

SPONSORSHIP OPPORTUNITIES

to participate in the



“To Catch The Cure” FOR CYSTIC FIBROSIS

November 12-14, 2009

Bahia Bleu Marina - Savannah, Georgia

Bob Vaught, Tournament Chair
912-352-3161
Orthobob7@aol.com

Susan Smith, Manager of Special Events
800-476-4483
ssmith@cff.org



...adding tomorrows every day.

Cystic Fibrosis Foundation
2302 Parklake Drive, NE Suite 210 - Atlanta, Georgia 30345
<http://georgia.cff.org/savannahredbone>



Event Background

Part of the prestigious Redbone Red•Trout Series Celebrity Tournament series, the **Savannah Red•Trout Celebrity Classic** is a catch-and-release tournament that focuses on fun, conservation, sportsmanship and most importantly, raising funds to benefit cystic fibrosis research. Since 2004, over 125 anglers, celebrities, and guides have participated in the tournament, helping the **Savannah Red•Trout Celebrity Classic** to net nearly \$140,000. Participants, including celebrity guests, fish for red drum and speckled trout (hence, "Red•Trout") in the inshore waters of the Savannah coast. Past tournament celebrities include saltwater fishing legends Stu Apte, Flip Pallot, and Sandy Moret, astronaut Bruce Melnick, and outdoor sportswriter Jimmy Jacobs. Tournament winners in numerous categories receive framed original and limited edition marine artwork. In addition, the tournament's grand champion male and female anglers and the top celebrity angler will qualify to participate in the 2010 Florida Keys Outfitters International Game Fish Association (IGFA) Inshore Championship Tournament in the Florida Keys.

Entry Fee: \$2,750
(Tax Deductible \$1,570)

Entry fee includes:

- Two days of guided fishing for two (2) anglers with a licensed captain
 - Breakfast and lunch on fishing days
 - Entrance for each angler and a guest to all evening social events
 - Participant gift bag includes long-sleeved angler shirt, bag, and hat)
- (Accommodations not included)**

Tournament Schedule

Thursday, November 12, 2009

3:00 – 6:00 PM Tournament Registration
 6:00 – 9:00 PM Captain's Dinner

Friday, November 13, 2009

6:30 - 7:20 AM Breakfast –Check-In
 7:20 – 7:30 AM Blessing of the Fleet
 7:30 AM Boats Depart
 3:00 PM Lines Out – Return to Marina
 3:00 – 4:30 PM Angler/Guide Check-In
 6:30 – 9:30 PM *Moonlight Martinis*

Saturday, November 14, 2009

6:30 - 7:30 AM Breakfast –Check-In
 7:30 AM Boats Depart
 3:00 PM Lines Out – Return to Marina
 3:00 – 4:30 PM Angler/Guide Check-In
 4:30 – 6:30 PM Awards Dinner



The **Savannah Red•Trout Celebrity Classic** is part of a successful and burgeoning series of inshore, light-tackle celebrity tournaments to benefit the Cystic Fibrosis Foundation. The Redbone Celebrity Tournament series began in 1988 as a small local fundraising tournament in Islamorada in the Florida Keys. It was organized by Capt. Gary and Susan Ellis to help CF patients like their daughter, Nicole. The late Hall of Fame slugger Ted Williams, a Keys' resident during and after his playing days, helped the Ellis family attract celebrities such as Curt Gowdy, Joe DiMaggio, John Havlicek, Wade Boggs and many others to compete in the tournament. Guides, anglers, and celebrities teamed up on 33 boats to fish for **redfish** and **bonefish** (from which came the name "Redbone"). They raised \$16,000 that first year.

From that small seed, the Redbone has grown into 25 high-profile tournaments attracting avid anglers and celebrities to both coasts of the United States and the Bahamas. In the last nineteen years, the Redbone has made a total contribution to the CF Foundation of over 10 million dollars. The CF Foundation now conducts fourteen fishing tournaments under the guidance of Redbone Incorporated, as well as four non-Redbone tournaments. As the popularity of sportfishing continues to increase, so has the success of the tournaments. In 2008, the Savannah Red•Trout Celebrity Classic raised 41% more than the previous year.

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Market Focus

The **Savannah Red•Trout Celebrity Classic** is an excellent marketing vehicle for a sponsor targeting a consumer-based audience with buying power. As a sponsor, you will be provided opportunity to highlight your company to a segment of the sportfishing community that is both upscale and sophisticated. **Savannah Red•Trout Celebrity Classic** sponsorship partners receive a variety of benefits from their investment such as advertising, event sponsorship exposure, sampling opportunities, vehicles for consumer promotions and client and customer entertainment.

Sportfishing is the #1 participatory sport in the United States.

More Americans (40 million) fish than golf and play tennis combined.

- The average fisherman earns more money and is better educated than the average American. ¹
- The typical sportfishing enthusiast is male, averaging 48.5 years of age, predominately college-educated (74.4%), with an average household income of \$177,000, and an average net worth of \$1.31 million. He owns a boat (76.9% own a boat that costs an average of \$70,000). ²

Savannah Market

- Metro area population: 327,000
- The median age is 33 years.
- 43.91% of people in Savannah are married.
- The median family income is \$36,410.

What Other Companies are Saying...

"American Airlines and its thousands of employees stand proud to be partnered with the CF Foundation and remain fervent in the desire to push for a cure."

Craig Kreeger
Senior Vice President, American Airlines



"It has been a privilege for me to work with the Cystic Fibrosis Foundation, and to meet some of the children first-hand who are afflicted with CF. Their spirit demonstrates great courage and hope for a brighter future. Although we are all asked to support many worthy charitable causes, the CF Foundation ranks high on the list of organizations who deserve more of our attention, due to the good work they are doing in providing a better quality of life for these children and our future children."

Kessel D. Stelling
President and CEO, Bank of North Georgia

"Solvay Pharmaceuticals has proudly supported the Cystic Fibrosis Foundation's GREAT STRIDES walk for more than seventeen years. We are proud to partner with the CF Foundation on this, and many other important initiatives, because of our organizations' shared commitments to helping persons with cystic fibrosis lead healthier lives."

Laurence Downey, M.D.
President and CEO, Solvay Pharmaceuticals, Inc.



¹ Source: American Sportfishing Association

² Source: *Sportfishing Magazine*

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Cystic Fibrosis Facts

- Cystic fibrosis (CF) is a life-threatening genetic disease that affects the lungs and digestive systems of tens of thousands of young people.
- A defective gene causes the body to produce abnormally thick, sticky mucus, clogging the lungs and leading to chronic lung infections, severe digestive complications, and restricted nutrition to the body.
- One in 31 Americans (or more than 10 million people) is a symptomless carrier of the defective cystic fibrosis gene.
- Each time two carriers conceive, there is a 25 percent chance that they will have a child with cystic fibrosis.



**2009 Tournament Ambassador
Aiden Lee Conatser (14 months)
with big brother, Tyler**

About the Cystic Fibrosis Foundation

The Cystic Fibrosis Foundation is the leading organization committed to finding new therapies and ultimately a cure for CF, and to improving the lives of those with the disease. The CF Foundation funds cystic fibrosis research and accredits a nationwide network of 115 CF care centers which provide vital treatments and other CF resources to patients and families.

The CF Foundation is Efficient

The Foundation is one of the most effective and efficient organizations of its kind. It has received a four-star rating for sound fiscal management from *Charity Navigator*, the largest independent charity evaluator in the United States, and is an accredited charity of the Better Business Bureau's Wise Giving Alliance.

The CF Foundation is a Leader

Virtually every approved CF drug available today was made possible because of Foundation support. Since the 1980s, the Foundation has played an integral role in the development of Pulmozyme[®], TOBI[®], azithromycin and hypertonic saline for use as CF treatments. To date, we have committed nearly \$300 million to CF drug discovery and development.

The CF Foundation is Innovative

The Foundation invests more money in drug discovery and development than any other disease foundation in the country. *Forbes*, *Business Week*, *USA Today* and *Newsweek* have recognized the Foundation's innovative approach to research, and its venture philanthropy business model is the subject of two Harvard Business School case studies.

The CF Foundation is Adding Tomorrows Every Day

When the Foundation was established, children born with CF were not expected to live long enough to attend elementary school. Thanks to research and care supported by the Foundation, the median predicted age of survival is now 38 years; more than double what it was 25 years ago.

Never before in the history of the CF Foundation has the feeling of optimism for defeating CF been so great. *For the first time in the history of the disease, CF clinical trial participants are taking oral drugs aimed at treating the basic defect in CF (a faulty protein).* If successful, these drugs could add decades of life for people with the disease.

Your partnership with the CF Foundation is critical to ensuring that the momentum in research continues. Working together, we can add tomorrows every day to the lives of all people with CF.

MONEY BUYS SCIENCE...AND SCIENCE BUYS LIFE!

***'To Catch The Cure'* FOR CYSTIC FIBROSIS**



SPONSORSHIP OPPORTUNITIES

	Title	Presenting	Awards Dinner	Captain's Dinner	Bag/Shirt	Lunch	Breakfast	Dock
	\$10,000	\$7,500	\$5,000	\$3,500	\$2,500	\$1,500	\$1,000	\$500
Company name incorporated in the title of the event	EXCLUSIVE	EXCLUSIVE	EXCLUSIVE Awards Dinner Only	EXCLUSIVE Captain's Dinner Only	THANK YOU 			
Company name/logo on participant shirts & bags (50 of each)	COMPANY NAME ONLY							
Inclusion in all event publicity and press releases								
Acknowledgement in 75 event programs	Full Page 4-Color Back Cover	Full Page 4-Color Inside Cover	Full Page 4-Color Inside Cover	Full Page B/W		Half Page B/W	Half Page B/W	Quarter Page B/W
Prominent company banner display throughout the tournament								
Company logo on the CF Foundation - Georgia Chapter website								
Opportunity to use tournament and Foundation logos for internal/external cross-marketing communications								
Include company promotional materials in participant gift bag								
Tournament Participation	2 Boats	2 Boats	1 Boat	1 Boat				
Company representation at tournament social events	6 Guests	4 Guests	2 Guests	2 Guests		2 Guests	2 Guests	2 Guests

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10/5/2009



IN-KIND SPONSORSHIP OPPORTUNITIES

In addition to sponsorship opportunities, your contribution would be appreciated in the area of prize donations for the silent auction, raffle prizes and participant gift bags.

	Raffle Prize*	Participant Gift Bags (50 items)	Auction Item
<i>Opportunity to showcase NEW, UNIQUE and/or PROMOTIONAL PRODUCTS</i>			
<i>Verbal recognition at event</i>			
<i>Company name/logo listed on pre-printed raffle tickets sold prior to and during the event</i>	*		
<i>Your promotional item or sample product included in 50 participant gift bags</i>			
<i>Company names prominently displayed with the auction item</i>			
<i>Acknowledgement in 75 event programs</i>	* Logo & Listing	 Listing	 Listing
<i>Company listing on the Red•Trout event website</i>			
<i>Opportunity to use the Red•Trout and CFF logos for internal and external cross marketing communications</i>			

* Benefits for above in-kind contributions are determined by actual documented value of service/donation. If in-kind value is \$500 or more, see cash sponsorship recognition benefits for respective level of support.

Suggested Raffle Prize/Auction Items:

Boat • Outboard Motor • Waverunner • Electronic Anchor • Rod/Reel Combo • Dry Storage • GPS/VHF Radio
 Diesel Fuel Sounder/Fish Finder • Chart Plotter • Dock Box • Custom Boat Cover • Guided Fishing Trips
 Celebrity Fishing Instruction • Fishing/Marine Artwork • Fishing Shirts/Jackets

Suggested Participant Gift Bag Items:

Floating Sunglass "Croakies"/Hat Clips • Disposable Cameras • Floating ID Cases • Lures • Flies • Line Cutter
 Bobbers • Sunscreen • Insect Repellent • Flashlight • Measuring Tape • First Aid Kit • Vison/Hats • T-Shirts
 Travel Mug/Thermos/Water Bottle • Line Weights/Swivels/Hooks • Fishing & Outdoor Magazines • Pliers
 Retractable Reel Tool Clip (badge-holder style) • Collapsible Bucket • Hand Sanitizer • Can "Koozies"
 Rod Repair Kits • Hand Warmers • Pocket Knives • Fishing Line • Rain Ponchos • Fishing Knot Kit
 Rod Wraps/Tip Guards • Reel Oil/Lube • Fly Tying Kit • Mini Tool Kit • Lens Cleaning Cloths

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2009 Savannah Red•Trout Celebrity Classic SPONSORSHIP COMMITMENT

- Yes, we want to help *add tomorrows every day* for people with cystic fibrosis by being a sponsor in the *Savannah Red•Trout Celebrity Classic!***
- Title Sponsor – \$10,000
(*\$7,280 tax-deductible*)
 - Presenting Sponsor – \$7,500
(*\$4,940 tax-deductible*)
 - Awards Dinner Sponsor – \$5,000
(*\$3,720 tax-deductible*)
 - Captain's Dinner Sponsor – \$3,500
(*\$2,220 tax-deductible*)
 - Shirt/Bag Sponsor - \$2,500**
SOLD TO HELL'S BAY BOATWORKS
 - Lunch Sponsor - \$1,500
(*\$1,340 tax-deductible*)
 - Breakfast Sponsor - \$1,000
(*\$840 tax-deductible*)
 - Dock Sponsor - \$500
(*\$340 tax-deductible*)
- I cannot participate as a sponsor this year but please accept my 100% tax-deductible contribution of \$_____ to help "Catch the Cure" for cystic fibrosis.

CONTACT NAME _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

EMAIL _____

PAYMENT INFORMATION

- Please find my check enclosed (*made payable to the Cystic Fibrosis Foundation*)
- Please invoice me
- Please charge my (circle): MasterCard VISA Discover American Express

NAME ON CARD: _____

CARD NUMBER: _____

EXPIRATION DATE: _____ SECURITY CODE: _____

PLEASE COMPLETE THIS SPONSORSHIP COMMITMENT FORM AND RETURN TO:

Susan Smith, Manager of Special Events
Cystic Fibrosis Foundation - Georgia Chapter
2302 Parklake Drive NE, Suite 210 - Atlanta, GA 30345
Phone: (404) 325-6973 / (800) 476-4483 – Fax (404) 325-7921
Email: ssmith@cff.org

THANK YOU FOR HELPING TO
"To Catch The Cure" FOR CYSTIC FIBROSIS

10/5/2009