HOPE FOR THE HOLIDAYS

Sponsorship Benefits Package

December 5, 2015
Omni Barton Creek Resort & Spa
www.jdrf.org/hope
THE GREATEST GIFT OF ALL –
HOPE OF TURNING TYPE ONE INTO TYPE NONE

Every half hour, someone is diagnosed with type 1 diabetes (T1D) and there is no cure. People can develop T1D at any age. People with T1D become insulin dependent for life and live every day with the constant threat of devastating complications. Now in its 44th year of passionate activism, JDRF has awarded nearly $2 billion to diabetes research and remains focused, energized, creative and efficient. Over 80% of JDRF expenditures directly supported research and research related education this year.

In the true spirit of giving, Hope for the Holidays is a magical evening filled with holiday spirits, elegant hors d’oeuvres, dinner, raffles, a live auction and dancing with all proceeds turning Type One into Type None.

- **Saturday, December 5, 2015**
- **Omni Barton Creek Resort & Spa**
- **Goal:** Raise $272,000
- **300 Evening Guests**
- **Guest Speaker:** Ellen Leake, Director JDRF International Board of Directors
- **Entertainment:** Rotel & the Hot Tomatoes
LOCAL IMPACT

In addition to funding cutting edge, critical T1D research, your support of Hope for the Holidays is also impacting people living with diabetes right here in Central Texas.

Annually, the JDRF Austin Chapter:
• Educated more than 16,000 Central Texas students at 23 schools about diabetes with our School Walk Program.
• Distributes approximately 150 Bags of Hope to those newly diagnosed with T1D.
• Facilitates 300 families attending local support groups.
• Hosts 200 attendees at our informational TypeOneNation Conference.
• Provides more than 80 “Living with T1D” Toolkits with detailed resources for living with diabetes.
YOUR SPONSORSHIP DOLLARS AT WORK

RESEARCH PLAN
JDRF research focuses on therapies areas that are key to moving us toward a world without T1D:

- **Artificial Pancreas**: systems that can automatically deliver more effective and precise insulin and multi-hormone therapy
- **Complications**: therapies that prevent or better treat T1D-related damage such as eye and kidney disease
- **Encapsulation**: cell replacement therapies in a protective device that can provide long-term relief from insulin therapy without the need for intensive immune suppression
- **Smart Insulin**: novel insulins that can turn on and off in response to changing blood-glucose levels
- **Glucose Control**: treatments that will improve the body’s glycemic balance through innovative and personalized therapies beyond the use of insulin alone
- **Restoration**: restoring the body’s ability to produce insulin, which would represent a biological cure for T1D
- **Prevention**: therapies that will keep individuals, especially those at higher risk, from ever developing T1D

RESEARCH FUNDING

- **$98 M**
  - **$6 M** Multi-category Programs
  - **$16 M** Artificial Pancreas
  - **$31 M** Restoration
  - **$14 M** Prevention
  - **$5 M** Glucose Control (Including Smart Insulin)
  - **$13 M** Complications
  - **$13 M** Encapsulation

HOPE for the Holidays
JDRF RESEARCH FACTS

JDRF is the leading global organization focused on type 1 diabetes (T1D) research. JDRF’s goal is to progressively remove the impact of T1D from people’s lives until we achieve a world without T1D. JDRF collaborates with a wide spectrum of partners and is the only organization with the scientific resources, regulatory influence and a working plan to bring life-changing therapies from the lab to the T1D community. With the generous help of our supporters, JDRF is pursuing a diversified, dynamic research agenda aimed at moving us ever closer to a world without T1D.

RESEARCH FACTS AND FIGURES

JDRF ranked as top non-governmental diabetes research funder: an independent analysis of key diabetes-related scientific literature ranked JDRF as the third most frequent funder of diabetes research globally behind only the U.S. NIH (National Institutes of Health) and National Science Foundation of China.

HAS COMMITTED OVER $1.9B CUMULATIVE RESEARCH FUNDING SINCE 1970

SUPPORTING OVER $450M ACTIVE T1D RESEARCH PROJECTS WORLDWIDE

CURRENTLY FUNDING 45 HUMAN CLINICAL TRIALS OF POTENTIAL T1D THERAPIES

RESEARCH PROJECTS IN 17 COUNTRIES AROUND THE GLOBE
WHY JDRF?

TID FACTS AND FIGURES

21% INCREASE IN NUMBER OF U.S. YOUTH WITH T1D BETWEEN 2001 AND 2009

2001 2009 2012

CURRENT U.S. DIABETES ESTIMATES:
29M AMERICANS HAVE SOME FORM OF DIABETES

ABOUT 5% OF AMERICANS WITH DIABETES HAVE T1D

1.25M AMERICANS HAVE TYPE 1 DIABETES

U.S. YOUTH WITH T1D (BY ETHNICITY)

16% HISPANIC

9% BLACK

3% OTHER

72% WHITE

LESS THAN ONE-THIRD OF PEOPLE WITH T1D IN THE U.S. ARE ACHIEVING TARGET BLOOD GLUCOSE CONTROL LEVELS

T1D IS ASSOCIATED WITH AN ESTIMATED LOSS OF LIFE EXPECTANCY OF UP TO 13 YEARS

84% OF THE PEOPLE WITH T1D ARE ADULTS

40,000 PEOPLE ESTIMATED TO BE DIAGNOSED WITH T1D EACH YEAR IN THE U.S.

$14B TID-ASSOCIATED U.S. HEALTHCARE COST

5M PEOPLE ARE EXPECTED TO HAVE T1D

THIS INCLUDES A 3-FOLD GROWTH IN YOUTH WITH T1D TO NEARLY 600,000
SPONSORSHIP OPPORTUNITIES

Presenting Sponsorship – $20,000
• Exclusive event title sponsorship recognition
• Premiere seating for 30
• Logo on Save the Date/Sponsorship Piece (2,500 mailed)
• Logo on Invitation (1,000 mailed)
• Logo in ad in Local Publication and Media Announcements
• Logo on event signage (300 attendees)
• Recognition during Hope for the Holidays presentation (300 attendees)
• Company representative may “welcome” guests from the stage (300 attendees)
• Company link and logo on JDRF Austin website (14,000 monthly impressions)
• Logo and link on Hope for the Holidays website
• Feature story in chapter newsletter (5,000 subscribers)
• 3 Customizable Sponsor Spotlight Features on Facebook & Twitter (1,000)

Hope Sponsorship – $10,000
• Premiere seating for 20
• Logo on Save the Date/Sponsorship Piece (2,500 mailed)
• Logo on Invitation (1,000 mailed)
• Logo in ad in Local Publication and Media Announcements
• Logo on event signage (300 attendees)
• Recognition during Hope for the Holidays presentation (300 attendees)
• Company link and logo on JDRF Austin website (14,000 monthly impressions)
• Logo and link on Hope for the Holidays website
• Feature story in chapter newsletter (5,000 subscribers)
• 2 Customizable Sponsor Spotlight Features on Facebook & Twitter (1,000)

Host Committee Sponsorship – $5,000
• Premiere seating for 10
• Name on Save the Date/Sponsorship Piece (2,500 mailed)
• Name on Invitation (1,000 mailed)
• Name on event signage (300 attendees)
• Recognition during Hope for the Holidays presentation (300 attendees)
• Company link and logo on JDRF Austin website (14,000 monthly impressions)
• Logo and link on Hope for the Holidays website
• Feature story in chapter newsletter (5,000 subscribers)
• 1 Customizable Sponsor Spotlight Feature on Facebook & Twitter (1,000)

Believe Sponsorship – $3,000
• Premiere seating for 10
• Name on Save the Date/Sponsorship Piece (2,500 mailed)
• Name on Invitation (1,000 mailed)
• Name on event signage (300 attendees)
• Recognition during Hope for the Holidays presentation (300 attendees)
• Name on event signage (300 attendees)
• Recognition during Hope for the Holidays presentation (300 attendees)
• Logo and link on Hope for the Holidays website
• Feature story in chapter newsletter (5,000 subscribers)
• Company link and logo on JDRF Austin website (14,000 monthly impressions)
• 1 Customizable Sponsor Spotlight Feature on Facebook & Twitter (1,000)

Table of 10—$2,000
Individual Ticket—$200
$10,000 — Dinner & Dessert
- Logo at dinner buffet and recognition in event program
- Logo on Save the Date/Sponsorship Piece
- Logo on Event Invitation
- Seating for 10
- Logo recognition on event signage
- Company link and logo on JDRF Austin website (14,000 monthly impressions)

$5,000 — Entertainment
- Exclusive Entertainment Sponsor recognition and host presenter of the event entertainment
- Logo on Save the Date/Sponsorship Piece
- Logo on Event Invitation
- Premiere seating for 6
- Recognition on event signage
- Company executive may introduce headline entertainment on stage at the event
- Company link and logo on JDRF Austin website (14,000 monthly impressions)

$5,000 — Cocktail Reception
- Host and presenting partner of event reception
- Logo on Save the Date/Sponsorship Piece
- Logo on Event Invitation
- Seating for 6
- Logo recognition on reception and event foyer signage
- Opportunity to greet and welcome guests at reception
- Company link and logo on JDRF Austin website (14,000 monthly impressions)

$2,000 — Registration/Fund A Cure
- Seating for 4
- Recognition as Registration sponsor with logo presence as all guests arrive
- Recognition as Fund A Cure sponsor with logo on all bid cards

$2,000 — Ornament Sponsor
- Seating for 4
- Recognition during evening program during Ornament Sales
- Recognition on the tags attached to Ornament boxes

$1,000 — Buckets of Hope Raffle
- Recognition as presenter of the Hope for the Holidays Raffle
- Seating for 2
- Logo on Raffle Area signage

$1,000 — Photo Booth
- Seating for 2
- Recognition on Photo Booth area signage

$1,000 — Tribute Tree of Hope
- Seating for 2
- Recognition on the Tree of Hope at the event
- Recognition on the tags attached to commemorative holiday ornaments

$1,000 — Wine Toss
- Seating for 2
- Recognition on Wine Toss Signage
- Recognition on the tags attached to winner wine bottles
SPONSORSHIP COMMITMENT FORM

YES! I want to help turn Type One into Type None by supporting JDRF’s Hope for the Holidays.

SPONSORSHIP OPPORTUNITIES

☐ Presenting Sponsor: $20,000
☐ Hope Sponsor: $10,000
☐ Host Committee Sponsor: $5,000
☐ Believe Sponsor: $3,000
☐ Table of 10: $2,000

UNDERWRITING OPPORTUNITIES

☐ Dinner & Dessert Sponsor: $10,000
☐ Entertainment Sponsor: $5,000
☐ Cocktail Reception Sponsor: $5,000
☐ Registration/Fund A Cure Sponsor: $2,000
☐ Ornament Sponsor: $2,000
☐ Buckets of Hope/Raffle Sponsor: $1,000
☐ Photo Booth Sponsor: $1,000
☐ Tribute Tree of Hope Sponsor: $1,000

Company: _______________________________________________________________________________________
Contact Name: _____________________________________________________________________________________
Email: _______________________________ Phone: _____________________________________________________
Address: _________________________________________________________________________________________
City: ____________________ State: _____________ Zip: __________________

Please make all checks payable to JDRF and mail to:
JDRF Hope for the Holidays
Attn: Kim Sorin
3420 Executive Center Drive, Suite 108
Austin, Texas 78731

Payment may also be made online at www.jdrf.org/hope

JDRF has been granted not-for-profit status under section 501©3 of the Internal Revenue Service. Deductions are limited to the amount paid over the fair market value; the Fair Market Value is $100 per ticket. The remainder is tax deductible. Tax ID #23-19007729

**Payment is not due until June 30, 2016**
Contact
Here’s Where You Can Find Us

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