

The CdLS conference is a biennial, four-day event that brings together more than 600 attendees, including families and their children with CdLS, and medical professionals in the areas of genetics, gastroenterology, ophthalmology, behavior, and more.

While at conference, families have the opportunity to share personal experiences and make connections with other families who face similar challenges. Parents and caregivers can attend more than a dozen educational seminars and family workshops.

When and where

The CdLS Foundation's national conference takes place June 24-27, 2010, in Dallas, Texas, at the Dallas/Addison Marriott Quorum.

How you can help

Sponsorship of conference activities and programs is available at a range of levels. Your sponsorship of this event ensures that the Foundation provides the highest level of education and support to families and professionals at this conference.

Sponsorship Levels

Facing the Challenges: Title Sponsor	\$30,000
Kids Camp: Child Care/Siblings Program	\$15,000
Scientific Symposium	\$10,000
Educational Symposium – First Biennial	\$10,000
Saturday Night Banquet	\$ 8,000
Girl Scout Childcare Program	\$ 8,000
Keynote Speaker	\$ 5,000
Meal Sponsor	\$ 5,000
Ice Cream Social	\$ 3,000
Providing Help: Family Scholarship	\$ 2,500
Providing Help: Grandparents Dessert Program	\$ 1,500
CdLS for Life: General Support	\$ 500
Tiny Tots and Kids Explore	\$ 350

Be an exhibitor

Would you like to be an exhibitor and personally experience a CdLS Foundation national conference?

Exhibitor Fees

One day: \$600
Two days: \$1,000

Banquet Program: Advertising Rates

Benefactor/Full Page Ad	(4" x 7")	\$500
Patron/Half Page Ad	(4" x 3½")	\$250
Quarter Page Ad	(4" x 1¾")	\$125

Purchase of advertisement in the banquet program booklet **includes free** same-size advertisement in Scientific Symposium and Educational Symposium Program/Abstract Booklets.

Since 2000, Team CdLS has raised more than \$335,000 to help people with CdLS live better, fuller lives. Begun by the father of a child with CdLS, the team has grown from a one-man show to a group of 20-plus runners. More than 90 percent of the money raised directly supports services for people with CdLS and their families.

Chicago Marathon

On October 11, Team CdLS will run the Chicago Marathon alongside 45,000 runners from around the world—all setting out to accomplish a personal dream and many helping charities like the CdLS Foundation. An estimated 1.5 million spectators line the streets of the city on race day, making it one of largest single-day sporting events in the city.

How you can help

Sponsorship of Team CdLS is available at a range of levels. Your support of this key fundraising event ensures that the Foundation continues to provide vital programs and services to all it serves.

Sponsorship Levels

Elite Start: Title Sponsor	\$40,000
Victory Sponsor	\$20,000
Golden Corral Sponsor	\$10,000
Gold Sponsor	\$ 5,000
Silver Sponsor	\$ 2,500
Bronze Sponsor	\$ 1,500
Runner Sponsor	\$ 1,000
Pacesetter Sponsor	\$ 500
Finish Line Sponsor	\$ 262

Title Sponsorships

Title sponsorships for the following Team CdLS events are also available for \$5,000 each:

ING Hartford Marathon

Hartford, CT

America's Finest City: Half Marathon/5K

San Diego, CA

Manhattan Beach 10K Run

Manhattan Beach, CA

Banquet Program: Advertising Rates

Benefactor/Full Page Ad	(4" x 7")	\$500
Patron/Half Page Ad	(4" x 3½")	\$250
Quarter Page Ad	(4" x 1¾")	\$125

Reaching Out has been published continuously since 1977. It is the nation's **only** publication devoted to Cornelia de Lange Syndrome (CdLS), a genetic disorder causing a range of medical, physical and learning difficulties.

Reaching Out contains relevant and timely information for families and health care and education providers. Each issue of the quarterly publication covers medical, behavioral and/or educational issues that are specific to individuals with CdLS, and bylined by experts in the field. The magazine-style publication also highlights research news, events and personal stories from families and caregivers.

Why advertise in *Reaching Out*?

Your ad in *Reaching Out* is seen by people who care for individuals with special needs. They are on the lookout for items and services that improve the quality of their child's life. Advertising in *Reaching Out* provides an opportunity to showcase your product to a captive audience of 8,000 readers. It also puts your service or goods directly in front of health and education professionals.

Additionally, a year's worth of *Reaching Out* is included in all new parent and professional kits, giving your ad continued exposure for more than 12 months after the original insertion.

Rates/Mechanical Requirements

Size	Dimensions	Price
Full page	7.5" x 9.6403"	\$1,500
Back cover	7.5" x 5.75"	\$1,200
Half page, vertical	3.58" x 9.6"	\$800
Half page, horizontal	7.5" x 4.8"	\$800
Quarter page	3.58" x 4.8"	\$400
Business card	3.5" x 2"	\$250

Frequency discounts available. Cover not available.

Sponsorship

Sponsor one quarterly issue of *Reaching Out* \$2,000

Sponsor a full year of *Reaching Out* issues \$6,000
(Circulation: 32,000)

Committees of volunteers host golf tournaments each year to benefit the CdLS Foundation. The two main tournaments are held in Massachusetts in May and Missouri in September. Over the years, these tournaments have raised over \$500,000 to help those with CdLS live better fuller lives. Inspired by their children affected by CdLS, parents and friends have made the success of these tournaments an annual labor of love.

How you can help

Sponsorship of CdLS golf tournaments is available at a range of levels. Your support of this key fundraising event ensures that the Foundation continues to reach out, provide help and give hope to those affected by CdLS.

Sponsorship Levels

(Available for each tournament)

National Sponsor (for all golf tournaments)	\$20,000
Eagle Sponsor (includes complimentary registration for two foursomes)	\$5,000
Birdie Sponsor (includes complimentary registration for one foursomes)	\$2,500
Par Sponsor (includes complimentary registration for two individuals)	\$1,250
Lunch Sponsor	\$1,500
Beverage Sponsor	\$1,000
Putting Contest Sponsor	\$500
Hole-in-One Sponsor	\$500
Hole Sponsor	\$200

Guests discover the fine wines of Cassidy Hill, a vineyard overlooking the rolling hills of eastern Connecticut, at ***Vines, Wines and Meaningful Times***, a wine tasting event to benefit children with CdLS.

Those in attendance tour the cellars, view the beautiful countryside, and enjoy hors d'oeuvres and unique wines with friends.

When and where

On Saturday, September 26, 2009, the CdLS Foundation hosts its first wine tasting event at Cassidy Hill Vineyard, located in Coventry, Connecticut.

How you can help

Become a corporate sponsor for this or future wine/beer tasting benefits for \$5,000. You can also support the evening by advertising in the event program.

Program Advertising Rates

Size	Dimensions (W x H)	Price
Full page	5" x 7.5"	\$200
Half page	5" x 3.75"	\$100
Quarter page	2.5" x 3.75"	\$50

Be a Title Sponsor

Be a Title Sponsor for this or future wine/beer tasting benefits for \$5,000

Artwork Specifications

- All ads are printed in black and white.
- Acceptable formats include InDesign files (with supporting fonts and links), high-resolution (at least 300 dpi) TIF, EPS, PDF, and JPG files.
- Questions? Contact Gail Speers at 800-753-2357 or email events@CdLSusa.org.

What is CdLS?

CdLS is a genetic disorder present at birth and affecting an estimated 1 in 10,000 live births. Researchers believe upwards of 20,000 people have CdLS but remain undiagnosed. The severity of CdLS ranges from mild to severe, but most individuals with CdLS share similar characteristics, such as small stature; joined eyebrows; long eyelashes; upturned nose; and thin, down-turned lips.

Common medical issues associated with CdLS include severe gastro-esophageal reflux and feeding difficulties; cleft palate; vision problems; hearing loss; seizures; behavioral issues; missing limbs and/or limb differences; and heart defects. Most children with CdLS have some degree of mental retardation. Overall, cognitive and physical development is slowed, while delays in speech and communication are even more pronounced.

CdLS Foundation

The CdLS Foundation is a not-for-profit 501(c)(3) voluntary health organization, incorporated in 1981 and based in Avon, CT. The Foundation is a family-support organization that works to promote early and accurate diagnosis of CdLS, while raising overall awareness of the syndrome, promoting research into the causes and manifestations of the condition, and assisting those with CdLS throughout their lives.

The Foundation serves more than 2,400 people with CdLS, 10,000 family members/caregivers, and 2,500 professionals. To learn more about CdLS and the Foundation, visit www.CdLSusa.org.
