

# SHAMROCKIN' FOR A CURE

## EAT, DRINK & CURE CYSTIC FIBROSIS!



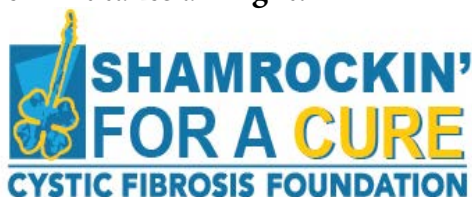
### Join Our ShamRockin' Army!

*We're looking for a few good men and women to join us on the committee for the 2015 ShamRockin' for a Cure.*

Unquestionably the definitive St. Paddy's Day Celebration in North Fulton, ShamRockin' for a Cure is a premier party with a purpose where over 1,400 attendees gather at Verizon Wireless Amphitheater to "eat, drink, and cure cystic fibrosis." With over 20 local restaurant and drink vendors, an incredible silent and live auction, and the best band in town; ShamRockin' for a Cure packs more entertainment in one night than you can imagine!

Over the past six years, ShamRockin' for a Cure has raised over \$830,000 to help fund research for treatments and ultimately, a cure for cystic fibrosis. Each year, the ShamRockin' committee enlists the support of corporate and individual donors to help the Cystic Fibrosis Foundation "add tomorrows" for the over 30,000 individuals living with cystic fibrosis in the United States.

Let's join together to save lives...  
even if it takes all night!



JAKE & GAVIN  
LIVE WITH CF



## WHAT DO YOU DO AS AN ARMY MEMBER?

- You have FUN getting to know other soldiers in the fight against CF and make lifelong friends!
- You show up for monthly meetings to plan ShamRockin' for a Cure.

*Here are some upcoming meeting dates:*

- Sunday, September 21
  - Sunday, October 19
  - Sunday, November 2
  - Sunday, November 16
- Join one of the Battalions and serve under the Battalion Chairs/Co-Chairs. Take look through the rest of this packet to learn more about the Battalions and the duties for each group.

*The Battalions are as follows:*

- Silent Auction & Live Auction
  - Food & Beverage
  - Sponsorship
  - Logistics Support
- Attend **AT LEAST** one Momentum Meeting (4 will be planned throughout the year). These meetings motivate potential community, corporate and in-kind partners to join the fight against CF. They also inspire all ShamRockers to continue being strong soldiers fighting the disease!
  - Sell tickets to ShamRockin' for a Cure! Get your friends, family, and co-workers in on the fun by selling them a ticket to the best St. Paddy's Day celebration in town!
  - Help with event set-up and/or breakdown

*Choose one or choose all!*

- Set up: Friday, March 6 from 11AM - 4PM
  - Breakdown: Saturday, March 7 from 12AM - 2AM (immediately following ShamRockin' for a Cure)
  - Final Pick-Up of Items and Decor: Tuesday, March 10 from 10AM - 3PM
- Attend the ShamRockin' for a Cure - of course!

***Contact us for questions about joining the ShamRockin' Army!***

### **Cystic Fibrosis Foundation**

- Amy Alvarez, Senior Director of Development - [aalvarez@cff.org](mailto:aalvarez@cff.org)
- Amanda Keuler, Logistics Specialist - [akeuler@cff.org](mailto:akeuler@cff.org)

### **ShamRockin' for a Cure Event Co-Chairs**

- Pam Baker - [bakereed@att.net](mailto:bakereed@att.net)
- Kathy Igou - [kligou@georgiasown.org](mailto:kligou@georgiasown.org)

### **ShamRockin' for a Cure Battalion Lead Chairs**

- Silent Auction and Live Auction Chairs:
  - Barb and Darren Horvath - [darren\\_horvath@comcast.net](mailto:darren_horvath@comcast.net) (Silent Auction)
  - Jon Baker - [jon@jbakeradvisor.com](mailto:jon@jbakeradvisor.com) (Live Auction)
- Food & Beverage Chair: Lara Dolan - [lara.dolan@comcast.net](mailto:lara.dolan@comcast.net)
- Sponsorship Chair: Brian O'Reilly - [gboreilly@gmail.com](mailto:gboreilly@gmail.com)
- Set-Up Coordinator Chair: Suzanne Starr - [suzanne\\_starr@yahoo.com](mailto:suzanne_starr@yahoo.com)

### **Silent Auction Chair - Barb and Darren Horvath**

- Serve as members of the ShamRockin' for a Cure Board
- Manage and motivate committee members to secure items for silent auction (goal is 150 items or more)
- Coordinate Auction Battalion meetings and send recap notes of action items
- Ensure all paperwork is properly completed and give updates to the committee on a monthly basis
- Monitor solicited and received items to achieve a variety of items and price ranges
- Assist with the collection and storing of items received from volunteers and committee members
- Conduct monthly meetings with the CF Foundation to package items
- Work in collaboration with the CF Foundation on tracking of items, preparation of bid sheets, and descriptions
- In collaboration with the CF Foundation, coordinate post event distribution systems (suggested 3 days for pick up at a certain location, then items go to CF Foundation for delivery)
- Oversee on-site setup and cleanup
- Train volunteer group on auction needs for night of bidding and checkout

### **Food & Beverage Chairs - Lara Dolan (Lead Chair)/ Phil Mello, Beth Culloty, and Erica Pomerance (Co-Chairs)**

- In collaboration with the CF Foundation, create in-kind sponsorship offering for all food and beverage vendors
- In collaboration with the CF Foundation, develop guidelines for each food and beverage vendor
- Secure, solicit, and coordinate food vendors to donate a minimum of 600 servings each (goal is to have 20 restaurants participate in 2015)
- Secure and coordinate beer, wine and liquor donations
- Coordinate menu items among food vendors
- Secure certificate of insurance from each participating vendor naming host venue as additionally insured
- In collaboration with the CF Foundation, coordinate daily liquor license
- Oversee day of set up for food vendors and bars
- In collaboration with the CF Foundation, schedule post follow-up meeting with all food and beverage vendors to secure recommitment



### **Live Auction/Bid for a Cure Chairs - Jon Baker (Lead Chair)/Jess Baker (Co-Chair)**

- Lead chair serves as a member of the ShamRockin' for a Cure Board
- Identify, solicit, and secure live auction items (with fair market value of at least \$5,000 or more)
- Manage and motivate committee members to secure live auction items
- In collaboration with the CF Foundation, responsible for creating promotional e-blasts to create a buzz for items
- In collaboration with CF Foundation work on flow of live auction and Bid for a Cure during the program
- In collaboration with the CF Foundation, develop live auction booklet and day of presentation
- In collaboration with the CF Foundation, assist with the securing of auctioneer
- Identify signage needs for live auction and Bid for a Cure (CF Foundation to print)

### **Corporate Sponsorship Chairs - Brian O'Reilly (Lead Chair)/John Carew (Co-Chair)**

- Lead chair serves as a member of the ShamRockin' for a Cure Board
- In collaboration with the CF Foundation, create two sponsorship cultivation events throughout the year that are donated in-kind
- Collaborate with CF Foundation and ShamRockin for a Cure Board to create sponsorship levels
- Monitor the number of sponsors in each business segment
- Coordinate Sponsorship Battalion meetings and send recap notes of action items
- Recommit and increase existing sponsor commitments
- Identify, solicit, and secure new corporate sponsors for ShamRockin' for a Cure
- Motivate and manage committee members to solicit and secure Corporate Sponsors
- Work with committee members to follow up and close corporate sponsors
- In collaboration with the CF Foundation and committee, secure guest names for corporate sponsors to provide physical tickets for the event
- In collaboration with the CF Foundation, ensure corporate sponsors are properly represented
- Coordinate collection of swag bag items from sponsors and facilitate the preparation of goodie bags

**Momentum Chairs - Tom Murphy (Lead Chair)/Jimmy Pomerance (Co-Chair)**

- Identify in-kind restaurant partners to host at least four Momentum Meetings from October - February (free food, cash bar)
- Coordinate with the CF Foundation to send event emails to committee and “friends” of ShamRockin’ for a Cure”
- In collaboration with the CF Foundation, create agenda (run-of-show) for Momentum events - 1 mission moment is needed at each event
- Send follow-up thank you notes from ShamRockin’ for a Cure to all restaurant partners
- Motivate committee to sell tickets to ShamRockin’ for a Cure

**Set-Up Coordinator Chair - Suzanne Starr**

- Work with Event, Sponsorship and Auction Chair(s) to identify needs for set up
- Secure committee participation for ShamRockin’ for a Cure set up and breakdown (Friday, Saturday, Monday)
- Create “Sign Up Genius” that shows all set-up needs for Friday, Saturday and Monday
- Track, communicate with, and assign committee to set-up needs if they have not signed up for a task
- Serve as Chief Motivator for help on these important logistics needs at all committee meetings