

## Greetings,

On behalf of the Just Breathe Foundation, we are pleased to announce the 8th Annual Cystic Fibrosis Christmas Ball to be held on Saturday, December 16, 2017 at 6:30PM at the Rochester Riverside Convention Center.

The Just Breathe Foundation was established in 2013 as a 501(c)(3), non-profit organization. Our mission is to make the lives of individuals and their families battling cystic fibrosis (CF) more manageable. We provide funds to applicants in Western New York struggling with the financial hardships the disease causes. For instance, we assist hospitalized patients in need of "CF tune-ups", purchases of medical equipment, and/or travel expenses to reach appropriate care.

The foundation was inspired by a local woman, Jenna Simonetti, who was diagnosed with cystic fibrosis at the age of six. Jenna describes her reality as, "One day you feel like you could run a marathon; the next day you feel like you're on your death bed." Jenna holds this event close to her heart because she's impacted every day by this disease.

Last year's event was attended by over 500 guests and \$95,193 was raised. We are proud to have exceeded our goal, largely due to the donations by individuals and businesses such as yours.

In light of this year's event, we would appreciate the support of you and/or your business and kindly ask you to make a donation to the Just Breathe Foundation. With the support of concerned individuals like you, we will be able to expand and enhance opportunities to improve the quality of life for individuals with cystic fibrosis.

We thank you for taking the time to consider this, and we hope you will join us for the 2017 Cystic Fibrosis Christmas Ball.

Sincerely,

### The Just Breathe Foundation

[www.justbreathecf.org](http://www.justbreathecf.org)

    
   



TYPE OF SPONSORSHIP	VALUE OF SPONSORSHIP
<p style="text-align: center;"><b>EVENT SPONSOR</b> <b>\$10,000+</b></p>	<ul style="list-style-type: none"> <li>- 30 tickets</li> <li>- Logo on step and repeat banner</li> <li>- Social media blast</li> <li>- Complimentary wine and champagne on table</li> <li>- Logo on event banner above stage</li> <li>- Logo on website</li> <li>- Table sign</li> <li>- Full page back cover ad in event program</li> <li>- Name mentioned in all media coverage (ex. Event sponsored by xyz company)</li> </ul>
<p style="text-align: center;"><b>DIAMOND SPONSOR</b> <b>\$6,000</b></p>	<ul style="list-style-type: none"> <li>- 20 tickets</li> <li>- Logo on step and repeat banner</li> <li>- Social media blast</li> <li>- Complimentary wine and champagne on table</li> <li>- Logo on event banner above stage</li> <li>- Logo on website</li> <li>- Table sign</li> <li>- Full page ad in event program</li> </ul>
<p style="text-align: center;"><b>PLATINUM SPONSOR</b> <b>\$3,000</b></p>	<ul style="list-style-type: none"> <li>- 10 tickets</li> <li>- Logo on step and repeat banner</li> <li>- Social media blast</li> <li>- Complimentary wine and champagne on table</li> <li>- Logo on website</li> <li>- Table sign</li> <li>- 1/2 ad in event program</li> </ul>
<p style="text-align: center;"><b>GOLD SPONSOR</b> <b>\$1,800</b></p>	<ul style="list-style-type: none"> <li>- 10 tickets</li> <li>- Logo on step and repeat banner</li> <li>- Social media blast</li> <li>- Complimentary wine and champagne on table</li> <li>- Table sign</li> <li>- 1/4 ad in event program</li> </ul>
<p style="text-align: center;"><b>SILVER SPONSOR</b> <b>\$750</b></p>	<ul style="list-style-type: none"> <li>- 4 tickets</li> <li>- 1/4 page ad in event program</li> </ul>
<p style="text-align: center;"><b>BRONZE SPONSOR</b> <b>\$350</b></p>	<ul style="list-style-type: none"> <li>- 2 tickets</li> <li>- 1/8 page ad in event program</li> </ul>
<p style="text-align: center;"><b>EVENT PROGRAM ADS</b></p>	<ul style="list-style-type: none"> <li>- 1/8 page ad - \$250</li> <li>- 1/4 page ad - \$500</li> <li>- 1/2 page ad - \$750</li> <li>- Full page ad - \$1,000</li> <li>- Full spread ad - \$1,800</li> </ul>
<p style="text-align: center;"><b>AUCTION/RAFFLE ITEMS</b></p>	<ul style="list-style-type: none"> <li>- Name mentioned in event program</li> <li>- Further recognition may apply to larger items</li> </ul>