

Bronze Sponsorship



Benefits / Promotional Rights

- Right to sample/display on-site
- Right to serve on Local Tour Committee
- Registration fee held to early bird fee for company team participants

Advertising & Promotion around Sponsored Property

- Featured Recognition to Tour supporters:
 - Press release announcing Tour and spotlighting sponsors – 1x per year
 - Thank-You ad for Tour highest-level sponsors

Recognition in Publication, Collateral, Website, related to Market

- Sponsor Logo/ID in:
 - Tour Newsletters – 2x per year
 - Tour Brochures- print deadline 11/10/08-(50,000) , Posters (300) , T-shirts (1,200)
- Sponsor Logo/ID or Feature and Link on Local ADA Market Web Site/Area:
 - Local Tour Home Page – 6 months

Signage / Sponsor Recognition around Sponsored Property

- Signage at Tour with Sponsor ID
- Start/Finish Banner – 1x
- Verbal Recognition by Local ADA Market Representative at Tour and Wrap Up Party
- Verbal Recognition/Sponsor Presence at “Award Party”

Display / Sampling / Surveying / Audience Access at Event

- 10' x 10' Display Booth at Start/Finish Area (e.g. product sampling, distribute literature, etc.)
- Insert in Goody Bag (approx 1,300)
- Opportunity to participate/insert in an ADA Tour mailing to market donors, volunteers and event participants – 1x per year

Commitment to American Diabetes Association:

- Distribution of Tour posters and brochures
- Point-of-purchase brochure display
- Best effort to organize team
- **\$5,000**

On Behalf of the 23.6 million Americans, thank you for supporting the American Diabetes Association and its special fundraising events. **Sponsorship dollars go to support our mission to prevent and cure diabetes and to improve the lives of all people affect by diabetes. For tax purposed, the American Diabetes Association Federal Tax ID number is 13-1623888.**



Cure • Care • Commitment®

Thank You