, rather than just the symptoms, have come to market as of 2015, and could change the face of the disease and the prognosis of those who suffer from it. Finest Honorees will help to improve the lives of the 30,000 children and adults with cystic fibrosis (CF) by enabling the Cystic Fibrosis Foundation to take full advantage of the tremendous developments and new opportunities in CF research on the horizon—including through leading clinical trials and additional research that are taking place in Virginia in local CF care centers in Richmond, Charlottesville, Fairfax, and Norfolk.

In the past two years, amazing progress has been made - with the FDA approving Kalydeco in 2017 for an additional 900+ people with CF, and promising new treatments in clinical trials including a new triple drug combination currently awaiting FDA approval and will treat the underlying cause of CF for up to 93% of people by 2019 (this is up from just 4% six years ago and 50% today).



We are making progress every day towards a cure for cystic fibrosis—and as a Finest Honoree, *you* can be part of funding important and innovative CF research and treatments that will get us across the finish line.

NOMINATIONS & FREQUENTLY ASKED QUESTIONS (FAQS)

HOW DO I NOMINATE A CFF RICHMOND'S FINEST HONOREE?

Nominations for 2019 Virginia's Finest Honorees will be accepted until the 2019 class of 20 Honorees is full—starting in summer 2019 and extending through the end of the year, with the campaign launch in February.

If you or someone you know is interested in being a CFF Richmond's Finest Honoree, please contact Katherine Layton at klayton@cff.org or 804.527.1500. A nomination form and additional information may also be found online at www.BrewersBallFinestRVA.com.

HOW CAN I SHARE INFORMATION ABOUT THE CFF FINEST CAMPAIGN WITH A POTENTIAL NOMINEE?

Please share the CFF Finest Honoree Nomination Packet with your potential nominee (it is available to view and download online at www.BrewersBallFinestRVA.com and/or contact the CFF office to provide your nominee information to the CFF staff and someone will reach out to them on your behalf).

CAN I NOMINATE MYSELF? Yes

HOW MUCH ARE BREWER'S BALL TICKETS?

\$75 per person in advance (\$60 tax deductible)

WHAT RICHMOND COMPANIES OR INDUSTRIES HAVE CFF HONOREES REPRESENTED IN THE PAST?

A list of former Brewer's Ball Honorees is available on the event website at: www.BrewersBallFinestRVA.com or contact the CFF Virginia office for additional information.

WHO ARE BREWER'S BALL SPONSORS AND PARTICIPATING BREWERIES & RESTAURANTS?

A complete list of Brewer's Ball sponsors, including monetary, brewery, and restaurant sponsors, is available and will be regularly updated on the event website at www.BrewersBallFinestRVA.com.

2018 Richmond's Finest Honoree and Brewer's Ball sponsors included:



CONTACT | WHAT IF I HAVE ADDITIONAL QUESTIONS?

Please contact the CFF Virginia office with questions or for more information about the CFF Finest campaign:

Katherine Layton, Development Director, klayton@cff.org · Terri Quinan, Executive Director, tquinan@cff.org
Cystic Fibrosis Foundation, Virginia Chapter, 804.527.1500