



**Evening for 65  
Roses**

*benefiting*

**Cystic Fibrosis  
Foundation**

**November 12, 2009**

**Loveless Barn**

**Co-Chairs Nina Davidson &  
Christi Turner**



# Evening for 65 Roses

Break out your Classy Country style for Nashville's premier CF event, **Evening for 65 Roses** to be held **Thursday, November 12, 2009** at **The Loveless Barn**. The event will host over 250 patrons with food, wine, entertainment, and an exciting silent auction. This new Nashville venue is sure to create a spectacular environment for the area's most prominent supporters. Don't miss out on this truly unique event. Please call 255-1167 to reserve your tickets today. See you there!!!

Individual Ticket: \$150  
65 Roses Sponsor: \$10,000  
Breath of Life Sponsor: \$7,500  
Adding a Tomorrow Sponsor: \$5,000  
Passionate Sponsor: \$2,500  
Table Host: \$1,500  
Friend of the Foundation: \$1,000



# The 65 Roses Story

65 Roses<sup>®</sup> is what some children with CF call their disease because the words are much easier for them to pronounce. Mary G. Weiss became a volunteer for the Cystic Fibrosis Foundation in 1965 after learning that her three little boys had CF. Her duty was to call every civic club, social and service organization seeking financial support for CF research. Mary's 4-year old son, Richard, listened closely to his mother as she made each call.

After several calls, Richard came into the room and told his Mom, "I know what you are working for." Mary was dumbstruck because Richard did not know what she was doing, nor did he know that he had cystic fibrosis. With some trepidation, Mary posed the question, "What am I working for, Richard?" "You are working for 65 Roses (cystic fibrosis)," he answered so sweetly. Mary was speechless. She went over to him and tenderly pressed his body to hers. He could not see the tears running down Mary's cheeks as she stammered, "Yes Richard, I'm working for 65 Roses (cystic fibrosis)."

Since 1965, the term "65 Roses" has been used by children of all ages to describe their disease. But, making it easier to say does not make CF any easier to live with. The "65 Roses" story has captured the hearts and emotions of all who have heard it. The rose, appropriately the ancient symbol of love, has become a symbol of the Cystic Fibrosis Foundation.

"65 Roses<sup>®</sup>" is a registered trademark of the Cystic Fibrosis Foundation.

# What is Cystic Fibrosis?

Cystic fibrosis, or CF as it is commonly called, is a disease caused by an inherited genetic defect. As such it is not contagious and there is no risk of "catching" CF from another person with CF. About 1 in 20 people in the United States carry at least one defective gene, which makes it the most common genetic defect of its severity in the United States.

## What is Cystic Fibrosis?

Cystic fibrosis is an inherited chronic disease that affects the lungs and digestive system of about 30,000 children and adults in the United States (70,000 worldwide). A defective gene and its protein product cause the body to produce unusually thick, sticky mucus that:

- Clogs the lungs and leads to life-threatening lung infections; and
- Obstructs the pancreas and stops natural enzymes from helping the body break down and absorb food.

In the 1950s, few children with cystic fibrosis lived to attend elementary school. Today, advances in research and medical treatments have further enhanced and extended life for children and adults with CF. Many people with the disease can now expect to live into their 30s, 40s, and beyond.

## Symptoms of Cystic Fibrosis

People with CF can have a variety of symptoms, including:

- Very salty-tasting skin;
- Persistent coughing, at times with phlegm;
- Frequent lung infections;
- Wheezing or shortness of breath;
- Poor growth/weight gain in spite of a good appetite; and
- Frequent greasy, bulky stools or difficulty in bowel movements.

## Statistics

- About 1,000 new cases of cystic fibrosis are diagnosed each year.
- More than 70% of patients are diagnosed by age two.
- More than 40% of the CF patient population is age 18 or older.
- The predicted median age of survival for a person with CF is more than 37 years.

## The Cystic Fibrosis Foundation

Since 1955, the Cystic Fibrosis Foundation has been the driving force behind the pursuit of a cure. Thanks to the dedication and financial backing of our supporters—patients, families and friends, clinicians, researchers, volunteers, individual donors, corporations and staff, we are making a difference.



## \$\$ Where is your Money going?

\$\$

In the 1990s the CF Foundation engineered an innovative business model to develop therapies for individuals with cystic fibrosis less expensively and more quickly than traditional industry research and development. A key component of this model was the 18 Therapeutics Development Network (TDN) sites set up at existing CF Foundation-accredited care centers across the nation, none of which were located in Tennessee.

Although the CF Foundation's model has enjoyed tremendous success in advancing promising therapies for those with CF, these original 18 sites are no longer sufficient to secure the number of CF patients needed in clinical trials now. To meet this need, the CF Foundation has recently expanded its Therapeutics Development Network to 77 centers across the nation, including one at Vanderbilt University Medical Center.

The CF Foundation's mission is to find the means to cure or control for cystic fibrosis. Since it was founded in 1955, the median life expectancy for individuals with CF has increased from age 1 to 37 years, thanks in large part to the innovative programs of the CF Foundation, which include:

- A network of 115 care centers at leading hospitals that provide high quality, comprehensive care for patients with CF; and
- A Therapeutics Development Program that facilitates every stage of CF drug development much faster and more economically than industry averages. The TDN sites that oversee clinical trials are a critical component of this process.

The CF Foundation and its innovative business model has been heralded by the National Institutes of Health and many prominent publications—including *Forbes* and *Science*—as an industry leader and effective model for curing an orphan (or rare) disease. It has also been the focus of a recent Harvard Business School case study.

### **Therapeutics Development Network (TDN) Centers**

TDN centers, which are located at top hospitals and educational facilities around the country, not only house CF Foundation-accredited care centers; they also are central to the CF Foundation's efforts to develop new CF therapies. TDN sites conduct phase I, II and III clinical trials to evaluate the safety and effectiveness of new CF therapies, while working together to promote quality, safety and efficiency throughout CF clinical trials. The outcome of this approach

is more efficient and effective trial designs and execution, which results in high-quality data and more information for the further development of potential CF therapies.

The studies of these drugs and their possible combination are very promising in the development of what could be a major control for CF.

Due to the economic climate, the foundation understands that families are cutting back on spending. But for families affected by CF, the current economic climate means very little to them as they fight for life and a cure for this dreaded disease. With so much momentum towards a cure for CF, we cannot afford to slow down. Won't you join us in our Fight!!

# Sponsorship Opportunities

## 65 Roses

**Sponsor.....\$10,000**

*Tax Deductibility:*  
\$9,179

- Two premier tables (16 tickets) with premier table seating to the event and served premier wine.
- Logo displayed throughout event.
- The right to use CFF logo and name in consumer advertising and trade promotion for the purposes of the event promotion.
- Prominent inclusion of name and logo in all printed material, including but not limited to invitations, email communications, and CFF website.
- Recognition from the event chairmen in their "welcome address" AND from the evening's entertainment.
- Full Page add in Program Book
- First right of refusal in following years.

## Breath of Life

**Sponsor.....\$7,500**

*Tax Deductibility:* \$6,990

- One premier table (10) tickets to Evening for 65 Roses.
- The right to use CFF logo and name in consumer advertising and trade promotion for the purposes of the event promotion.
- Inclusion of name (and logo where appropriate) in all printed materials, including but not limited to invitations, email communications, event signage, and CFF website.
- ½ Page add in Program Book.

## Adding a Tomorrow

**Sponsor.....\$5,000**

*Tax Deductibility:* \$4,490

- Ten (10) tickets to event.
- The right to use CFF logo and name in consumer advertising and trade promotion for the purposes of the event promotion.
- Inclusion of name (and logo where appropriate) in all printed materials, including but not limited to invitations, event signage, email communications, CFF website, and ¼ page in events program book.
- Acknowledgment and thanks from the Chairmen in their "welcome address".

# Sponsorship Opportunities Cont' d

## Passionate

**Sponsor.....\$2,500**

*Tax Deductibility: \$1,990*

- Ten (10) tickets to event.
- Acknowledgment in event signage.

## Table

**Host.....\$1,500**

*Tax Deductibility: \$937*

- Ten (10) tickets to event.

## Friend of the Foundation

**Sponsor.....\$1,000**

*Tax Deductibility: \$725*

- Acknowledgment in 'friend poster'.
- Four (4) tickets to event.



## Evening for 65 Roses Letter of Agreement

\_\_\_\_ Yes! We would like to participate as The 65 Roses Sponsor at the \$10,000 level  
(tax ded. amt: \$)

\_\_\_\_ Yes! We would like to participate as the Breath of Life Sponsor at the \$7,500  
level (tax ded. amt: \$)

\_\_\_\_ Yes! We would like to participate as the Adding a Tomorrow Sponsor at the \$5,000  
level (tax ded. Amt: \$)

\_\_\_\_ Yes! We would like to participate as the Passionate Sponsor at the \$2,500 level  
(tax ded. amt: \$)

\_\_\_\_ Yes! We would like to participate as a Friend of the Foundation Sponsor at the  
\$1,500 level (tax ded. amt: \$)

\_\_\_\_ Unfortunately, we cannot participate, but please accept our donation of  
\$ \_\_\_\_\_

This entitles the undersigned to all the respective benefits listed in the  
enclosed sponsorship proposal.

We are very thankful to have this opportunity to work with you. Please sign this  
*Letter of Agreement*, send the original back to me and keep a copy for your file.

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State \_\_\_\_\_ Zip  
\_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Please charge my (please circle one) Visa, MasterCard, Amex, or Discover for  
\$ \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp. Date  
\_\_\_\_\_

Name as it appears on Card:  
\_\_\_\_\_

Signature: \_\_\_\_\_

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The CFF is a non-profit organization. For tax purposes, our Federal ID Number  
is: 13-1930701