



**A GREAT MARKETING OPPORTUNITY TO REACH THE SAFETY SERVICES INDUSTRY**

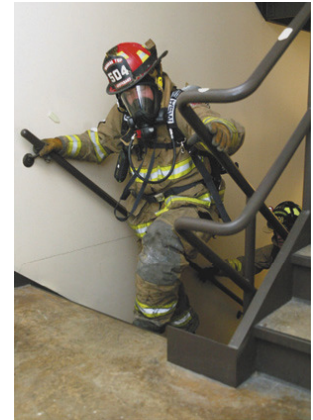
## **CLIMB FOR A CURE**

February 27, 2010 Downtown Columbus - Rhodes Tower

Contact Susan: [sdeutschle@cff.org](mailto:sdeutschle@cff.org)  
(614) 846-2440

### **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. "Battle of the Badges" may just be the vehicle that can help expand your company's customer base in Ohio.



"Battle of the Badges" is an exhilarating stair-climbing and fundraising competition that raises vital research dollars and awareness for the work of the Cystic Fibrosis Foundation. More than 600 firefighters, EMS workers and law enforcement officers from stations and departments throughout Ohio will race up 40 flights of stairs at the Rhodes Tower in downtown Columbus in February.

The fastest climbers will be recognized during the 2010 Arnold (Schwarzenegger) Sports Festival. While other charity fundraisers showcase safety forces as good guys who raise money for good causes, this event demonstrates that they are much more than that. "Battle of the Badges" highlights the incredible strength, stamina, endurance and determination of the participants and offers a tremendous fitness training opportunity.

### **Reach Ohio's top safety services administrators, along with 1,250 fire stations, 845 law enforcement departments, and more than 75,000 frontline officers and firefighters.**

Ohio's highest-ranking fire safety and law enforcement officials provided leadership during the 2009 event. State Fire Marshal, Michael P. Bell, the highest-ranking fire official in Ohio, was the honorary co-chair of the Fire/EMS Climb, along with State Representative Larry L. Flowers (District 19), a retired fire chief and past-president of the Ohio Fire Chiefs Association. Nick DiMarco, president of the F.O.P. of Ohio, was the honorary chair of the Law Enforcement Climb, along with Attorney General Richard Cordray, the highest-ranking law enforcement official in Ohio. The Cystic Fibrosis Foundation's strategic alliances with firefighter and law enforcement professional organizations through "Battle of the Badges" can potentially advance your company's strategic goals.

### **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 Susan Deutschle: [sdeutschle@cff.org](mailto:sdeutschle@cff.org) or (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 "Battle of the Badges" 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 1,250 fire/EMS stations and 845 law enforcement departments in 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

### **CHIEF SPONSOR**

**\$5,000**

- Large 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 1,250 fire/EMS stations and 845 law enforcement departments in 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

### **CAPTAIN SPONSOR**

**\$2,500**

- Medium sponsor logo included on all pre-event and post-event e-mail blasts and electronic newsletters sent to more than 1,250 fire/EMS stations and 845 law enforcement departments in 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

### **LIEUTENANT SPONSOR**

**\$1,000**

- Sponsor name listed on all pre-event and post-event e-mail blasts and electronic newsletters sent to more than 1,250 fire/EMS stations and 845 law enforcement departments in 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

### **DEPUTY SPONSOR**

**\$500**

- Sponsor name listed on all pre-event and post-event e-mail blasts and electronic newsletters sent to more than 1,250 fire/EMS stations and 845 law enforcement departments in 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

### **RANK-AND-FILE 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 "Battle of the Badges"** 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 "Battle of the Badges" 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

- |   |          |  |         |
|---|----------|--|---------|
| <input type="checkbox"/> Presenting Sponsor | \$10,000 | <input type="checkbox"/> Chief Sponsor         | \$5,000 |
| <input type="checkbox"/> Captain Sponsor    | \$2,500  | <input type="checkbox"/> Lieutenant Sponsor    | \$1,000 |
| <input type="checkbox"/> Deputy Sponsor     | \$500    | <input type="checkbox"/> Rank-and-File 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 • American Express:

Credit Card Number: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ Exp: \_\_\_\_\_ / \_\_\_\_\_

Name (as it appears on card): \_\_\_\_\_

\_\_\_\_\_  
*Credit Card Signature*