

## Join us for a fun-filled weekend.

Celebrate life and raise awareness of Cystic Fibrosis at the 32nd Annual American Airlines Celebrity Ski Weekend benefiting the Cystic Fibrosis Foundation, **March 3-6, 2017**. Join skiers, celebrities and supporters of the Foundation at the Park Hyatt Resort and Spa in Beaver Creek, Colorado, where you will mingle with celebrities from across the country, ski one of the best ski resorts 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.

## Your support means everything to cystic fibrosis patients.

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

## Everyone will be there.

Upscale professionals from virtually all walks of life will gather in support of the Cystic Fibrosis Foundation to raise awareness of the disease while raising funds for its cure. American Airlines Celebrity Ski Weekend is a perfect opportunity to entertain clients, give as a gift, reward exceptional efforts of an employee or simply treat yourself.

## Your company will benefit in many ways.

Your company will enjoy product exclusivity as a **Platinum Sponsor**. In addition to the opportunity to positively impact thousands of children and adults with CF, as a **Platinum Sponsor** you would receive the following event benefits:

### Sponsor the following venue:

- Hospitality Suite

### Print and Web Page Exposure and Recognition:

- 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 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:

- Promotional products may be included in event gift bag

## We'll show you and your guests a tremendous time.

As a **Platinum Sponsor** of the American Airlines Celebrity Ski Weekend, you will have the opportunity to play ski, enjoy exceptional accommodations, meals and entertainment, while raising awareness of cystic fibrosis and funding for its cure. Your corporate sponsorship will include:

- Twenty (20) guest packages
- One (1) suite (2 guests to a suite) plus nine (9) double-occupancy rooms (2 guests to a room)
- Two (2) First Class tickets plus eighteen (18) Coach Class tickets

## You will have a positive impact on the lives of thousands.

- As a **Platinum Sponsor** of the American Airlines Celebrity Ski Weekend benefiting the Cystic Fibrosis Foundation, you will receive all of the above stated benefits for a contribution made payable to Cystic Fibrosis Foundation of **\$225,000.\*\***

\* Advertising materials for the event's Program book due no later than February 1, 2017.

\*\* All contributions should be made payable to Cystic Fibrosis Foundation and are tax-deductible to the fullest extent allowable by law.