SPONSORSHIP PROPOSAL

15th Annual

Bikers Against Diabetes

July 1, 2012
How Rip’s BAD Ride Began

Rip’s B.A.D. Ride (Bikers Against Diabetes) is a nation-wide motorcycle charity event sanctioned by the American Diabetes Association. The event began 15 years ago in Southern California when Rip Rose, a journalist for *Easyriders* magazine, approached the American Diabetes Association with a proposal to bring bikers together in an organized event to fight diabetes. The Ride has grown from a few hundred bikers raising a few thousand dollars to one of Southern California's most successful motorcycle charity events, drawing thousands of riders and raising over $3,500,000 since its inception. The Ride is attended each year by celebrity riders such as Larry Hagman and has the support of Willie G. and Karen Davidson of Harley-Davidson Motorcycles.

Rip's dream was to take the Ride to a national level event and, in his words, "keep doing this until we don't have to do it any more." Inaugural B.A.D. Rides were held in Arizona and Northern California in 2005. Rip passed away in 2000. His legacy lives on each year as Rip's B.A.D. Ride unites the biker community nationwide to continue the fight to cure diabetes and improve the lives of those with diabetes.

Rip’s BAD Ride Highlights

The B.A.D. Ride's successful growth and recognition by the American Diabetes Association can largely be attributed to a few key facts:

- The Ride is almost entirely volunteer planned and executed. It is a ride for riders, by riders. Our volunteer organizing committee members are extremely dedicated and hard working.

- We provide a wholesome, family-oriented event, with entertainment and activities for grown-ups and kids alike. For example, we have Bike Games for both adult riders on motorcycles and a kid's zone filled with games, rides and special treats.

- 100% of the funds collected go directly to the American Diabetes Association. Because the Ride is volunteer-driven, overhead and administrative expenses are minimal - our goal is that 75% - 80% of all funds raised for the Ride goes directly to support diabetes research, education and advocacy programs. As a non-profit 501(c) 3 organization, most of the donations to the American Diabetes Association are tax-deductible.

- The Ride is put on to fight a disease that literally touches everyone. According to the 2011 National Diabetes Fact Sheet, published by the Centers for Disease Control, there are an estimated 26 million people affected by diabetes in the United States and 79 million people that are pre-diabetic. Combined, that's over 30% of the United States population. Everyone knows someone affected by diabetes and is touched in some way by the disease.
Rip’s BAD Ride Sponsorship Benefits

Becoming a sponsor for Rip’s B.A.D. ride will provide exposure for your company to thousands of potential new customers and enhance your company’s image as a charitable and community-minded organization.

We understand that a successful partnership requires that both parties benefit. We are very willing to work with our sponsors to custom-tailor sponsorship agreements that provide the best possible return on your investment in our cause. We invite you to help us design a program that will provide a foundation for a long-running, mutually beneficial partnership. The attached sponsor benefit matrix can be used as a starting point for our discussions, and includes the following features:

- **Brochures and Posters** Sponsor’s logo will appear on brochures, posters, and promotional pieces.
- **Media Exposure** All B.A.D. Ride press releases will recognize Sponsor’s contribution.
- **Website** The Sponsor will be recognized on www.ripsbadride.com with opportunities for hyperlink.
- **Day of Event Recognition** The Sponsor will have the opportunity to be recognized and speak on main stage.
- **Pre Event Kick-Off Parties** The Sponsor will be recognized at all pre-event promotions.
- **V.I.P. Recognition** The Sponsor’s logo will appear on VIP Recognition invitation and the sponsor will be recognized at the event, with additional opportunities for banner placement and other displays. Sponsor may provide guest list to ADA for invitation to VIP Recognition.
- **V.I.P. passes** for entry into the designated VIP area the day of the event. Each pass includes the recipient and a guest.
- **Corporate Banner** The Sponsor will receive recognition at the B.A.D. Ride. They may provide corporate banners, materials at our information booth and other displays appropriate to the sponsor’s business.
- **Product Samples/Marketing Materials** When appropriate, the Sponsor can provide a product sample, coupon, or literature to be distributed at their booth or the American Diabetes Association booth.

*Please note that the level of sponsorship selected for participation determines the benefits to be received.*

*To be included on promotional materials logos must be submitted prior to materials being printed.*
**ABOUT THE AMERICAN DIABETES ASSOCIATION**

The American Diabetes Association (ADA) is leading the fight against the deadly consequences of diabetes and fighting for those affected by diabetes. Founded in 1940, ADA conducts programs in all 50 states and the District of Columbia, reaching hundreds of communities.

The mission of the Association is *to prevent and cure diabetes and to improve the lives of all people affected by diabetes.* To fulfill this mission, ADA funds research, publishes scientific findings, provides information and other services to people with diabetes, their families, health care professionals and the public. The Association is also actively involved in advocating for scientific research as well as for the rights of all people, adults and children, with diabetes.

Each year, thousands of people participate in ADA community programs and activities to increase awareness of diabetes and raise needed funds. Community programs and special events, in particular, represent a large segment of our overall plan and are, in many cases, responsible for introducing the ADA to new communities in Southern California and in reinforcing our commitment to all people, adults and children, affected by diabetes. In addition to community support, we solicit support from pharmaceutical companies, foundations, the corporate community, retailers and others to help raise the critical funds needed to make a difference in the lives of all people affected by diabetes.

**ABOUT SPONSORSHIP WITH ADA**

The American Diabetes Association prides itself on being fiscally responsible by meeting industry standards for non-profit organizations. **We approach sponsorships as a business relationship in which both parties receive strategic benefits.**

**Aligning with the American Diabetes Association is an excellent opportunity for your company to benefit from the “halo-effect” of this relationship!** This includes building goodwill with both community and corporate stakeholders, reaching your defined target audience as well as the opportunity of increasing visibility and driving brand loyalty of your products and services should this be a core part of your strategy.

We also encourage our corporate supporters to involve their employees with the American Diabetes Association, either as participants in our activities or as volunteers. Involving associates in the initiatives you support build stronger relationships between employees and employer. According to Con-Roper, employees are 65% more likely to work for a company that supports charitable organizations.

We rely on support from companies like yours to help us make a difference in the lives of people affected by diabetes. We invite you to join us this fight and STOP diabetes!

**ABOUT DIABETES**

Diabetes is a disease that affects the body’s ability to produce or respond to insulin, a hormone that allows blood glucose (blood sugar) to enter the cells of the body and be used for energy. Diabetes falls in three categories: (1) type 1 usually begins during childhood; (2) type 2, the most common form, usually occurs after age 45, but is increasingly being diagnosed in children and adolescents, and (3) gestational diabetes which develops in 2-5% of all pregnancies.
2012 Rip’s B.A.D. Ride XV Sponsorship Agreement

Company Name: _________________________________________________________________________

Company Representative:  _______________________________________________________________

Position/Title: ____________________________________________________________________________

Address: _______________________________________________________________________________

Phone:  ________________________________________ Fax: ______________

Email: __________________________________________________________________________________

Authorized Signature: ________________________________________________________________ Date:______________________

Type or Printed Name: ________________________

The above named company agrees to participate as a B.A.D. RIDE sponsor at the level indicated below.

The American Diabetes Association agrees to provide the benefits described in this document.

SPONSORSHIP LEVEL

☐ $150 Contributing Sponsor   ☐ $ 500 Supporting Sponsor   ☐ $ 1,000 Billet Sponsor

☐ $ 2,500 Bronze Sponsor      ☐ $ 5,000 Silver Sponsor

☐ $ 10,000 Gold Sponsor      ☐ $ 25,000 Platinum Sponsor

Please remit the completed agreement and check to the
American Diabetes Association
151 Kalmus Dr, C-100
Costa Mesa, CA 92626
Attention: B.A.D. Ride

For further information contact Lisa Dalgaard at 949-677-2453 Lisa@quickthrottle.com or
Heather Erickson 714-662-7940 Ext. 7518 HErickson@diabetes.org

Please complete this form and FAX TO:

American Diabetes Association
ATTN: Rip’s B.A.D. Ride
Costa Mesa, CA 92626
Fax: 714.966.5369
501(c )(3) 13-1623888

Payment Options: Payment due 45 days prior to event date.
Installment Payment Plan Available

☐ Enclosed

☐ Invoice
# 2012 Rip’s BAD Ride Sponsorship Benefit Matrix

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<th>Logo Placement on Flyers and brochures</th>
<th>Contributing Sponsor</th>
<th>Supporting Sponsor</th>
<th>Billet Sponsor</th>
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www.diabetes.org