



UNCORK

Ottawa's Premier Wine Event

SPONSORSHIP OPPORTUNITIES



**Cystic Fibrosis
Canada**



UNCORK

UNCORK is a wine tasting event presented by Cystic Fibrosis Canada's Ottawa Chapter. This party for a purpose is sure to give all wine lovers, from beginner to connoisseur, the opportunity to enjoy a variety of wines, while also advancing cystic fibrosis research and clinical care.

CYSTIC FIBROSIS CANADA

Cystic Fibrosis Canada is one of the top three charitable organizations in the world committed to finding a cure or effective control for cystic fibrosis. Established in 1960, Cystic Fibrosis Canada is an internationally recognized leader in the fight against this devastating disease.

Since establishment, Cystic Fibrosis Canada has invested more than \$244 million in leading research, innovation and care. As a result, Canadians with cystic fibrosis have one of the highest median survival rates in the world at 52.1 years in 2015.

We rely on the generous support of our volunteers, donors and partners in our shared mission to improve the lives of Canadians living with cystic fibrosis, and ultimately to find a cure for this devastating disease.

CYSTIC FIBROSIS

Cystic fibrosis (CF) is the most common, fatal genetic disease affecting Canadian children and young adults. It is estimated that 1 in every 25 Canadians is a carrier of the gene responsible for causing CF. At present **there is no cure**.

A defective gene and its protein product cause people living with cystic fibrosis to produce unusually thick, sticky mucus that clogs the lungs and leads to life-threatening infections. This mucus also obstructs the pancreas and stops natural enzymes from helping the body break down and absorb food.

Incredible progress has been made in the fight against cystic fibrosis, but there is still so much more to be done. That's why your support is so important.

CF FAST FACTS

- Almost 4,200 Canadians are living with CF.
- Almost 28% of female adults and 18% of male adults with CF are classified as underweight.
- Canadian adults with cystic fibrosis now make up 60% of the Canadian CF population.
- Of the 47 Canadians with CF who died in 2015, half were under 30 years of age.
- Newborn screening leads to earlier treatment and therefore gives children with CF a better start in life.
- Cystic fibrosis consumes lives. A person with CF spends the equivalent of more than four months of full-time work doing life-sustaining treatments every year.

EVENT DETAILS

Date: Thursday November 9, 2017
Location: Steak & Sushi, 87 Clarence Street, Byward Market
Admission: Competitor - \$65/person to register, 2 bottles of wine valued \$15 minimum each
Taster - \$85/person to register

EVENT SCHEDULE

6:00 PM — Registration & Silent Auction, Appetizers will be served
7:15 PM — Wine Tasting Begins
8:00 PM — Keynote Speaker
9:00 PM — Live Auction
9:30 PM — **UNCORK** Winners Announced & Closing Remarks



HOW IT WORKS

UNCORK is a wine tasting extravaganza!

This unique event gives participants the opportunity to experience dozens of different wines, and the chance to win an amazing wine collection.

Participants will sample blind wines, voting on their favorite for the **“People’s Choice Award”** per varietal. Participants will have an opportunity to make notes of the wines they taste, and later have the labels revealed to them. Entrants are free to taste the wines as well.

A winner from each station will then be revealed after the votes are counted!





EXPOSURE TO KEY TARGET AUDIENCES

UNCORK is attended by members of our CF community, wine enthusiasts, corporate allies, and local businesses. Your sponsorship will provide you with significant exposure to, and networking opportunities with an audience of 150 professional and connected members of the Ottawa community. In addition, you will enjoy the added exposure of over 2000 annual visitors to the website, providing you with increased profile and visibility.

A closer look at our 2016 audience

- 67% of guests were female and 33% of guests were male
- The majority of guests were in their 50s (42%), and an overall 70% were between 40 and 60 years old
- 96% of guests are professionals working in a variety of capacities, with the highest representation in education (29%), entrepreneurs, health (nurses and pharmacists), government, trades and administration.
- The majority of our guests (67%) are members of families that have 4 or more members with the highest representation being families of 5 (42%)

STRONG COMMUNITIES ARE GOOD BUSINESS

Cystic Fibrosis Canada's objective is to raise funds and awareness to advance our mission. Connecting our CF Community to local businesses through **UNCORK** helps us achieve that objective, while enhancing your profile and business opportunities. Your sponsorship showcases you as a company committed to making a positive difference in the communities where strong corporate philanthropy is greatly valued.

SPONSORSHIP LEVELS

\$7,500 - PRESENTING SPONSOR

Participation Benefits

- Most prominent visibility on marketing materials “UnCork presented by _____” (insert company name)
- Speaking opportunity at event
- Opportunity to provide one promotional item to all guests
- Company logo etched on taster wine glasses

Brand Recognition

- High frequency visual recognition during event’s media presentation
- Prominent logo identification on all promotional materials including event tickets; sponsorship materials; event email signature banner and event signage
- Company logo on front and back covers of the event program
- Acknowledgement of your company’s support on event website with a link to your website
- Acknowledgement of your company’s support through the Ottawa Chapter’s Social Media Outlets reaching in excess of 1,800 followers
- 6 complimentary guest tickets to our event

\$5,000 - PREMIER SPONSOR

Participation Benefits

- Speaking opportunity at the event
- Opportunity to provide one promotional item to all guests
- Company logo prominently placed on wine bottle tags

Brand Recognition

- Visual recognition during event’s media presentation
- Logo identification on promotional material including e-card; sponsorship materials; event email signature banner and event signage
- Acknowledgement of your company’s support on event website with a link to your website
- Acknowledgement of your company’s support through the Ottawa Chapter’s Social Media Outlets reaching in excess of 1,800 followers
- 4 complimentary guest tickets to our event





\$2,500 - UNCORK SPONSOR

Brand Recognition:

- Visual recognition during event's media presentation
- Logo identification on promotional material including sponsorship materials; event signature banner; and event signage
- Acknowledgement of your company's support on event website with a link to your website
- Acknowledgement of your company's support through the Ottawa Chapter's Social Media Outlets reaching in excess of 1,800 followers
- 2 complimentary guest tickets to our event

\$500 - SWIRL & SIP SPONSOR

Brand Recognition:

- Visual recognition during event's media presentation
- Acknowledgement of your company's support through the Ottawa Chapter's Social Media Outlets reaching in excess of 1,800 followers

\$250 - FRIEND OF CF SPONSOR

Brand Recognition:

- Visual recognition during event's media presentation

For more information or to secure your sponsorship, please contact:

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