

The Event

Celebrate life and raise awareness of Cystic Fibrosis at the 23rd Annual American Airlines Celebrity Ski Weekend benefiting the Cystic Fibrosis Foundation, February 28 - March 2, 2008. Join skiers, celebrities and supporters of the Foundation at the Vail Cascade Resort and Spa in Vail, Colorado, where you will mingle with celebrities from across the country, ski the largest ski resort in North America and enjoy nightly dining and entertainment. American Airlines Celebrity Ski Weekend is a perfect opportunity to entertain clients, give as a gift or reward employees.

The Beneficiary

- ❖ Children and young adults who struggle every day to meet the challenges of cystic fibrosis, the leading genetic killer of children in America

The Audience

- ❖ Celebrities and guests – all upscale professionals from throughout the U.S. will gather in support of the Cystic Fibrosis Foundation – to raise awareness of cystic fibrosis while raising funds for its cure

Platinum Sponsor Benefits

In addition to the opportunity to positively impact thousands of children, as the Platinum Sponsor you would receive the following benefits:

Present one the following:

- ❖ Thursday evening's *Buffet Banquet*
- ❖ Friday evening's *Buffet Banquet*
- ❖ Saturday evening's *Awards Banquet*

Print and Web Page Exposure and Recognition:

- ❖ Platinum Sponsor will receive recognition on 60-second event commercial on "CBS Eye on American"*
- ❖ Sponsor will receive one full-page ad in *American Way*, the leading in-flight magazine of American Airlines (Feb. 2008 issue)
- ❖ Logo featured prominently in event advertisement in *American Way***
- ❖ Logo featured prominently on all American Airlines Celebrity Ski web pages (rotating header) and Sponsor Page
- ❖ One full-page, four-color advertisement in *American Airlines Celebrity Ski Program****
- ❖ Opportunity for American Airlines Celebrity Ski web site hyper-link to Sponsor's web site
- ❖ Opportunity to have web page message on American Airlines Celebrity Ski web site

- ❖ Opportunity to air a 60-second commercial during an evening event
- ❖ Opportunity for cold-air inflatable on race course venue during event period
- ❖ Logo included on the race team bibs
- ❖ Opportunity for formal presentation of donation at the Saturday Evening Auction
- ❖ Celebrity/guest ski team designated as Sponsor's team
- ❖ Opportunity to display banners at race venue, in the Ballroom and Hospitality Suite
- ❖ Name and logo included in the *American Airlines Celebrity Ski Program*
- ❖ Sponsor to be included in all pre-event and post-event press releases

Product Exposure may occur in the following venues:

- ❖ Sponsor may include promotional item in participant gift bag

Guest Participation

- ❖ Twenty (20) guest packages, ten (10) double-occupancy rooms, twenty (20) Coach Class tickets

Contribution

- ❖ As a Platinum Sponsor of the American Airlines Celebrity Ski event benefitting the Cystic Fibrosis Foundation, the Sponsor would receive all of the above stated benefits for a contribution made payable to the Cystic Fibrosis Foundation of \$200,000†

Please respond soon to reserve your place. For more information, you may e-mail Anne Costello at Anne.Costello@aa.com or visit our web site at www.aaevents.com.

* Commercial to air on board for one month

** Event advertising materials for *American Way* magazine due no later than January 4, 2008.

*** Advertising materials for the *American Airlines Celebrity Ski Program* due no later than February 1, 2008.

† All contributions are tax-deductible to the fullest extent allowable by law.