

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

Silver Sponsor Benefits

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

Present one the following:

- ❖ Friday and Saturday's *Race Course Luncheons*
- ❖ Thursday, Friday and Saturday evening's *Cocktail Receptions*

Print and Web Page Exposure and Recognition:

- ❖ Logo featured prominently in event advertisement in *American Way***
- ❖ Opportunity for American Airlines Celebrity Ski web site hyper-link to Sponsor's web site
- ❖ One full-page, full-color advertisement in the *American Airlines Celebrity Ski Program****
- ❖ Logo on American Airlines Celebrity Ski web site Sponsor page
- ❖ 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

- ❖ Twelve (12) guest packages, six (6) double-occupancy rooms, ten (12) Coach Class tickets

Contribution

- ❖ As a Silver 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 \$105,000 †

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.