



A GREAT MARKETING OPPORTUNITY TO REACH FITNESS ORGANIZATIONS AND HEALTH-CONSCIOUS CONSUMERS

February 27, 2010

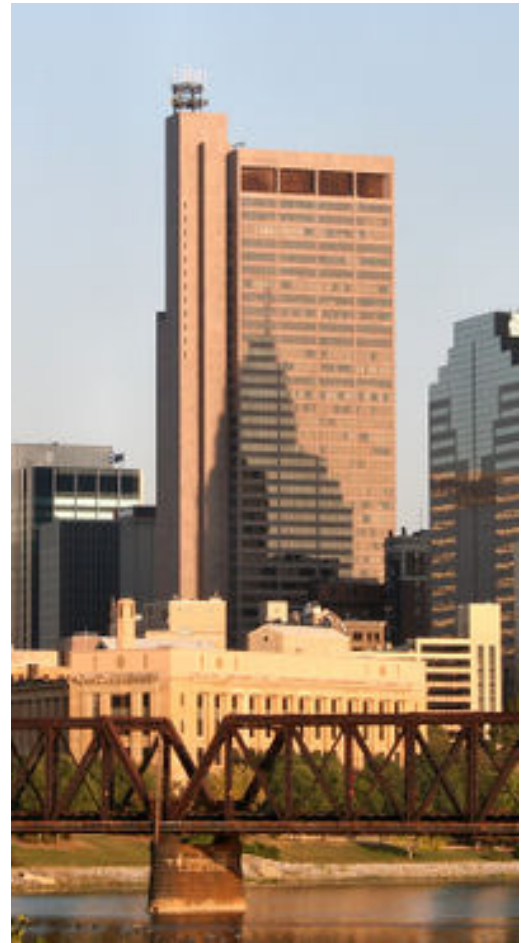
RHODES STATE OFFICE TOWER

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A tough economy calls for a creative approach to finding new customers

During tough economic times like these, it's more important than ever for companies to be creative in their approach to marketing. We have an opportunity for your organization to affordably and effectively reach decision-makers in the very industry you're trying to sell to – and your investment is tax-deductible. If you've never explored "cause-related" marketing before, now is the time to do so. Climb for a Cure may just be the vehicle that can help expand your company's customer base in Central Ohio.

Climb for a Cure is an exhilarating stair-climbing and fundraising competition that raises money and awareness for the work of the Cystic Fibrosis Foundation. Climbers recruited from corporate wellness programs and local fitness centers will race up 40 flights of stairs at the Rhodes State Office Tower in downtown Columbus on February 27th. Some will be part of a two-person or four-person team, and others will tackle all 40 flights on their own.



Reach over 1,000 health, wellness, and fitness organizations in Central Ohio



The Cystic Fibrosis Foundation is proud to be partnering with 10TV News HD anchor Andrea Cambern and the "Commit to be Fit" program in presenting Climb for a Cure to health-conscious consumers and directors of health, wellness and fitness organizations throughout

Central Ohio. If this is the audience you want to reach to generate greater awareness of your products or services, please consider becoming a Climb for a Cure sponsor.

A lot of bang for your company's marketing buck

Companies with small or medium-sized marketing budgets can get a lot for their money. Sponsorships categories start at \$250 and each level offers a wide variety of exposure and benefits. Please request our sponsor information sheet for more details, or contact Shayna Daubert via e-mail: sdaubert@cff.org or phone: (614) 846-2440.

The Cystic Fibrosis Foundation – innovative, entrepreneurial, result-driven

The Cystic Fibrosis Foundation recently received a coveted four-star rating for sound fiscal management from Charity Navigator. Ninety cents of every dollar raised is used to fund research, care and education programs for cystic fibrosis: a life-threatening genetic disease that affects the lungs and digestive systems of approximately 30,000 children and adults in the United States. As a result of targeted investments, the CF Foundation has fueled dramatic improvements in research and care that have significantly changed the prognosis for people with CF. The predicted median age of survival is now 37 years – more than double what it was 25 years ago. Although this is a remarkable improvement, precious young lives are lost to CF everyday. Your help is very much needed to find a cure.



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PRESENTING SPONSOR

\$10,000

- Sponsor name precedes "Climb for a Cure" on all printed materials, electronic marketing and press releases
- Prominent sponsor logo included on event T-shirt, brochure and all pre-event and post-event e-mail blasts and electronic newsletters sent to more than 1,000 health, wellness, and fitness facilities in Central Ohio.
- Sponsor logo prominently displayed on CFF website with hot link to sponsor website
- Recognition from the podium as the presenting sponsor and exclusive opportunity to speak during the event program
- Two-page centerfold advertisement in the event program
- Two large banners and four large signs (provided by sponsor) displayed in lobby and stairwell landings at event venue
- Exhibitor space at prominent location within the venue
- Promotional items included in goody bag given to participants
- Company information distributed to all tenants of the Rhodes State Office Tower

ZENITH SPONSOR

\$5,000

- Large sponsor logo included on event T-shirt and all pre-event and post-event e-mail blasts and electronic newsletters sent to more than 1,000 health, wellness, and fitness facilities in Central Ohio.
- Sponsor logo displayed on CFF website with hot link to sponsor website
- Full-page advertisement in the event program
- One large banner and two medium signs (provided by sponsor) displayed in lobby and stairwell landings of event venue
- Exhibitor space within the venue
- Promotional items included in goody bag given to participants
- Company information distributed to all tenants of the Rhodes State Office Tower

PINNACLE SPONSOR

\$2,500

- Medium sponsor logo included on all pre-event and post-event e-mail blasts and electronic newsletters sent to more than 1,000 health, wellness, and fitness facilities in Central Ohio.
- Sponsor logo displayed on CFF website with hot link to sponsor website
- Half-page advertisement in the event program
- One medium-sized banner and one sign (provided by sponsor) displayed in lobby and stairwell landings of event venue
- Exhibitor space within the venue
- Promotional items included in goody bag given to participants
- Company information distributed to all tenants of the Rhodes State Office Tower

APEX SPONSOR

\$1,000

- Sponsor name listed on all pre-event and post-event e-mail blasts and electronic newsletters sent to more than 1,000 health, wellness, and fitness facilities in Central Ohio.
- Sponsor name displayed on CFF website with hot link to sponsor website
- Quarter-page advertisement in the event program
- One sign (provided by sponsor) displayed in lobby of event venue
- Promotional items included in goody bag given to participants

SUMMIT SPONSOR

\$500

- Sponsor name listed on all pre-event and post-event e-mail blasts and electronic newsletters sent to more than 1,000 health, wellness, and fitness facilities in Central Ohio.
- Sponsor name displayed on CFF website with hot link to sponsor website
- Sponsor listed in the event program
- One sign (provided by sponsor) displayed in one stairwell landing
- Promotional items included in goody bag given to participants

PEAK SPONSOR

\$250

- Sponsor name listed in the event program
- One sign (provided by sponsor) displayed in one stairwell landing



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SPONSORSHIP AGREEMENT

Thank you for your commitment to the **2010 "Climb for a Cure"** fundraiser. A complete listing of benefits is included in the sponsorship packet. A representative from the Cystic Fibrosis Foundation will be in touch with you soon to discuss the implementation of your sponsorship. In the meantime, please review and sign this letter of agreement and mail or fax it to our office (see contact information at the bottom of this page).

I agree to become a 2010 "Climb for a Cure" Sponsor at the level indicated below:

Company Name: _____ Contact Person: _____

Address: _____ City: _____ State: _____ Zip: _____

E-mail: _____ Phone: _____ Fax: _____

Signature of company representative authorized to execute this agreement

Date

Presenting Sponsor \$10,000 Zenith Sponsor \$5,000

Pinnacle Sponsor \$2,500 Apex Sponsor \$1,000

Summit Sponsor \$500 Peak Sponsor \$250

In lieu of sponsorship, please accept my tax-deductible donation of: \$_____

Auction item or prize (please describe): _____

Enclosed is my check for \$_____ made payable to the Cystic Fibrosis Foundation

Please send an invoice

Please debit my Visa • Mastercard • Discover:

Credit Card Number: _____ / _____ / _____ / _____

Exp: _____ / _____

Name (as it appears on card): _____

Credit Card Signature