



Sponsorship Opportunities



Step Out Walk to STOP Diabetes November 3, 2012 Harbor Park - Orlando, FL

Are you ready to reach a GREAT demographic of potential clients or customers?

Are you ready to show the community that your company cares?
Take advantage of sponsoring or forming a team for Step Out to Stop Diabetes TODAY!

STEP OUT | WALK TO STOP DIABETES

 American Diabetes Association.



What is Step out to stop diabetes?

By taking part in this event, you'll be stepping out onto the streets to help change this growing epidemic. By participating in Step Out, you're not just walking and raising funds to eliminate one disease. You're also battling cardiovascular problems, kidney failure, blindness, lower limb amputations, and much more.

WHAT IS DIABETES?

Diabetes is a disease in which the body does not produce or properly use insulin, a hormone that is needed to convert sugar, starches and other food into energy needed for daily life. The cause of diabetes is a mystery, although both genetics and environmental factors appear to play roles.

- **Type 1.** An autoimmune disease in which the body does not produce any insulin, most often occurring in children and young adults. People with type 1 diabetes must take daily insulin injections to stay alive.
- **Type 2.** A metabolic disorder resulting from the body's inability to make enough or properly use insulin. This form of the disease is associated with older age, obesity, family history of diabetes, prior history of gestational diabetes, impaired glucose tolerance, physical inactivity and race/ethnicity.
- **Gestational diabetes.** Immediately after pregnancy, 5-10% of women with gestational diabetes are found to have type 2 diabetes. Women who have had gestational diabetes have a 40-60% chance of developing diabetes in the next 5-10 years

HOW DOES DIABETES AFFECT YOUR COMPANY?



According to the Center for Disease Control, the average economic cost (lost workdays, lost productivity, increased health insurance claims, etc) to a company of:

- 50-100 employees is **\$57,090.**
- 250-300 employees is **\$199,815.**
- 1,000 employees is **\$523,325.**
- 2,500 employees is **\$1,408,220.**
- 4,000 employees is **\$2,283,600.**



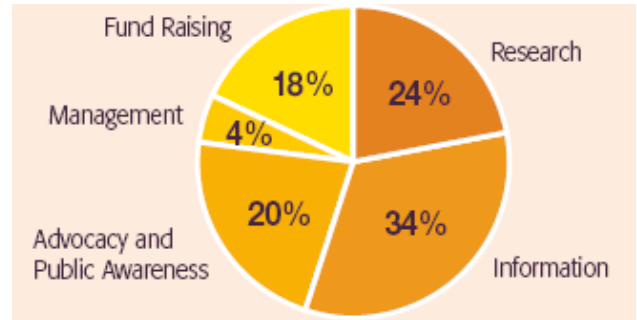
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WHERE DOES THE MONEY GO?

RESEARCH

The ADA has been funding innovative research to combat diabetes since 1955. We fund more than **\$42 million** a year in research at more than **160** research institutions throughout the country. **Locally Funded researchers at Burnham Institute over \$700,000 for their work in diabetes research**



INFORMATION

The ADA provides the public and health care professionals with the most up-to-date information to help take a stand against diabetes. We reach out through our National Call Center (1-800-DIABETES) and our Web site (www.diabetes.org) as well as monthly consumer and professional books and periodicals. ADA also has a presence in communities through its Expos in **17** markets, its **57** sessions of camp each summer for kids with diabetes, and outreach to high-risk populations through its Por tu Familia, African American and Native American initiatives. **Locally, In 2010, over \$3000 newly diagnosed patients in Central Florida received educational material to help them manage their disease and cope with the diagnosis; 19 ADA Recognized Programs in Central Florida, providing stellar diabetes education to people with diabetes in the Central Florida Community**

ADVOCACY

ADA fights on behalf of the diabetes community to increase federal funding for diabetes research and programs, improve comprehensive health care and insurance coverage, and to end discrimination against people with diabetes. **Locally helped pass HB 747 pertaining to the care of children with diabetes in schools in the state of Florida. This bill will make it illegal to remove children with diabetes from their zoned school simply because of their diabetes. It will also help facilitate the training of non medical personnel in the care of children with diabetes so that schools without full time nurses can still provide accommodations for them. This helps change the life of well over 800 children in Central Florida alone. In addition to that, the ADA continues to advocate for people with diabetes on a regular basis.**

Diabetes Statistics*:

- **233,619:** The number of annual deaths due to diabetes in the United States according to death certificate reports from 2005 (Diabetes is likely to be underreported as a cause of death)
- **25.8 million:** The estimated number of children and adults in the United States who have diabetes.
- **79 million:** The estimated number of Americans who have pre-diabetes.
- **1.6 million:** The number of new cases of diabetes diagnosed in people aged 20 years or older in 2007.
- **12.5 million:** The number of women in the United States who have diabetes.
- Hispanic/Latino Americans are **1.8** times more likely to have diabetes than non-Hispanic whites. African Americans are **1.6** times more likely to have diabetes

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Presenting Sponsor \$25,000 – 750,000 potential impressions

Industry Exclusive sponsorship of Step Out Walk to Stop Diabetes. Co-Brand the walk with Presenting Sponsoring Company.

Senior executive offered to sit on ADA Board

Right to co-create and co-brand Step Out themed informational materials or merchandise for public giveaways, employee education or fundraising.

The Premier Sponsor Package is included

Premier Sponsor \$17,500 – 500,000 potential impressions

Logo to appear prominently on ALL print promotions (front and inner panel of brochures, posters, newsletters, walker maps)

Logo to appear prominently on ALL email promotions (Contests and Incentive emails)

Corporate presentation at walk events (kick-off luncheons and media opportunity)

Sponsor entitled to a VIP tent located at the center focal point of the park, health fair booth and a route marker at the walk

Recognized as a “Silver Sponsor” at the awards dinner *Father of the Year*, taking place June 14 2012 (\$5,000 value).

Gold Sponsor Benefits included

Gold Sponsor \$12,000 – 250,000 potential impressions

Logo to be featured prominently on the American Diabetes Association’s web page with a link to sponsor’s home page
Company name and logo to appear on ALL press releases and media promotions.

Corporate presentation at walk events (kick-off luncheons and media opportunity)

Logo placement on all emails sent to walkers, ADA members monthly Jan-June, weekly June – Dec

Named Sponsor of the 2012 African American Initiative launch – target 35 churches in Central Florida for Live empowered seminars (includes listing on all promotional flyers and materials in goody bags)

Recognized as a “Bronze Sponsor” at the awards dinner *Father of the Year*, taking place June 14, 2012 (\$3,000 value).

Silver Sponsor benefits included

Silver Sponsor \$5,000 - 35,000 potential impressions

Logo to appear on the following print promotion; inner panel of brochures, newsletter and walker maps) 30,000 Brochures printed

Logo on walker and volunteer T-shirts

Sponsor logo placed on start/finish line banner

Sponsor entitled to **Health Fair Booth**

Corporate banner at walk site- *Sponsor to provide banners*

Sponsor entitled to a route marker at the walk

Red Strider Supporter \$2,750 – 5,000 potential impressions

Logo to appear prominently on walker and volunteer T-shirts

Logo placed on start/finish line banner as Red Strider Supporter

Sponsor will be entitled to a health fair booth and a route marker at the walk

Sponsor will be entitled to man the Red Strider Health Fair booth



Step out exhibitor - \$1000

Sponsor entitled to **Health Fair Booth**

Corporate banner at walk site- *Sponsor to provide banners*

Sponsor entitled to a route marker at the walk

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INVESTMENT CONFIRMATION

YES! We want to join and help support Step Out Walk to STOP Diabetes, November 3 2012 in Orlando, Florida!

Sponsor/Support Form a Team Both
Investment/Support Level: _____

Investment Amount: _____

Company Name: _____

Contact Person: _____

Address: _____

Phone: _____ Fax: _____

Signature: _____ Date: _____

E-Mail Address: _____

Please indicate your redemption below:

Investment in full _____

Partial Investment _____

Send invoice to my company

American Diabetes Association Federal Tax ID - 13-1623888

PLEASE COMPLETE THIS AGREEMENT and MAIL, FAX OR EMAIL TO:

 **American Diabetes Association®**

Cure • Care • Commitment®

American Diabetes Association

Attn: Step out to stop diabetes

1101 N. Lake Destiny Road Suite 415

Maitland, FL 32751

Telephone (407) 660-1926 ext: 3030

Or Fax to (407) 660-1080 Email – djervier@diabetes.org

Make checks payable to the American Diabetes Association