

Spring Valley Redbone Fly Fishing Invitational

2011 Event Overview

What: The Spring Valley Redbone Fly Fishing Invitational is the Cystic Fibrosis Foundation's premiere fly fishing event in Northwest Arkansas. This inaugural event joins a legacy of professionally guided, all-release fishing events since 1988 as part of the Redbone @Large tournament series founded by Gary and Susan Ellis, benefitting the Cystic Fibrosis Foundation. The event offers two fishing days and complimentary social events.

When/Where: This year the Spring Valley Redbone Fly Fishing Invitational will take place at Spring Valley Anglers, near Decatur, Arkansas on April 28, 29 and 30, 2011. This year's event combines great fishing, food and entertainment over three days in beautiful Northwest Arkansas.

Who: YOU! Team and individual anglers can join the fun of guided fly fishing. We also are excited to have celebrity anglers on hand to enjoy with you the picture-perfect waters of Spring Valley, teeming with trophy trout!

In addition to two (2) fishing days, your guest can join you for fantastic social events, including the guide reception, dinner and auction and an awards ceremony. Led by event co-chairs, Brent LaRoche and Link Robinson, this is a tournament event you won't want to miss!

Why: To ensure people living with cystic fibrosis live longer and more productive lives than ever before! When the CF Foundation was founded in 1955, children with CF were not expected to see their first day of elementary school. Today, more than 40

percent of the patient population is age 18 and older! This is amazing progress- but not good enough- as we continue to lose at least one precious life to cystic fibrosis everyday.

Please join us in our fight against cystic fibrosis, join our Spring Valley Redbone Fly Fishing Invitational today as a sponsor and together we can add tomorrows every day!

Just think, come this April, this could be you!



For reservations contact Laura Sylvester at Cystic Fibrosis Foundation, Northwest Arkansas Branch, P.O. Box 2778, Bentonville, AR 72712, Phone: (479) 203-9923 ; Email:arkansas@cff.org



Spring Valley Redbone Fly Fishing Invitational

2011 Schedule of Events

Thursday, April 27th 2011

2:00-5:00 PM

6:00-8:00 PM

Friday, April 28th 2011

7:00-8:00 AM

8:00-12:00 PM

11:30-1:00 PM

1:00-5:00 PM

7:00-10:00 PM

Saturday, April 29th 2011

6:30 AM

7:00-11:00 AM

11:00-12:00 PM

12:00-4:00 PM

5:00-6:00 PM

Day 1

Registration

Guide Reception

Day 2

Breakfast

Group 1 Morning

Fishing Session

Lunch

Group 2 Afternoon

Fishing Session

Dinner/Auction

Day 3

Breakfast

Group 2 Morning

Fishing Session

Lunch

Group 1 Afternoon

Fishing Session

Awards Ceremony

\$1,500 Two-Man Angler Team (tax deductible portion: \$750)

- 2 guided fishing sessions per angler (one each day)

- Breakfast and Lunch both days

- 2 tickets to Guide reception, Friday dinner & auction*, and awards ceremony

- 2 guest tickets to Friday dinner & auction

- 2 Tournament shirts, coolers, and goodie bags

*\$75 Friday Dinner/Auction Ticket (tax deductible portion: \$55)

Sponsorship

\$500 Beat Sign Sponsorship

(tax deductible portion: \$475)

- Custom made sign exhibiting your company logo (or Brand) on select stream beats during the tournament

- Corporate recognition in the event program

\$3,500 Casting Sponsor

(tax deductible portion: \$2,700)

- 1 team entry in the competition

- ¼ page acknowledgement in the event program

- ¼ page, four-color ad in Redbone Journal (1 issue)

- Recognition at guide reception, dinner and auction and awards ceremony

- Banner recognition at event

- Opportunity to include promotional items or products in angler bags

- Two Dinner/auction guest tickets

\$3,000 Banquet Sponsor

(tax deductible portion: \$2,575)

- Individual angler entry in the competition

- Company logo (or Brand) displayed during the event

- 4 tickets to Friday dinner & live auction with company recognition at dinner

- ¼ page ad in the Redbone Journal (1 issues)

- Banner recognition at event

- Opportunity to include promotional items or products in angler bags

\$2,000 Awards Sponsor

(tax deductible portion: \$1,525)

- Individual angler entry in the competition

- ¼ page acknowledgement in the event program

- 4 tickets to Friday dinner & live auction

- ¼ page ad in the Redbone Journal (1 issues)

- Banner recognition at event

- Opportunity to include promotional items or products in angler bags

\$5,000 River Sponsor

(tax deductible portion: \$4,150)

- 1 team entry in the competition

- Half page acknowledgement in the event program

- Company name (or Brand) included in all media advertising

- Company name (or Brand) displayed prominently

at the event

- 4 tickets to Friday dinner & live auction

- Half page ad in Redbone Journal

- Opportunity to include promotional items or products in angler bags

\$7,500 Tournament Series Sponsor

(tax deductible portion: \$6,600)

- 1 team entries in the competition

- Half page acknowledgement in the event program

- Company name (or Brand) included in all media advertising

- Company name (or Brand) displayed prominently at the event

- 6 tickets to Friday dinner & live auction

- Half page ad in Redbone Journal

- Opportunity to include promotional items or products in angler bags

\$10,000 Presenting Sponsor

(tax deductible portion: \$8,250)

- 2 team entries in the competition

- Full page acknowledgement in the event program

- Company name (or Brand) included in all media advertising

- Company name (or Brand) displayed prominently at the event

- 10 tickets to Friday dinner & live auction

- ? page ad in Redbone Journal

- Opportunity to include promotional items or products in angler bags

\$15,000 Title Sponsor - Reserved

(tax deductible portion: \$12,350)

- Front cover of brochure & event program book

- 3 team entries in the competition

- Full page acknowledgement in the event program

- Company name (or Brand) included in all media advertising

- Company name (or Brand) displayed prominently at the event

- 16 tickets to Friday dinner & live auction

- Full page acknowledgement in the Redbone Journal (3 issues)

- Opportunity to include promotional items or products in angler bags

- Opportunity for company representative to speak at event dinner



Partner With A Results-Driven Organization...

What Is Cystic Fibrosis?

CF is a life-threatening genetic disease that affects the lungs and digestive systems of tens of thousands of young people.

One in 31 Americans (more than 10 million people) is an unknowing, symptom less “carrier” of the defective CF gene.

Each time two carriers conceive, there is a 25 percent chance that they will have a child with CF.

Since 1955, the mission of the Cystic Fibrosis Foundation is to assure the development of the means to cure and control cystic fibrosis (CF) and to improve the quality of life for those with the disease. The CF Foundation tirelessly pursues its mission by supporting scientific research, which is dedicated to the discovery and development of new therapies. At the same time, it funds and accredits a network of specialized treatment centers that provide state-of-the-art care for people with CF. By applying the same principles that a “for-profit company” follows — **efficiency, innovation, and a results-driven** approach — the CF Foundation is making a profound difference in the lives of those with CF.

The CF Foundation Is Efficient.

- In 2004, the CF Foundation received “top billing” by *SmartMoney*, magazine as the leader among U.S. Health/ research charities for keeping our administration costs to a minimum, while maximizing funds for medical programs. Our efficiency remains strong—approximately 90 cents of every dollar raised is available for investment in CF programs.

The CF Foundation Is Innovative.

- *Forbes* has recognized the CF Foundation for its innovative approach to curing a disease. By offering milestone-driven research awards, the CF Foundation stimulates the development of new CF therapies that are having a profound impact on thousands of young lives.

The CF Foundation Is Results Driven.

- When the CF Foundation began, few children lived to attend elementary school. Thanks to the research and care supported by the CF Foundation, the median age of survival for a person with CF is now 37.

The CF Foundation Needs Your Help!

- Although the outlook for a child born with CF today has improved tremendously over the years, it is not good enough. Your partnership with the CF Foundation is critical to ensuring that the momentum in CF research continues. Working together, we can *add tomorrows every day* to the lives of all people with CF.