



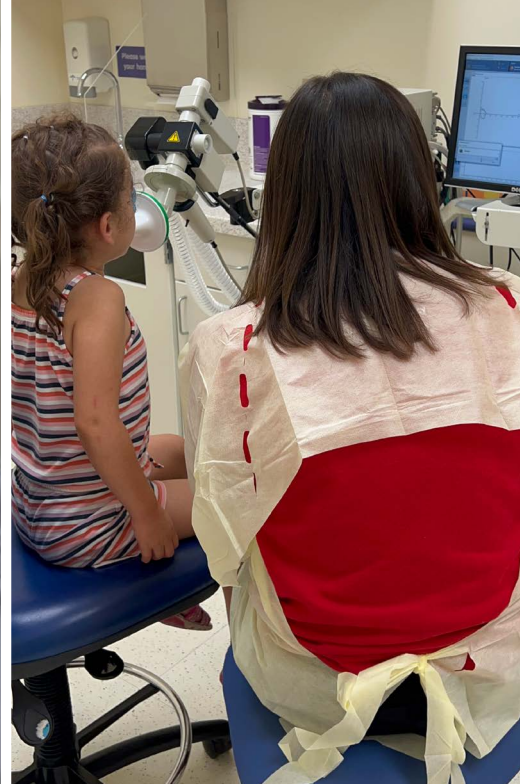
JULY 15-16, 2023
CITY CENTER FITNESS
LENEXA, KS

65 Roses Invitational **2023 SPONSORSHIP OPPORTUNITIES**

**Fundraising basketball tournament
hosted by Salty Jeans**

Kevin & Sarah Logan
info@saltyjeans.com





RAISING AWARENESS AND FUNDS **ABOUT SALTY JEANS**

We raise awareness and vital funds through hosting and participating in annual events locally, regionally and nationally. These funds are donated to the Cystic Fibrosis Foundation and go towards research, preclinical drug development, and high-quality, specialized care and ultimately finding a cure for all people with CF.

CHRONIC, PROGRESSIVE, AND FATAL GENETIC DISEASE **ABOUT CYSTIC FIBROSIS**

Cystic Fibrosis, or CF for short, is a disease that primarily causes issues with the respiratory and digestive systems. At the core, the disease is caused by a mutation of the cystic fibrosis transmembrane conductance regulator (CFTR) gene.

These mutations cause the CFTR protein to become dysfunctional, and therefore cannot help move chloride - a component of salt - to the cell surface. Without chloride, water does not make its way to the cell surface which in turn causes the mucus throughout the body to become thick and sticky. In the United States, there are close to 40,000 children and adults (estimated 105,000 worldwide) living with CF.



MISSION STATEMENT

We are a non-profit organization focused on Cystic Fibrosis awareness, sharing our story, and raising funds for a cure.

#FAITH4ACURE

#PLAY4ACURE

65 ROSES INVITATIONAL

This year is the 2nd Annual Fundraising basketball tournament for Salty Jeans honoring Olivia Jean Logan. Olivia's dad, Kevin, has been playing basketball for as long as he can remember. Basketball helped shaped his character building long term relationships along the way. He uses basketball as a tool to show how it is more than just a game you play but more of a way to build hard and soft life skills. This tournament is used as a way to spread awareness for this horrible disease while raising vital funds for the Cystic Fibrosis Foundation.

PARTNERING WITH US

SPONSORSHIP SUPPORT

By partnering with Salty Jeans and the 65 Roses Invitational tournaments, you can **POSITION YOUR BRAND** well in the local and regional community, align with an organization where your support **MAKES AN IMPACT** on those living with cystic fibrosis, and play a vital part in helping us **REACH OUR FUNDRAISING GOALS!**

INAUGURAL
YEAR
STATS

58

PLAYERS
COMPLETED

15

3 POINT
CONTESTANTS

\$1.5K

TOTAL FUNDS
DONATED



What a great weekend of hoops for a even better cause.. thank you Sarah Logan and Kevin M Logan for putting this on! Truly was an honor! Hoop. Love. Cure!

DANNY LEE
2022 PARTICIPANT

EVENT SPONSORSHIP LEVELS & BENEFITS

PRESENTING SPONSOR

\$2500

EXCLUSIVE

Event presented by company name - limited to one sponsor

EXCLUSIVE

Company logo on all event signage and communication pre/post event

- Company provided with a table at the event with the ability to display company-provided banner and materials
- Company logo on event webpage
- Company logo on event email footer
- Verbal recognition during event
- Company thanked on social media pages with company logo and spotlight video (Salty Jeans approved; limited to 2 min.)
- Company logo and link to company home page shared on Thank You email post-event

EVENT SPONSORSHIP LEVELS & BENEFITS

#PLAY4ACURE CHAMPION

\$1000

EXCLUSIVE

Company logo printed on at least one set of team jerseys (up to 2 teams)

- Company provided with a table at the event with the ability to display company-provided banner and materials
- Company logo on event webpage
- Company logo on event email footer
- Verbal recognition during event
- Company logo on mission sign at event
- Company thanked on social media pages with company logo and spotlight video (Salty Jeans approved; limited to 2 min.)
- Company logo and link to company home page shared on Thank You Sponsor email post-event

EVENT SPONSORSHIP LEVELS & BENEFITS

65 ROSES CHAMPION

\$500

- Company logo on event email footer
- Verbal recognition during event
- Company logo on mission sign at event
- Company thanked on our social media pages with company logo
- Company name and link to company home page shared on Thank You Sponsor email post-event

EVENT SPONSORSHIP LEVELS & BENEFITS

SALTY JEANS SUPPORTER

\$150

- Company logo on mission sign at event
- Company thanked on our social media pages with company logo
- Company name and link to company home page shared on Thank You Sponsor email post-event



To sign up to sponsor our event, scan the QR code, visit **www.saltyjeans.com/sponsorship** or email us at **info@saltyjeans.com**.



Non-profit organization focused on
Cystic Fibrosis Awareness | Sharing Our Story | Raising Funds For A Cure