

*Take the Ride of Your Life.*



 American Diabetes Association®  
**Tour de Cure** 2008

Saturday, June 27<sup>th</sup>  
Riverhead, Long Island



**TOUR DE CURE**  
**RED RIDER**

# Sponsor Opportunities



## WHAT IS THE TOUR DE CURE?

The American Diabetes Association's signature cycling event called the Tour de Cure is the biggest cycling event for diabetes in the country! It is held in 80-cities nationwide and Long Island will be striving for cycling success on June 27<sup>th</sup> 2009! The Tour De Cure is a challenging cycling event that lets both the avid and recreational cyclist raise money for diabetes research and educational programs while having a great time!

## WHAT IS DIABETES?

Diabetes is a silent killer with no cure. It affects children & adults of all ages. Diabetes can cause life-threatening complications that can result in blindness, heart disease, stroke, amputation, and premature death.

## 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.**

## WHO ARE OUR RIDERS?

- 83% are men and women between 25-54 years old
- College educated with an average income of \$75,000+
- Cycling enthusiasts or potential cycling enthusiasts
- The general public that wants to support a worthy cause.

## WHERE DOES THE MONEY GO?

Many people want to know where their money goes when they contribute to the American Diabetes Association. Listed below are a few examples of what the money you raise can help purchase or fund. In 2003 the American Diabetes Association invested 33.8 million dollars on diabetes research.

**\$37.00** Pays for educational materials for a newly-diagnosed child and their family

**\$2.75** Pays to send a diabetes information kit to a newly diagnosed individual.

**\$11.25** Covers one hour of an advocate's visit to Washington.

**\$26.00** Provides diabetes risk tests for 1000 individuals.

**\$50.00** Pays for one hour of diabetes research.

**\$25.00** Pays for materials necessary for a health fair.

**\$79.00** Pays for a child to go to camp for one day



## PRESENTING RED RIDER SPONSOR – \$15,000

### Benefits / Promotional Rights

- Red Rider Tent Sponsored by the ULTIMATE Red Rider Sponsor
- Opportunity to be the OFFICIAL METER sponsor of the Tour de Cure Long Island and the Red Riders
- Right to create a letter from your company CEO describing why your company is committed to supporting those with diabetes through research, information and education.
- Right to co-create/co-brand Tour-themed informational materials or merchandise for public giveaways, **employee** education or fundraising
- Front cover of event brochures, save the dates and posters
- Logo placed on event T-shirts
- 2 tables set up at fitness festival/ afterparty to display/sample your products etc.
- Banner and logo displayed at start/finish line
- Logo/ID listed on tour website
- Logo/ID mentioned in all email blasts and newsletters
- Kick Off hosted at your business
- Option to serve as a committee member
- Invite to attend annual awards dinner
- Option to put hand outs in goody bags
- ADA hosted Lunch 'n Learn session on diabetes-related topics -2x per year
- Option to speak at opening ceremony day of event/ Kick Off/Awards Dinner
- Signage at Event with Sponsor ID- Route Markers-10, Rest Stop-3x
- Free Team Captain Registration

### Advertising & Promotion

- Featured Recognition to Tour supporters:
  - Press release announcing company as the Diabetic Rider Recognition sponsor and spotlighting Red Level Sponsor letter (from CEO) in one newsletter – **1x per year**
  - Ad in selected publication that thanks Ultimate Red Rider Sponsor for supporting all of the Tour de Cure riders and their families with diabetes!

### Recognition in Publication, Collateral, Website, & Merchandise

- LOGO prominently displayed on the upper BACK of Red Rider Jerseys
- LOGO prominently displayed on the front and back of Red Rider T-shirts
- LOGO prominently displayed on Red Rider Finish Line
- Sponsor LOGO-NAME on local ADA website with LINK to company website
  - Local Tour Home Page – **8 months**

### Signage / Sponsor Recognition

- Signage at Tour with Sponsor ID
  - Main Start/Finish Banner – **1x**

- Signage at Event with Sponsor ID- Route Markers-10, Rest Stop-3x
- Verbal Recognition by Local ADA Market Representative at Tour
- Verbal Recognition/Sponsor Presence at “Award Party”

### Display / Sampling / Surveying / Audience Access

- Insert in Goody Bag (1,000 items needed by June 1, 2009)
- Opportunity to participate/insert in an ADA Tour mailing to market donors, volunteers and event participants – **1x per year**

### Sponsor Services

- Fulfillment Report on Sponsorship Activities

### Employee Education

- ADA-hosted Lunch 'n Learn sessions on diabetes-related topics – **2x per year**
- ADA “Winning At Work” program paid for and initiated for educating employees about health, wellness and diabetes prevention

## GOLD RED RIDER SPONSOR – \$10,000

### Benefits / Promotional Rights

- 10 x 10 Tent at Tour de Cure Health & Wellness Village
- Right to co-create/co-brand Tour-themed informational materials or merchandise for public giveaways, employee education or fundraising
- Logo/ID on inside of event brochures
- Logo/ID on event T-shirts
- Logo/ID on all save the dates sent out
- 1 table set up at fitness festival to display/sample your products
- Logo/ID listed on tour website
- Option to serve as a committee member
- Invite to attend annual awards dinner
- ADA hosted Lunch 'n Learn session on diabetes-related topics -1x per year
- Option to put hand outs in goody bags
- Signage at Event with Sponsor ID- Route Markers-8, Rest Stop-2x
- Verbal recognition at opening ceremony
- Free Team Captain Registration

### Advertising & Promotion

- Featured Recognition to Tour supporters:
  - Press release announcing company as the Red Rider Recognition sponsor – **1x per year**

## Recognition in Publication, Collateral, Website, & Merchandise

- LOGO PROMINANTLY displayed on back of Red Rider Jerseys and T-shirts
- LOGO displayed on Red Rider Finish Line
- Sponsor LOGO-NAME on local ADA website with LINK to company website
  - Local Tour Home Page – 8 months

## Signage / Sponsor Recognition

- Signage at Tour with Sponsor ID
  - Main Start/Finish Banner – 1x
  - Signage at Event with Sponsor ID- Route Markers-8, Rest Stop-2x
- Verbal Recognition by Local ADA Market Representative at Tour
- Verbal Recognition/Sponsor Presence at “Award Party”

## Display / Sampling / Surveying / Audience Access

- Insert in Goody Bag (1,000 items needed by June 1, 2009)

## Sponsor Services

- Fulfillment Report on Sponsorship Activities

## Employee Education

- ADA-hosted Lunch 'n Learn sessions on diabetes-related topics – 1x per year
- ADA “Winning At Work” program paid for and initiated for educating employees about health, wellness and diabetes prevention

## SILVER RED RIDER SPONSOR-\$5,000

- Logo prominently displayed on back of Red Rider Jersey
- Logo prominently displayed on back of the Red Rider T-Shirt
- Logo prominently displayed on Red Rider Training Materials
- Company banner displayed at the Start/Finish Line
- One (1) booth in the Health & Wellness Village expo area to be used exclusively by your company on day of event for promotional purposes
- Opportunity to place company gift item in “goody bags” given to all participants and volunteers (approximately 1,500 items needed by August1, 2008)
- Increase awareness of your company’s commitment to the community by tagging event sponsorship in company’s existing media or planned media campaigns
- Logo/ID on back of event brochures
- Logo/ID listed on tour website

- Option to serve as a committee member
- Invite to attend annual awards dinner
- Signage at Event with Sponsor ID- Route Markers-5, Rest Stop-1x
- Free Team Captain Registration

### **Bronze Sponsor - \$1,500**

- Logo/ID on event T-shirts
- 1 table set up at fitness festival to display/sample your products
- Option to serve as a committee member
- Invite to attend annual awards dinner
- Signage at Event with Sponsor ID- Route Markers-3
- Free Team Captain Registration

### **Rest Stop Sponsor- \$500**

- Logo/ID banner set up at Rest Stop
- 2 tables set up at Rest Stop to display/sample your products
- Signage at Event with Sponsor ID-, Rest Stop-1x
- Option to serve as a committee member
- Invite to attend annual awards dinner
- Free Team Captain Registration



## Please count on us to be a 2009 RED RIDER Tour de Cure Long Island SPONSOR!

- Presenting Red Rider Sponsor \$15,000
- Gold Red Rider Sponsor \$10,000
- Silver Red Rider Sponsor \$5,000
- Bronze Sponsor \$1500
- Rest Stop Sponsor \$500

We are also interested in further supporting the American Diabetes Association by forming a team

Company Name: \_\_\_\_\_

Company Representative: \_\_\_\_\_

Position/Title: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

e-mail: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

PLEASE COMPLETE this form by March 15<sup>th</sup> and FAX OR MAIL TO:



**American Diabetes Association**

**ATTN: Kristine Ryan-Magnifico**

**534 Broadhollow Rd**

**Suite LL10**

**Melville, NY 11747**

**Tel: 631-348-0422, ext. 3410**

**Fax: 631-531-8020**



