

SPONSORSHIP OPPORTUNITIES

 American Diabetes Association®
Tour de Cure 2009



June 14, 2009

Start/Finish at Reston Town Center
Reston, Virginia

WHAT IS TOUR DE CURE?

Tour de Cure is the signature fundraising cycling event of the American Diabetes Association. Last year, more than 38,000 cyclists in 82 Tour events across the country raised nearly \$15 million to support the mission of the ADA. Tour de Cure is a ride – not a race! – with routes designed for everyone from the recreational rider to the experienced cyclist. The 18th Annual Washington, DC area Tour de Cure takes place on June 14, 2009 and will start and finish at the Reston Town Center in Reston, Virginia. Participants will choose from four scenic routes 12, 32, 33, 63, and 100 miles, supported from start to finish with rest stops, food to fuel the journey and fans to cheer them on! Riders will return throughout the day to the Reston Town Center pavilion to enjoy sponsor displays, food and beverages, massages, and entertainment.

QUICK FACTS ABOUT TOUR DE CURE...

- 1000 participants and 200 volunteers will attend
- Participants are 60% male, 40% female
- 83% of participants are between the ages of 25 and 54
- Over 50% of participants have a household income greater than \$75,000

ABOUT 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

The mission of the American Diabetes Association is to prevent and cure diabetes and improve the lives of all people affected by diabetes.

DID YOU KNOW...

- 24 million Americans have diabetes?
- 423,000 people in the Washington, DC area have diabetes and 100,000 of them are unaware that they have the disease?
- 1 in 3 children born today is at risk for developing diabetes in their lifetime?
- The total annual economic cost of diabetes in medical expenditures and lost workplace productivity is estimated to be \$132 billion?

TOP 3 REASONS to Become a Tour de Cure Sponsor

Brand Exposure

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

Employee Involvement

Tour de Cure provides a unique platform to engage and motivate your employees, as you mobilize your associates and their families and friends. Given the high incidence of diabetes in the Washington, DC area, it is likely that many of your employees' families are directly affected by diabetes. Sponsors' employees may choose to participate in the ride as part of a company team or volunteer at the event in a variety of capacities.

Community Support

Your participation as a sponsor of Tour de Cure will directly benefit the 423,000 people in the Washington, DC area living with diabetes and their families, through research, awareness campaigns, and advocacy efforts. We will help you communicate your role as a community supporter through pre-and post-event public relations efforts, recognition, and acknowledgment.

OPPORTUNITIES

Golden Gears Sponsor

All Silver Spokes Sponsor benefits plus:

- Category Exclusivity
- Proprietary platform at event (e.g. hosted reception, entertainment/music, registration area, etc.), with on-stage opportunity for company representative
- Logo recognition in local newspaper advertising
- 10' x 20' display/sampling booth at Start/Finish area
- Logo recognition on four route markers and at three rest stops
- License to use event logo
- Right to make promotional offer tied in to event (e.g. donation with purchase)
- Access to event photos and marketing materials for external/internal communications or promotions
- Editorial feature about your company in pre-event or post-event newsletter
- One complimentary team of ten

Silver Spokes Sponsor

All Bronze Bicycle Sponsor benefits plus:

- Logo recognition on event t-shirt (subject to deadline)
- Logo recognition on banner at Start/Finish line
- Opportunity to include an insert in one event mailing to market donors, volunteers, and event participants
- Logo recognition in weekly event e-newsletter over a three-month period (12 total)
- Logo recognition in two event newsletters, mailed to current and past participants (one pre-event, one post-event)
- Right to conduct a joint promotion with a pre-approved third party (i.e. vendor, retail partner, media partner, etc.)
- Right to co-create/co-brand event-themed informational materials or merchandise for public giveaways, employee education, or fundraising
- Verbal recognition and company presence at Award Party

Bronze Bicycle Sponsor

- 10' x 10' display/sampling booth at Start/Finish area
- Opportunity to include an item in event goody bag
- Text recognition in event press release
- Verbal recognition from the stage at the event
- Logo recognition on Washington, DC Tour de Cure website
- Employee volunteer opportunities
- Opportunity for company representative to serve on event committee
- One "Winning at Work" kit for employee education about diabetes
- One ADA-hosted Lunch and Learn session on diabetes-related topics for your employees

Rest Stop Sponsor

- Sponsor-supplied banner displayed at sponsored rest stop
- Opportunity to distribute promotional materials at sponsored rest stop
- Logo recognition on one mile marker
- Text recognition in post-event newsletter

Would you like to donate goods or services?

We are in need of a variety of products and services in order to make the 2009 Tour de Cure our most successful yet!

Specific needs include food and beverage items, safety materials, goody bag items, gift certificates for prizes, and much more.

Sponsorship benefits may be available for some in-kind donations. Please contact us for a full list of in-kind donation needs.

**Secure your 2009 Tour de Cure sponsorship today!
Contact Alan Kissick at 202-331-8303 x4532 or akissick@diabetes.org.**



Special Thanks to our National Sponsors



For more information about getting involved with the American Diabetes Association please contact us.

1025 Connecticut Ave., NW, Suite 1005 Washington, DC 20036 1-888-DIABETES (1-888-342-2383)
Or log on to our website, www.diabetes.org.

 **American Diabetes Association**[®]
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