

# Silver Sponsorship



## Benefits / Promotional Rights

- Right to sample/display on-site
- Right to co-brand Tour-themed materials or merchandise for public giveaways, employee education or fundraising
- Right to serve on Local Tour Committee
- Fifty (50) complimentary ride registrations

## 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 – 9 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

## Employee Education

- ADA-hosted Lunch 'n Learn sessions on diabetes-related topics – 1x per year
- Access to ADA “Message in a Box” for educating employees (e.g. break rooms, common areas, etc.) – 1x per year

## Terms

- Contract Term – 1 year
- Promotional Time Frame – Six 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 stores/company locations
- **\$10,000**



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***Thank You***