

Take the Ride of Your Life
American Diabetes Association®

Tour de Cure®

SPONSORSHIP OPPORTUNITIES New Jersey

★ Tour de Cure — Northern New Jersey

★ Tour de Cure — Princeton

★ Tour de Cure — Jersey Shore



novonordisk®
Premier Sponsor

Why Sponsor?

Community Support

Your participation as a sponsor of Tour de Cure will directly benefit the 800,000+ people in New Jersey living with diabetes. Through research, awareness campaigns and advocacy efforts, you will join us in our fight against this disease. We will help you communicate your role as a community supporter. We will show your company's concern in the community and increase your visibility to consumers. This is your opportunity to make an immediate impact.

87% of cyclists are between the ages of 25 - 54 years old.

97.4% of cyclists own road bikes with an average bike price over \$3,000.

Brand Exposure

Get your brand out to those who matter most! Tour de Cure is the perfect place to reach consumers in New Jersey who are always looking for ways to make their families' lives easier and better. Our participants and volunteers seek information on everything from healthy food products to financial services and mobile communications. Becoming a sponsor of our events provides your company maximum exposure to our attendees by increasing their awareness of the products and services you offer.

The average household income of cyclists: \$106,100.

39% of cyclists have an median income over \$100,000.

Employee Engagement

Tour de Cure provides a unique platform to engage your employees, as you mobilize your associates, their families and friends. Given the high incidence of diabetes in the local area, it is likely that many of your employees' families are directly affected by diabetes. Sponsors' employees may choose to participate as part of a company team or volunteer at the event in a variety of capacities. *Opportunities are also available to learn about multiple aspects of diabetes, as well as healthy lifestyle choices through our Lunch & Learn Workshops, available with sponsorship.

44% of participants of female, 56% are male.

92% are college educated, with 41% having post-graduate degrees

*See Presenting/ Gold Sponsorships

What is Tour de Cure?

The Tour de Cure is a signature event of the ADA. With three sites, Northern New Jersey joins more than 80 cities and 30,000 participants nationwide riding for a cure! The Tour de Cure is a family-friendly bicycling event powered by people who are concerned for their health and the health of their loved ones. In 2009, more than 1,200 participants raised nearly \$610,000 in support of the mission of the ADA. The Tour de Cure events kick off in May for a month-long fundraising and public awareness campaign. Each day will kick off with music, food, youth activities and inspiring stories from those who fight diabetes every day. After remarks from guest speakers, participants will begin their ride in support of the fight against diabetes. Each site is a beautiful and scenic course to inspire you to continue the fight. From novice to professional, there is a course for everyone! Sites for 2010 include: Princeton - June 6th, Basking Ridge - June 13th, and Jersey Shore - June 19th. For more information, please visit the Tour de Cure website at www.diabetes.org/tour.

The American Diabetes Association

The American Diabetes Association is the nation's leading 501(c) (3) nonprofit health organization providing diabetes research, information and advocacy. Founded in 1940 the American Diabetes Association funds research, publishes scientific findings, and provides information and other services to people with diabetes, their families, health professionals and the public. The Association is also actively involved in advocating for scientific research and for the rights of people with diabetes.

OUR MISSION: To prevent and cure diabetes and improve the lives of all people affected by diabetes.

Local Presenting Sponsor (One Site)

\$25,000

- Company web site link on local Tour de Cure web page
- Logo and Local Presenting Sponsor denotation placed inside all NJ Tour brochures
- Prominent logo on all posters
- Feature in local ADA Tour de Cure Newsletter
- Prominent mention in local Tour Rider Kits
- Prominent logo placement and "Tour Site" denotation on Tour t-shirts
- Prominent "Local Presenting Sponsor" signs at Tour site (banners supplied by company)
- Company logo prominently displayed on Tour de Cure banner
- Two tickets to ADA's Annual Rainbow Gala
- Two tickets to ADA's Address to the Business Community
- Participate in ribbon cutting ceremony for ride start
- 10'x10' tent in prime location at one Tour site
- Promotional items in all rider gift bags
- Opportunity to serve on Local Tour Committee
- Mention in post-Tour releases
- Feature in post-Tour newsletter
- First right of refusal for next year's Local Presenting Sponsorship
- Custom volunteer opportunities for your employees
- Opportunity to form a corporate team
- *Lunch & Learn Workshops for employees (see sponsorship information)

Gold Sponsor (One Site)

\$10,000

- Company web site link on local Tour de Cure web page
- Logo placed inside all NJ Tour brochures
- Logo on all Tour posters
- Feature in local ADA Tour de Cure Newsletter
- Logo placed in local Tour Rider Kits
- Logo on all Tour T-shirts
- Two tickets to ADA's Annual Rainbow Gala
- *Lunch & Learn Workshops for employees (see sponsorship information)
- Sponsor signs at Tour site (banner supplied by company)
- Logo displayed on Tour de Cure banner
- Promotional items in rider gift bags
- Custom volunteer opportunities for your employees
- Opportunity to form a corporate team
- Mention in post Tour releases
- Two tickets to ADA's Address to the Business Community

Silver Sponsor (One Site)

\$5,000

- Logo inside all Tour brochures
- Mention in local ADA Tour de Cure newsletter
- Logo on all Tour T-shirts
- Promotional items in all rider gift bags
- Mention in post-Tour newsletter
- Custom volunteer opportunities for your employees
- Opportunity to form a corporate team

\$2,500 (One Site)

Rest Stop Sponsor

- Opportunity to display banners prominently at a Tour de Cure rest stop where riders stop to enjoy food and drink
- Additional visibility the day of the Tour by joining a corporate team and /or providing volunteers
- Opportunity to create a theme for the rest stop and hand out promotional items
- Opportunity to form a corporate team

\$1,500 (One Site)

Local Sponsor

- One 10x10 tent and table at one Tour de Cure Start/Finish/Registration site, where you can distribute promotional items (items to be supplied by sponsor)
- Custom volunteer opportunities for your employees
- Opportunity to form a corporate team

*For information on Premier Sponsorship Opportunities or in-kind contributions, please contact Mathieu Nelessen at:
Tel: 732-469-7979 x3512 • Fax: 908-722-4887 • mnelessen@diabetes.org



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**For more information about getting involved with the American Diabetes Association,
please contact us:**

**1160 Route 22 East, Suite 103, Bridgewater, NJ 08807
732-469-7979 • www.diabetes.org/NJ**

American Diabetes Association®

Cure • Care • Commitment™



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Tour de Cure Sponsorship Agreement 2009

Company Name	
Contact Person	
Address	
City, State, Zip	
Telephone	
FAX	
Email Address	
Event Location	<input type="checkbox"/> Basking Ridge <input type="checkbox"/> Princeton <input type="checkbox"/> Jersey Shore

The above named company agrees to participate as a sponsor of the American Diabetes Association 2009 Tour de Cure as:

- _____ \$ 25,000 **Local Presenting Sponsor**
- _____ \$ 10,000 **Gold Sponsor**
- _____ \$ 5,000 **Silver Sponsor**
- _____ \$ 2,500 **Rest Stop Sponsor (Per Site)**
- _____ \$ 1,500 **Local Sponsor (Per site)**

The American Diabetes Association is a certified 501(c) 3 non-profit organization. This sponsorship supports the mission of the American Diabetes Association: **to prevent and cure diabetes and to improve the lives of all people affected by diabetes.** Make Checks Payable to: American Diabetes Association Note: Federal Tax ID # 13-1623888.

Company Representative	
Authorized Signature	Date

Deposits & Payments: The signing of this document reflects a binding contract. Checks must be in U.S. funds. Payment, in full, must be received within 90 days of signature to avoid late fees. Exhibit space is not guaranteed until payment is received.

Please return completed contract to: Taran Connelly, x3514 tconnelly@diabetes.org

American Diabetes Association
CenterPointe II
1160 Route 22 East, Suite 103
Bridgewater, NJ 08807
(732) 469-7979 ♦ (908) 722-4887 FAX