SPONSORSHIP OPPORTUNITIES

UNMASKING DIABETES

GALA & Awards

October 27, 2016
National Constitution Center

Supporting the:
American Diabetes Association.

Contact: Monique Sadler, Director Development 610.828-5003 ext.4628
What is Diabetes?

Did you know that diabetes kills more Americans every year than AIDS and breast cancer combined? Complications from diabetes are the leading causes of heart attacks, stroke, blindness and kidney failure.

- 30 million adults and children in the United States have diabetes — nearly 10 percent of the population. And shockingly, 8.1 million of them do not even know that they have the disease.
- Every year, 1.7 million Americans are diagnosed with diabetes and an additional 86 million who are 20 years and older have prediabetes, a condition likely to lead to diabetes if not carefully managed.
- Prediabetes incidence is up from 79 million in 2010—and nearly 90 percent do not know they have it.
- If we do not change course, as many as 1 in 3 American adults will develop diabetes by 2050.
- 17% of Philadelphians have diabetes
- Diabetes impacts your bottom line: Diabetes is responsible for a huge portion of our national healthcare costs, exceeding $245 billion annually

As this virtual tsunami of new diabetes diagnoses approaches the nation, addressing the varied health, socioeconomic, economic and discrimination issues that accompany diabetes should be one of our top priorities.

The American Diabetes Association Solution

The American Diabetes Association is the only organization dedicated specifically to the research, education and advocacy required to improve the lives of all Americans with diabetes. For more than 75 years, we have been working on the frontlines and within multiple areas to educate at-risk populations, protect the rights of people with diabetes at work, school and other aspects of daily life, pioneer clinical and research breakthroughs and foster a pipeline of the best and brightest young scientists.

Every component of our work is directed toward achieving our mission: to prevent and cure diabetes and improve the lives of all people living with diabetes.

With your support, the Association will continue to lead the nation in creating a powerful community of care that is grounded in strong science and innovative thinking. We are the voice and champion for all people with diabetes.

We thank you in advance for consideration of this proposal as we work across all of these areas to address the complexity of diabetes and to improve the lives of so many.
On October 27, 2016 the American Diabetes Association will host its 2016 Unmasking Diabetes Gala & Awards to recognize extraordinary individuals who have made significant contributions in the fight against diabetes in their personal and professional communities. This masquerade-themed event will serve to unmask the myths associated with diabetes in our region and in the world.

The National Constitution Center on Independence Mall will serve as the perfect backdrop for this dazzling evening, which will begin with a VIP reception on the terrace overlooking the Mall and feature a silent auction, followed by a dazzling awards ceremony, dinner and keynote address from a leader in the field of diabetes.

The purpose of the event is to highlight the achievements of our award recipients in the areas of medicine, research, education and philanthropy.

Summary:

Unmasking Diabetes Gala & Awards
Thursday, October 27, 2016

Expected Attendance
400

The guest list will include leading researchers and health care providers, business, community and political leaders and four distinguished award recipients and their guests – all joined in the fight against the diabetes epidemic.

Proceeds from this event support research and programs aimed at stopping diabetes.

Contact for Sponsorship
Monique Sadler
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Our Mission is to prevent and cure diabetes and improve the lives of all people affected by diabetes.

Previous Sponsors

Jefferson
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Be well
SAFEGUARD
American Diabetes Association

Our Mission is to prevent and cure diabetes and to improve the lives of all people affected by diabetes.
Description of Awards

Our awards recipients live and work in Eastern Pennsylvania, New Jersey or Delaware and have been identified and nominated by their peers. The winners are selected by members of the Gala Executive Committee, Medical Advisory Committee and Community Leadership Board of the American Diabetes Association.

Awards Categories Include:

- Distinguished Physician
- Distinguished Certified Diabetes Educator
- Distinguished Researcher
- Distinguished Corporate Philanthropist

Each award recipient will be honored during the Gala with a video highlighting their path to prominence in their field and accomplishments to care, promotion of or contribution to work in the field of diabetes.

2015 Awards Recipients: Christopher Cashman, Independence Blue Cross - Dr. Allen Ho, Mid Atlantic Retina, Dr. Neva White, Thomas Jefferson Hospital and Dr. Mark Schutta, Penn Medicine

Evening at a Glance

5:30  VIP Reception overlooking Independence Mall
      Silent Auction

7:00  Dinner & Awards Program

8:30  Coffee & Dessert Reception with Live Music
The Benefits of Sponsorship

- **Targeted access** to consumer and medical professional community in high-impact venues.
- Opportunity to drive **brand loyalty** of products resources and services.
- Opportunity for **media exposure** to amplify your brand and partnership with our organization.
- Halo effect of **aligning** with the nation’s leading volunteer health organization on diabetes
  - **Fenton** ranked the ADA **FIRST** among nonprofits for effectively allocating funds to activities that a advance our mission

**Sponsorship Levels**

**Presenting: $75,000**
- Presenting Sponsor of the event: Unmasking Diabetes Gala and Awards – Presented by (Insert YOUR company’s name).
- Opportunity for company executive to deliver welcoming remarks during event
- CEO level recognition as co-chair of the event; with letter in Philadelphia Business Journal supplement/program guide.
- Logo on all pre-event marketing materials, website, emails, form, press releases, signage and other collateral.
- Prominent logo placement on invitation.
- Prominent logo placement on cover of the Philadelphia Business Journal special supplement/program guide
- Full page advertisement in the Philadelphia Business Journal special supplement and program guide.
  - **Philadelphia Business Journal Reach** - 45,000 weekly readers. Supplement /program guide will be published in October 21st edition, digital version and distributed to all Gala attendees.
- Recognition as presenting sponsor in 2 afternoon edition Philadelphia Business Journal digital newsletter ads promoting the Gala.
  - Dates TBD. Will run Monday – Saturday – Total reach 180,000
- Recognition as presenting sponsor in all media promoting the event.
  - Opportunity to participate in press interviews promoting the event.
- Logo inclusion on step and repeat banner at the red carpet photo entrance.
- Logo displayed with ADA logo on GOBO in the main lobby of the National Constitution Center.
- Ten (10) social media mentions on Facebook, Twitter, LinkedIn.
- Recognition from the master of ceremonies throughout the program.
- Two (2) premium tables of 10, 20 tickets to gala and VIP reception.
Sponsorship Opportunities

Entertainment Sponsor: $50,000
- 2nd Tier recognition in all collateral.
- Logo inclusion on all signage at event.
- Sole sponsor of A-list celebrity (to be announced).
- Exclusive photo opportunity with entertainer and sponsor/sponsor guests.
- Announcement of sponsorship in all media content.
- Full page color ad in the Philadelphia Business Journal special supplement and program guide.
- Prime logo placement in two (2) 1/4 page ads to run in the Philadelphia Business Journal promoting the event.
- Seven (7) social media mentions on Facebook, Twitter, LinkedIn.
- 1 Premium VIP table of 10; 10 to VIP reception.

VIP Reception Host: $50,000
- 2nd-tier recognition in all event collateral.
- Exclusive sponsor of VIP reception.
- Podium recognition at reception; and all signage.
- Opportunity for company executive to deliver welcome remarks at reception.
- Full page color ad in the Philadelphia Business Journal special supplement and program guide.
- Prime logo placement in two (2) 1/4 page ads to run in the Philadelphia Business Journal promoting the event.
- Seven (7) social media mentions on Facebook, Twitter, LinkedIn.
- 1 VIP table of 10; 10 to VIP reception.

Distinguished Awards Sponsor (4 available): $35,000
- 3rd-tier recognition in all collateral.
- Recognition of award sponsorship in program book.
- Company name and logo included in award recipient video.
- Photo opportunities with award recipient.
- ½ page color ad in the Philadelphia Business Journal special supplement and program guide.
- Prime logo placement in two (2) 1/4 page ads to run in the Philadelphia Business Journal promoting the event.
- Five (5) social media mentions on Facebook, Twitter, LinkedIn.
- VIP table of 10; 10 to VIP reception.

ADA Champion Sponsorship: $25,000
- 4th-tier recognition in all collateral.
- Company recognition as sponsor of ADA Signature Event (Walk/Tour)***
  - Copper Level (Step Out Walk 2016). A portion of your company’s donation equal to sponsorship level will be credited to selected event.
- ½ page color ad in the Philadelphia Business Journal special supplement and program guide.
- Prime logo placement in four (4) 1/4 page ads to run in the Philadelphia Business Journal promoting the event. Two (2) ads will promote Gala; two (2) Step Out Walk.
- Three (3) social media mentions on Facebook, Twitter, LinkedIn.
- VIP table of 10; 10 to VIP reception.

Healthy Dessert Reception: $10,000
- 4th-tier recognition in all collateral.
- Prominent signage recognizing company as sponsor of reception.
- ¼ page color ad in the Philadelphia Business Journal special supplement and program guide.
- One (1) social media mentions on Facebook, Twitter, LinkedIn.
- VIP table of 10; 5 VIP reception.
Underwriting Opportunities

Your underwriting support offsets expenses for specific facets of the event; allowing more of your money to fund our mission. All underwriting opportunities are 100% tax-deductible. Underwriters receive day-of-event recognition including signage and listing in the Philadelphia Business Journal special supplement/program guide.

Table Sponsorships

VIP Table of 10: $5,000
Includes ¼ page advertisement in Philadelphia Business Journal program supplement/program guide
2 VIP Reception tickets

Tickets

Single Tickets: $250

Underwriting Opportunities

Dinner (Includes 4 tickets) $22,000
Audio visual/Staging (Includes 2 tickets) $10,000
Bar (Includes 2 tickets) $7,200
Facility Rental $7,500
Flowers $2,065
Music $4,000
Printing $5,344
Wine $2,400
Awards (4) $1,250
Photography* $475
Signage $400
Coat Check $250

*may also be in kind donation
Thank You for Your Consideration

Please make checks payable to:
The American Diabetes Association

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