

BROADWAY  
BELTS  
—FOR—  
PFF!



*2022 sponsorship opportunities*

# *Broadway Belts for PFF!*

*Hosted by Julie Halston*



Returning for one night only  
*Friday, April 29, 2022*  
Edison Ballroom, New York City

# BROADWAY BELTS FOR PFF!

Glitz, glamour, and grandeur await you at the Pulmonary Fibrosis Foundation's preeminent gala, *Broadway Belts for PFF!* Treat yourself to a lavish evening of hand-crafted cocktails, a stunning four course meal, and a unique, unforgettable performance from some of Broadway's biggest stars - a genuine New York experience!

## ANTICIPATED REACH



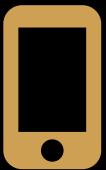
*300 in person and 500 virtual*  
EVENT ATTENDEES



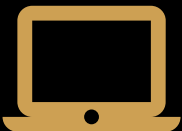
*52,000*  
MASTER E-BLAST READERS



*6,000*  
TARGETED E-BLAST READERS



*56,000*  
SOCIAL MEDIA FOLLOWERS



*98,000*  
WEBSITE HITS ANNUALLY



*19,000*  
BREATHE MAGAZINE READERS



In addition to the Producer benefits, Presenting Sponsors will receive:

## Engagement Benefits

- Premium seating for 30 guests (three tables)
- Invitation to attend a sponsor welcome reception with viewing of the cast photos beginning an hour prior to the start of the event

## Branding Benefits

- Recognition as a presenting sponsor across all deliverables
- Name recognition in the nationally distributed press releases(s)
- Logo placement on the step and repeat used for cast and attendee pictures
- Logo placement on the attendee gift bag with the opportunity to insert three items \*
- Logo placement on the front cover of the Playbill with a prominently placed full-page acknowledgment
- Logo placement with a clickable link to your company's homepage in the *Broadway Belts for PFF!* section of all e-newsletters sent to all constituents
- Five unique sponsor slides in the media loop displayed during cocktail hour and the after party

## Social Media Benefits

- Five unique posts in addition to the strategy meetings

\*Subject to pre-approval by the Pulmonary Fibrosis Foundation



# PRODUCER

\$25,000

In addition to the Leading Role benefits, Producer Sponsors will receive:

## Engagement Benefits

- Premium seating for 20 guests (two tables)

## Branding Benefits

- Opportunity to insert two items in the attendee gift bag \*
- Full-page acknowledgment in the Playbill
- Logo placement with a clickable link to your company's homepage in master emails distributed to all constituents
- Three unique sponsor slides in the media loop displayed during cocktail hour and the after party

## Social Media Benefits

- Strategy meeting with the PFF team to identify collaborative opportunities to highlight your sponsorship on all of the PFF social media channels. Includes three unique mentions

## Foundation Benefits

- Name recognition in the PFF's biannual *Breathe Bulletin* (Summer edition) distributed to all constituents



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# LEADING ROLE

\$15,000

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In addition to the Supporting Role benefits, Leading Role Sponsors will receive:

## Engagement Benefits

- Premium seating for 10 guests (one table)
- Commemorative Playbill signed by the 2022 *Broadway Belts for PFF!* cast

## Branding Benefits

- Opportunity to insert an educational material or a promotional giveaway in the attendee gift bag\*
- Unique sponsor slide in the media loop displayed during cocktail hour and the after party

## Foundation Benefits

- Company profile on the *Broadway Belts for PFF!* sponsors page



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# SUPPORTING ROLE \$10,000

In addition to the Ensemble Member benefits, Supporting Role Sponsors will receive:

## Engagement Benefits

- Tickets for 10 guests (one table)

## Branding Benefits

- Half-page acknowledgement in the Playbill
- Logo placement on the thank you signage throughout the Edison Ballroom
- Logo placement with a clickable link to your company's homepage in targeted emails distributed to all constituents within the state of and bordering New York

## Social Media Benefits

- Unique thank you message on each of the PFF social media channels

## Foundation Benefits

- Logo placement on the sponsors page of the PFF website





## ENSEMBLE MEMBER \$5,000

In addition to the Chorus Line benefits, Ensemble Member Sponsors will receive:

### Engagement Benefits

- Tickets for 4 guests
- Verbal recognition of your sponsorship during the performance

### Branding Benefits

- Logo placement with a clickable link to your company's homepage in all communications to registered attendees

### Social Media Benefits

- Logo placement in an all sponsor thank you post on each of the PFF social media channels

## CHORUS LINE \$2,500

### Engagement Benefits

- Tickets for 2 guests

### Branding Benefits

- Logo placement with a clickable link to your company's homepage in the thank you email sent to all registered attendees
- Logo placement with a clickable link to your company's homepage on the *Broadway Belts for PFF!* page of the PFF website
- Logo placement on sponsor slide of the media loop displayed during cocktail hour and the after party
- Logo placement on the sponsor thank you page of the Playbill

\*Subject to pre-approval by the Pulmonary Fibrosis Foundation

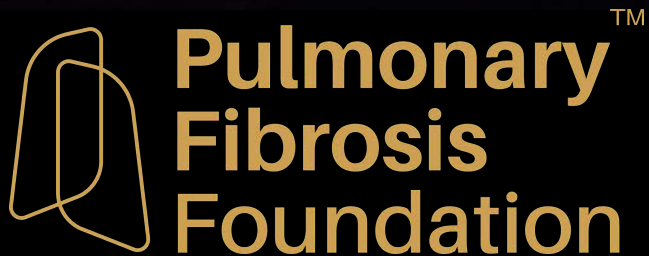


In the event that *Broadway Belts for PFF!* needs to be converted to a fully virtual event, the following exchange of benefits will be applied to your sponsorship:

- Tickets will be exchanged for gift boxes that will be sent directly to your attendee list.
- A virtual reception with Julie Halston will be offered to those at the presenting sponsor level. The date will be mutually agreed upon and will not be the same day as the virtual edition of *Broadway Belts for PFF!*
- Presenting sponsors will receive logo placement on the event's promotional slide that appears on the event link the week before the show.
- Verbal recognition during the speaking program will still apply and will be paired with a pop-up banner during the live stream event. All sponsors will be acknowledged in the credits following the live stream event.
- Physical gift bags will be transitioned to both a mailed attendee gift box and a virtual bag sent via email to all registered participants and will be available for download on the *Broadway Belts for PFF!* website.
- The Playbill will be transitioned to an electronic, clickable PDF sent via email to all registered participants and will be available for download on the *Broadway Belts for PFF!* website.



Please note, both the Edison Ballroom and the State of New York require all event attendees to show proof of vaccination. If you are unable to provide proof for whatever reason, you will be denied entry to the event.



**Pulmonary  
Fibrosis  
Foundation**<sup>TM</sup>

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