

12th Annual

Guy's & Dolls

Bachelor + Bachelorette Auction
Saturday, February 25, 2012
Hilton Charlotte Center City



...adding tomorrows every day.

Cystic fibrosis (CF) is a chronic and fatal genetic disease affecting approximately 30,000 children and young adults in the United States. CF substantially impairs respiratory and digestive functions, making the simple acts of eating and breathing a challenge. The average life expectancy of someone with CF is 37. There is no cure. As children suffering from cystic fibrosis grow older, they become more vulnerable to life-threatening lung infections. We need your help today to fund the research necessary to find a cure and provide hope to the thousands of patients struggling with CF.

The mission of the Cystic Fibrosis 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. CFF accomplishes its aggressive goals by maintaining unparalleled efficiency with **nearly 90 cents of every dollar raised** supporting vital CF research & education programs. Through unique fundraising events like *Guys & Dolls*, we can give the children and adults with CF the quality of life and future they deserve.



Caroline Lewis, Age 1
Charlotte, NC
Diagnosed at birth

Guys & Dolls Auction benefiting the Cystic Fibrosis Foundation

The Guys & Dolls Bachelor/Bachelorette Auction is Charlotte's premier event for young professionals and each year attracts more than 650 of the city's most sought after demographic. In its 12th year, the event features 30 of Charlotte's most eligible men and women and their fantastic date packages up for auction to the highest bidder. Packages include fantastic trips, shopping sprees, and many more surprises. The event begins with a mixing and mingling cocktail hour and silent auction, continues with the spectacular live auction, and concludes with attendees dancing the night away.

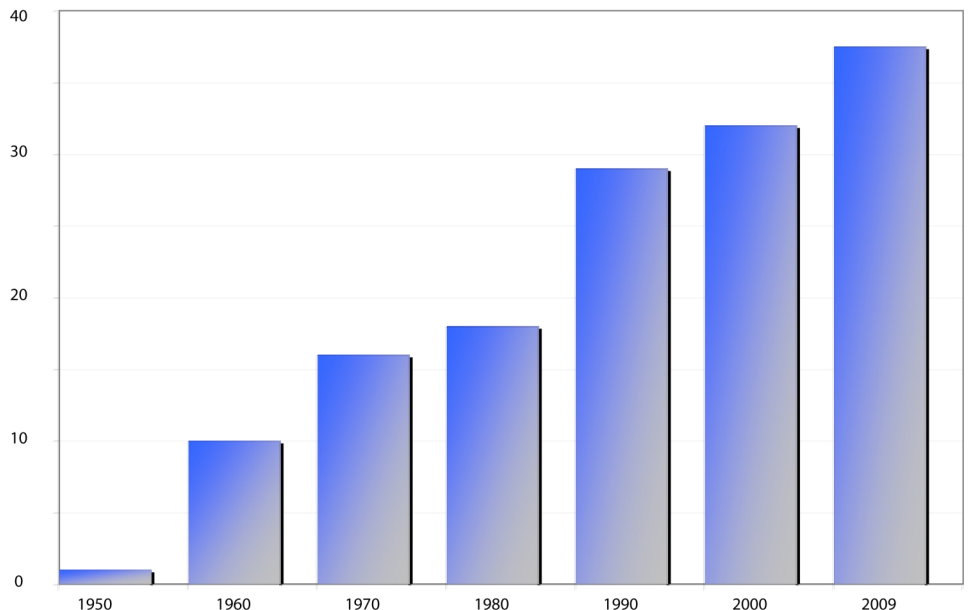
The Guys & Dolls Auction reaches tens of thousands of Charlotte professionals through the recruitment of bachelors and bachelorettes, an active e-mail ticket campaign, a committee of more than 20 individuals, and its up to the minute Web site, www.GuysAndDollsCharlotte.com.

Join Us as a Guys & Dolls Featured Partner

By joining the Cystic Fibrosis Foundation as a Guys & Dolls sponsor, your company has the opportunity to directly market to an elite group of more than 650 of Charlotte's most influential young professionals. Your company will also be featured on the Guys & Dolls Web site and e-blasts, reaching more than half a million Charlotteans.

Partnership with the Cystic Fibrosis Foundation also assures the fight continues to help CF patients take one more breath, see one more sunrise, and lead healthier lives. The CF Foundation invests nearly 90 cents on every dollar to vital research and care programs and has been lauded by publications such as *Forbes* and *Smart Money* as an organization to be rivaled for its innovative approach to drug discovery and sound fiscal management. It is the Foundation's hope that with your partnership, one day CF will stand for "Cure Found."

Median Survival Age of CF Patients (1950-2009)



12th Annual Guys & Dolls Bachelor/Bachelorette Auction Sponsorship Opportunities

Title Sponsorship

\$10,000 (\$9,060 tax-deductible)

- Event naming rights i.e. The YOUR COMPANY 12th Annual Guys & Dolls Bachelor/Bachelorette Auction
- Title Sponsor recognition in all pre and post event print materials, e-communications, publicity, and event Web site (500,000 hits in 2011)
- Two VIP tables at event (20 tickets); inclusive of premiere seating, VIP bar, heavy hors d'oeuvres, beer, wine, DJ and dancing
- One full-page acknowledgment on the back cover of event program booklet, distributed to all attendees on event night
- Audio/visual recognition at event
- Prominent placement of company provided banner and signage at event
- Exclusive presentation of sponsor gift at the event
- Opportunity to speak at Guys & Dolls
- Exhibit space at event, to include a 6 foot table and signage, with opportunities to distribute materials to up to 650 guests
- Opportunity for your company to display the Guys & Dolls/CFF logo on external and internal communications for cross marketing purposes and to show proud support for the Cystic Fibrosis Foundation

Presenting Sponsorship

\$7,500 (\$6,560 tax-deductible)

- Event naming rights i.e. 12th Annual Guys & Dolls Bachelor/ette Auction presented by YOUR COMPANY
- Presenting Sponsor recognition in all pre and post event print materials, e-communications, publicity, and event Web site (500,000 hits in 2011)
- Two VIP tables at event (20 tickets); inclusive of premiere seating, VIP bar, heavy hors d'oeuvres, beer, wine, DJ and dancing
- One full-page acknowledgment in event program booklet, distributed to all attendees on event night
- Audio/visual recognition at event
- Prominent placement of banner and signage at event
- Opportunity for your company to display the Guys & Dolls/CFF logo on external and internal communications for cross marketing purposes and to show proud support for the Cystic Fibrosis Foundation

Corporate Sponsorship

\$5,000 (\$4,530 tax-deductible)

- Sponsor recognition in all pre and post event print materials, e-communications, publicity, and event Web site (500,000 hits in 2011)
- One VIP table at event (10 tickets); inclusive of premiere seating, VIP bar, heavy hors d'oeuvres, beer, wine, DJ and dancing
- One half-page acknowledgment in event program booklet, distributed to all attendees on event night
- Placement of company provided banner or signage at event
- Opportunity for your company to display the Guys & Dolls/CFF logo on external and internal communications for cross marketing purposes and to show proud support for the Cystic Fibrosis Foundation

Bachelor/Bachelorette Sponsorship

\$2,500 (\$2,030 tax-deductible)

- Sponsor recognition in all pre and post event print materials, e-communications, publicity, and event Web site (500,000 hits in 2011)
- One VIP table at event (10 tickets); inclusive of premiere seating, VIP bar, heavy hors d'oeuvres, beer, wine, DJ and dancing
- Logo placement in event program booklet supporting bachelor/bachelorette of choice
- Opportunity for your company to display the Guys & Dolls/CFF logo on external and internal communications for cross marketing purposes and to show proud support for the Cystic Fibrosis Foundation

Promotional Sponsorship

\$2,000 (\$1,530 tax-deductible)

- "Official Promotional Sponsor" recognition in all pre and post event print materials, e-communications, publicity, and event Web site (500,000 hits in 2011)
- One VIP table at event (10 tickets); inclusive of premiere seating, VIP bar, heavy hors d'oeuvres, beer, wine, DJ and dancing
- Quarter page acknowledgement in event program booklet, distributed to all attendees on event night
- Opportunity to cross-promote events with Guys & Dolls and have company representative at all wrap parties before and after Guys & Dolls
- Opportunity for your company to display the Guys & Dolls/CFF logo on external and internal communications for cross marketing purposes and to show proud support for the Cystic Fibrosis Foundation

VIP Table Sponsorship

\$1,500 (\$1,035 tax-deductible)

- One VIP table at event (10 tickets); inclusive of premiere seating, VIP bar, heavy d'oeuvres, beer, wine, DJ and dancing

Program Acknowledgements

8 1/2" x 11" program; fully tax-deductible

Full-Page Acknowledgement: \$800

Half-Page Acknowledgement: \$400

Quarter-Page Acknowledgement: \$200

In-Kind Sponsorship Opportunities

Varied

The success of Guys & Dolls depends on generous in-kind sponsors. Opportunities are available for in-kind sponsorships in the following areas of need:

- Silent and live auction items
- Date package items
- Bachelor/Bachelorette thank you gifts and services (30 participants)
- Beer and wine for event night (650 attendees)

In-kind sponsorship benefits vary dependent upon value of goods or services received. Please contact the Foundation for more information.

12th Annual Guys & Dolls Partnership Commitment Form

COMPANY: _____

As you would like it to appear on printed materials

CONTACT NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

DAYTIME PHONE: _____ EVENING PHONE: _____

FAX: _____ EMAIL: _____

Yes, count on my participation at the following level:

Title Sponsorship \$10,000
(\$9,060 tax-deductible)

Presenting Sponsorship \$7,500
(\$6,560 tax-deductible)

Corporate Sponsorship \$5,000
(\$4,530 tax-deductible)

Bachelor/ette Sponsorship \$2,500
(\$2,030 tax-deductible)

Promotional Sponsorship \$2,000
(\$1,530 tax-deductible)

VIP Table Sponsorship \$1,500
(\$1,035 tax-deductible)

Full-Page Acknowledgement \$800
(100% tax-deductible)

Half-Page Acknowledgement \$400
(100% tax-deductible)

Quarter-Page Acknowledgement \$200
(100% tax-deductible)

Please contact me to discuss in-kind sponsorship opportunities

I am unable to attend, but please accept my donation of \$_____ to help cure cystic fibrosis.

Payment is due in full before Guys & Dolls event day.

Please make checks payable to CF Foundation.

Please charge my credit card (check one): AmEx MC Visa Discover Last 4 Digits: _____

Card Number: _____ Exp. Date: _____

Name on Card: _____

The credit card information on the bottom portion of this agreement will be securely destroyed immediately after processing.

Please return to Gretchen Rohleder, Development Director

Cystic Fibrosis Foundation, Charlotte Chapter
7506 E. Independence Blvd., Suite 120 - Charlotte NC 28227
Phone: 704.321.7852 - Fax: 704.321.7856 - grohleder@cff.org

