

Gold Sponsorship



Benefits / Promotional Rights

- License to Use Tour Logo with Market Designation (*e.g. advertising & promotions*)
- Right to Make Promotional Offer tied in with Tour (*e.g., donation with purchase*)
- Right to sample/display on-site
- Right to Have Street Marketing Team and/or Company Mascot at Tour
- Letter from ADA Executive Director Spotlighting Company's Support
- Right to co-create/co-brand Tour-themed informational materials or merchandise for public giveaways, employee education or fundraising
- Access to Tour photos/marketing materials for external/internal communications or promotions
- Right to serve on Local Tour Committee
- Seventy five (75) complimentary ride registrations

Proprietary Components

- Proprietary platform at event that is customized for sponsor's interest, some ideas include:
 - Sponsored "fundraiser" award for Tour (*e.g. the "Your Company Champion for Diabetes" for top team or individual*)
 - Right to Create/Host Pre-Approved Activity (*e.g. reception, appreciation party for riders, etc.*)
 - Team Tent on site

Advertising & Promotion around Sponsored Property

- Featured Recognition to Tour supporters:
 - ID in Guaranteed Local Media – **Purchased, donated or trade**
 - 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 *Editorial Feature*, highlighting company's commitment in:
 - Tour Newsletter – **1x per year**
- Sponsor Logo/ID in:
 - Direct Mail / 1-on-1 Marketing: Tour e-Newsletters – **4x over 3 months**, Tour Newsletters – **2x per year**, Post Cards
 - Tour Brochures cover –**Print deadline-11/10/08**-(50,000), Posters (300), T-shirts (1,200), Invitations (*e.g. Corporate Recruitment, Team Captain Kick-Offs, Awards Party*), Packets, etc.
- 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, Route Markers – 4x, Rest Stop – 2x*)
- Corporate Banner (*location at Sponsor's discretion*) – **1x**
- Verbal Recognition by Local ADA Market Representative at Tour
- Right to Have Sponsor Representative on Stage at Tour, around proprietary program (*e.g. trophy presentation*)
- Verbal Recognition/Sponsor Presence at Corporate Recruitment Event(s), Turn-in Parties, Award Party

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Display / Sampling / Surveying / Audience Access at Event

- 8' Table/chairs and 10' x 20' Display Booth/Tent at Start/Finish Area (*e.g. product sampling, distribute literature, etc.*) *
Coupons cannot be distributed by ADA, its volunteers or inside the rider goody bags. They must be distributed by employees or company representatives. The same does not apply to promotional items.
- Insert in Goody Bag – (approx. 1,300)
- Sponsor Questions in Tour Audience Survey (*if applicable*) – **Two questions in survey** (*Questions must be provided*)
- Opportunity to participate/insert in an ADA Tour mailing to market donors, volunteers and participants – **1x per year**

Employee Education

- ADA-hosted Lunch 'n Learn sessions on diabetes-related topics or Health Fairs – **2x per year**
- Access to ADA “Winning @ Work” for educating employees (*e.g. break rooms, common areas, etc.*) – **2x per year**

Terms

- Promotional Time Frame – **Three months prior to event**
- Exclusive Negotiating Period for Renewal – **Six months prior to expiration**

Commitment to American Diabetes Association:

- Best effort to organize team
- Distribution of Tour posters and brochures to local stores/company locations
- **\$15,000**

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 affected by diabetes.** For tax purposes, the American Diabetes Association Federal Tax ID number is 13-1623888.



Cure • Care • Commitment®

Thank You