



Wawa's Stair Climb 2010

Date: Sunday, February 28, 2010

Time: 8:00am registration; fun climb begins at 9:00am; timed begins 9:15 a.m.

Place: Mellon Bank Center, 1735 Market Street, Philadelphia, PA 19103

Event overview: Participants race up 53 floors (that's 1019 steps!) to reach the top floor of the Mellon Bank Building. They can compete alone or in teams for fun for fastest time or highest funds raised.

Sponsorship Opportunities:

Title Sponsor

\$20,000

- ❖ Exclusive naming rights. Event would be titled "Sponsor's" 23rd Annual Stair Climb to benefit Cystic Fibrosis. This title is used whenever the Stair Climb is mentioned, including all proposals, press releases, recruitment vehicles, and climber information packets.
- ❖ Sponsor name and/or logo prominently displayed on the front and inside of 3,000 brochures
- ❖ Company name/logo will be listed on CFF website as "Title Sponsor" with a hyperlink to company website
- ❖ Sponsor name and/or logo displayed on front and back of 500 event T-shirts
- ❖ A 15ft. banner advertising your company as the "Title Sponsor" of the 23rd Annual Stair Climb to benefit Cystic Fibrosis will be prominently displayed at the Mellon Bank Center in the main lobby
- ❖ Sponsor name/logo headlined on event posters and other promotional event give-a-ways
- ❖ Prominent on-site recognition at registration, on the stairwell and at the "Survivor's Party"
- ❖ Opportunity to set up information booth at the event
- ❖ Opportunity to form a corporate team consisting of at 30 people

Start/Finish Sponsor

\$10,000

- ❖ Sponsor name and/or logo prominently displayed on the front and inside of 3,000 brochures including press releases and recruitment vehicles.
- ❖ Company name/logo will be listed on CFF website as "Start/Finish Sponsor" with a hyperlink to company website
- ❖ Sponsor name and/or logo displayed on front and back of 500 event T-shirts 23rd Annual Stair Climb to benefit Cystic Fibrosis will be prominently displayed between the start/finish stairwell entrances in the lobby of the Mellon Bank Center
- ❖ Sponsor name/logo listed as "Survivor Party" sponsor on event signage and other promotional event give-a-ways
- ❖ Opportunity to set up information booth at the event
- ❖ Opportunity to form a corporate team consisting of at least 20 people

Survivor Party Sponsor

\$7,500

- ❖ Sponsor will receive special placement and recognition as a "Survivor Party" Sponsor on 3,000 event brochures
- ❖ Sponsor name and/or logo prominently displayed on front and back of 500 event T-shirts
- ❖ Company name/logo will be listed on CFF website as "Survivor Party" Sponsor with a hyperlink to company website
- ❖ Sponsor name/logo will be listed as Survivor Party Sponsor on event signage
- ❖ Opportunity to have your corporate banner displayed at registration in the lobby of the Mellon Bank Center and the Survivor Party
- ❖ Opportunity to set up information informational booth at event
- ❖ Opportunity to form a corporate team consisting of 15 people

Gold Sponsor **\$5,000**

- ❖ Sponsor name and/or logo listed on the inside of 3,000 brochures, and will receive special recognition as a sponsor
- ❖ Sponsor name and/or logo prominently displayed on back of 500 event T-shirts
- ❖ Company name/logo will be listed on CFF website as a “Gold” sponsor with a hyperlink to company website
- ❖ Opportunity to have your corporate banner displayed at registration in the main lobby of the Mellon Bank Center
- ❖ Opportunity to set up information at booth at event
- ❖ Opportunity to form a corporate team consisting of 10 people

Silver Sponsor **\$2,500**

- ❖ Sponsor will be listed as a sponsor on 3,000 event brochures
- ❖ Sponsor name and/or logo will be listed on back of 500 event T-shirts
- ❖ Company name/logo will be listed on CFF website as a “Silver” sponsor
- ❖ Opportunity to have corporate banner displayed at registration in the lobby of Mellon Bank Center
- ❖ Opportunity to form a corporate team consisting of at 6 people

Bronze Sponsor **\$1,000**

- ❖ Sponsor name and/or logo displayed on back of 500 event T-shirts
- ❖ Company name listed on CFF website as a “Bronze” sponsor
- ❖ Opportunity to form a corporate team of 4 people to participate in event

Rest Stop Sponsor **\$500**

- ❖ Sponsor name and/or logo will be displayed on one of the eight rest stops
- ❖ Opportunity to hand out coupons/promotional information at post event Survivor’s Party

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Sponsorship Levels:

- | | | |
|--------------------------|------------------------|--------|
| <input type="checkbox"/> | Title Sponsor | 20,000 |
| <input type="checkbox"/> | Start/Finish Sponsor | 10,000 |
| <input type="checkbox"/> | Survivor Party Sponsor | 7,500 |
| <input type="checkbox"/> | Gold Sponsor | 5,000 |
| <input type="checkbox"/> | Silver Sponsor | 2,500 |
| <input type="checkbox"/> | Bronze Sponsor | 1,000 |
| <input type="checkbox"/> | Rest Stop Sponsor | 500 |

Commitments received by December 15, 2009 will be listed in 3,000 brochures.

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-Mail: _____

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

Bill me in the amount of \$ _____ for my 2010 sponsorship.

Please charge

Type of Card _____ Card # _____ Exp. _____ Sec. Code. _____

Cardholder Name _____ Signature _____

Company Logo to be forwarded electronically

Please contact me regarding logo and sample/literature specifications

We are unable to sponsor the **Stair Climb** but would like to make a tax-deductible contribution of \$ _____.

Please make checks out to the Cystic Fibrosis Foundation

Cystic Fibrosis Foundation
2004 Sproul Rd. Ste. 208
Broomall, PA 19008
610-325-6001 phone
610-325-6588 fax
Attn: 2010 Stair Climb