



*dedicated to finding a cure*

**2008 Wish Upon a Star ~ Investment Opportunities**  
**A gala to benefit the Juvenile Diabetes Research Foundation, NW Ohio**  
**April 18, 2008 at the Crown Plaza (formerly Toledo Riverfront) in Toledo, OH**

**Platinum Presenting Sponsor - \$10,000 (THREE AVAILABLE)**

- Company or honoree name used as gala name, “**XYZ COMPANIES**” 2008 “Wish Upon a Star” Gala benefitting the Juvenile Diabetes Research Foundation” or The 2008 “Wish Upon a Star” Gala remembering Jane Doe and benefitting the Juvenile Diabetes Research Foundation.
- Two tables for ten with VIP seating
- \$400 total in Beta Bucks (Monopoly-like money to be used at the event as cash for raffle ticket purchase or payment of auction items). Each attendee (20 total) gets \$20, for use at 2008 event only, non-negotiable as cash.
- VIP pre-event cocktail reception admission for 20 with chance for each attendee to enter exclusive raffle
- Corporate logo or honoree name on all event materials including invitation, program and event signage
- Corporate logo or honoree name continuously displayed on large screens throughout event production
- Recognition in all press releases, on branch website and newsletters (hard copy and electronic)
- Recognition at event by Diane Larson, auctioneer and presenters
- Opportunity to put promotional materials or information about honoree in registration packets
- Two full pages (8 ½ x 5 ½ each) of ad space in gala program book (inside front and outside back premiere pages). Your company provides camera-ready materials.\*
- Your company or honoree’s name on all emails, newsletters and publications coming from the NW Ohio Office for six months from date of agreement

**Silent Auction Sponsor - \$7,500 (1 available)**

- One table for ten with VIP seating
- \$200 total in Beta Bucks (Monopoly-like money to be used at the event as cash for raffle ticket purchase or payment of auction items). Each attendee (10 total) gets \$20, for use at 2008 event only, non-negotiable as cash.
- VIP pre-event cocktail reception admission for 10 with chance for each attendee to enter exclusive raffle
- Corporate name or honoree name on all event materials including invitation and program
- Corporate name or honoree name continuously displayed on large screens throughout event production
- Corporate name or honoree name on all silent auction item display sheets (excluding super silent auction)
- One full page (8 ½ x 5 ½ each) of ad space in gala program book. Your company provides camera-ready materials.\*

**Super Silent Auction Sponsor - \$7,500 (1 available)**

- One table for ten with VIP seating
- \$200 total in Beta Bucks (Monopoly-like money to be used at the event as cash for raffle ticket purchase or payment of auction items). Each attendee (10 total) gets \$20, for use at 2008 event only, non-negotiable as cash.
- VIP pre-event cocktail reception admission for 10 with chance for each attendee to enter exclusive raffle
- Corporate name or honoree name on all event materials including invitation and program
- Corporate name or honoree name continuously displayed on large screens throughout event production
- Corporate name or honoree name on all super silent auction item display sheets listing information about item
- One full page (8 ½ x 5 ½ each) of ad space in gala program book Your company provides camera-ready materials.\*

***Live Auction Sponsor - \$7,500 (1 available)***

- One table for ten with VIP seating
- \$200 total in Beta Bucks (Monopoly-like money to be used at the event as cash for raffle ticket purchase or payment of auction items). Each attendee (10 total) gets \$20, for use at 2008 event only, non-negotiable as cash.
- VIP pre-event cocktail reception admission for 10 with chance for each attendee to enter exclusive raffle
- Corporate name or honoree name on all event materials including invitation and program
- Corporate name or honoree name continuously displayed on large screens throughout event production
- Corporate name or honoree name on all silent auction item display sheets listing information about item
- One full page (8 ½ x 5 ½ each) of ad space in gala program book Your company provides camera-ready materials.\*

***Dessert Sponsor - \$6,000 (1 available)***

- One table for ten with VIP seating
- \$100 total in Beta Bucks (Monopoly-like money to be used at the event as cash for raffle ticket purchase or payment of auction items). Each attendee (10 total) gets \$10, for use at 2008 event only, non-negotiable as cash.
- VIP pre-event cocktail reception admission for 10 with chance for each attendee to enter exclusive raffle
- Your name on the outside of all registration packets
- Your name on signage at registration.
- A full page (4 ¼ x 5 ½ each) of ad space in gala program book Your company provides camera-ready materials.\*

***Auctioneer Sponsor - \$6,000 (1 available)***

- One table for ten with VIP seating
- \$100 total in Beta Bucks (Monopoly-like money to be used at the event as cash for raffle ticket purchase or payment of auction items). Each attendee (10 total) gets \$10, for use at 2008 event only, non-negotiable as cash.
- VIP pre-event cocktail reception admission for 10 with chance for each attendee to enter exclusive raffle
- Your name on all bid cards
- Your name on signage in the front of the room near the auctioneer and displayed on auction video screens
- A full page (8 ½ x 5 ½ each) of ad space in gala program book Your company provides camera-ready materials.\*

***Check Out Sponsor - \$6,000 (1 available)***

- One table for ten with VIP seating
- \$100 total in Beta Bucks (Monopoly-like money to be used at the event as cash for raffle ticket purchase or payment of auction items). Each attendee (10 total) gets \$10, for use at 2008 event only, non-negotiable as cash.
- VIP pre-event cocktail reception admission for 10 with chance for each attendee to enter exclusive raffle
- Your name on signage in the front of the room near the auctioneer and displayed on auction video screens
- A full page (8 ½ x 5 ½ each) of ad space in gala program book Your company provides camera-ready materials.\*

***Registration Sponsor - \$5,000 (1 available)***

- One table for ten with VIP seating
- \$100 total in Beta Bucks (Monopoly-like money to be used at the event as cash for raffle ticket purchase or payment of auction items). Each attendee (10 total) gets \$10, for use at 2008 event only, non-negotiable as cash.
- VIP pre-event cocktail reception admission for 10 with chance for each attendee to enter exclusive raffle
- Recognition as sponsor of your tables
- Your name on the outside of all registration packets.
- Your name on signage at registration.
- A half page (4 ¼ x 5 ½ each) of ad space in gala program book. Your company provides camera-ready materials.\*

***Beta Bucks Sponsor - \$5,000 (1 available)***

- One table for ten with VIP seating
- \$100 total in Beta Bucks (Monopoly-like money to be used at the event as cash for raffle ticket purchase or payment of auction items). Each attendee (10 total) gets \$10, for use at 2008 event only, non-negotiable as cash.
- VIP pre-event cocktail reception admission for 10 with chance for each attendee to enter exclusive raffle
- Your name on all Beta Bucks and the picture or logo of your choice
- A half page (4 ¼ x 5 ½ each) of ad space in gala program book. Your company provides camera-ready materials.\*

***Check Out Sponsor - \$5,000 (1 available)***

- One table for ten with VIP seating
- \$100 total in Beta Bucks (Monopoly-like money to be used at the event as cash for raffle ticket purchase or payment of auction items). Each attendee (10 total) gets \$10, for use at 2008 event only, non-negotiable as cash.
- VIP pre-event cocktail reception admission for 10 with chance for each attendee to enter exclusive raffle
- Your name on signage at checkout
- A half page (4 ¼ x 5 ½ each) of ad space in gala program book. Your company provides camera-ready materials.\*

***Express Pay Sponsor - \$5,000 (1 available)***

- One table for ten with VIP seating
- \$100 total in Beta Bucks (Monopoly-like money to be used at the event as cash for raffle ticket purchase or payment of auction items). Each attendee (10 total) gets \$10, for use at 2008 event only, non-negotiable as cash.
- VIP pre-event cocktail reception admission for 10 with chance for each attendee to enter exclusive raffle
- Your name on Express Pay sheet included in registration packet
- A half page (4 ¼ x 5 ½ each) of ad space in gala program book. Your company provides camera-ready materials.\*

***Entertainment Sponsor - \$5,000 (1 available)***

- One table for ten with VIP seating
- \$100 total in Beta Bucks (Monopoly-like money to be used at the event as cash for raffle ticket purchase or payment of auction items). Each attendee (10 total) gets \$10, for use at 2008 event only, non-negotiable as cash.
- VIP pre-event cocktail reception admission for 10 with chance for each attendee to enter exclusive raffle
- Your name on signage near entertainment
- A half page (4 ¼ x 5 ½ each) of ad space in gala program book. Your company provides camera-ready materials.\*

***VIP Cocktail - \$5,000 (1 available)***

- One table for ten with VIP seating
- \$100 total in Beta Bucks (Monopoly-like money to be used at the event as cash for raffle ticket purchase or payment of auction items). Each attendee (10 total) gets \$10, for use at 2008 event only, non-negotiable as cash.
- VIP pre-event cocktail reception admission for 10 with chance for each attendee to enter exclusive raffle
- Your name on cocktail napkins at VIP reception and on reception signage
- A half page (4 ¼ x 5 ½ each) of ad space in gala program book. Your company provides camera-ready materials.\*

***Decoration Sponsor - \$5,000 (1 available)***

- One table for ten with VIP seating
- \$100 total in Beta Bucks (Monopoly-like money to be used at the event as cash for raffle ticket purchase or payment of auction items). Each attendee (10 total) gets \$10, for use at 2008 event only, non-negotiable as cash.
- VIP pre-event cocktail reception admission for 10 with chance for each attendee to enter exclusive raffle
- Your name on 2 small table tents on each table as decoration sponsor
- A half page (4 ¼ x 5 ½ each) of ad space in gala program book. Your company provides camera-ready materials.\*

***Fare Sponsor - \$5,000 (1 available)***

- One table for ten with VIP seating
- \$100 total in Beta Bucks (Monopoly-like money to be used at the event as cash for raffle ticket purchase or payment of auction items). Each attendee (10 total) gets \$10, for use at 2008 event only, non-negotiable as cash.
- VIP pre-event cocktail reception admission for 10 with chance for each attendee to enter exclusive raffle
- Your name on meal card included in registration packet
- A half page (4 ¼ x 5 ½ each) of ad space in gala program book. Your company provides camera-ready materials.\*

***Bid Sheet Sponsor - \$5,000 (1 available)***

- One table for ten with VIP seating
- \$100 total in Beta Bucks (Monopoly-like money to be used at the event as cash for raffle ticket purchase or payment of auction items). Each attendee (10 total) gets \$10, for use at 2008 event only, non-negotiable as cash.
- VIP pre-event cocktail reception admission for 10 with chance for each attendee to enter exclusive raffle
- Your name on bid sheets for super silent and silent auction
- A half page (4 ¼ x 5 ½ each) of ad space in gala program book. Your company provides camera-ready materials.\*

***Bid Pen Sponsor - \$5,000 (1 available)***

- One table for ten with VIP seating
- \$100 total in Beta Bucks (Monopoly-like money to be used at the event as cash for raffle ticket purchase or payment of auction items). Each attendee (10 total) gets \$10, for use at 2008 event only, non-negotiable as cash.
- VIP pre-event cocktail reception admission for 10 with chance for each attendee to enter exclusive raffle
- Your name on pens at each super silent and silent auction station, registration and check out
- A half page (4 ¼ x 5 ½ each) of ad space in gala program book. Your company provides camera-ready materials.\*

***Bar Sponsor - \$5,000 (1 available)***

- One table for ten with VIP seating
- \$100 total in Beta Bucks (Monopoly-like money to be used at the event as cash for raffle ticket purchase or payment of auction items). Each attendee (10 total) gets \$10, for use at 2008 event only, non-negotiable as cash.
- VIP pre-event cocktail reception admission for 10 with chance for each attendee to enter exclusive raffle
- Your name on napkins at bar.
- Your name on signage at bar.
- A half page (4 ¼ x 5 ½ each) of ad space in gala program book. Your company provides camera-ready materials.\*

***Venue Sponsor - \$5,000 (1 available)***

- One table for ten with VIP seating
- \$100 total in Beta Bucks (Monopoly-like money to be used at the event as cash for raffle ticket purchase or payment of auction items). Each attendee (10 total) gets \$10, for use at 2008 event only, non-negotiable as cash.
- VIP pre-event cocktail reception admission for 10 with chance for each attendee to enter exclusive raffle
- Your name on signage at entrance of event (inside)
- A half page (4 ¼ x 5 ½ each) of ad space in gala program book. Your company provides camera-ready materials.\*

***Gala Program Book Sponsor - \$4,000 (1 available)***

- One table for eight with VIP seating
- VIP pre-event cocktail reception admission for 8 with chance for each attendee to enter exclusive raffle
- Name listed in front of gala program book as gala program book sponsor

A full page (8 ½ x 5 ½ ) of ad space in gala program book Your company provides camera-ready materials.\*

***Valet Parking - \$3,000 (1 available)***

- Your name on small table tent on dashboard of valet parked cars
- Your name on signage at valet parking area
- A half page (4 ¼ x 5 ½ each) of ad space in gala program book. Your company provides camera-ready materials.\*

***Photography Sponsor - \$3,000 (1 available)***

- Your name on all photographs released
- Your name on event signage
- A half page (4 ¼ x 5 ½ each) of ad space in gala program book. Your company provides camera-ready materials.\*

***Powder Room Sponsor - \$3,000 (1 available)***

- Your name on signage on the mirror in the ladies restroom
- A half page (4 ¼ x 5 ½ each) of ad space in gala program book. Your company provides camera-ready materials.\*

***Program Sponsor - \$3,000 (1 available)***

- Your name in program
- Your name on event signage
- A full page(8 ½ x 5 ½ each) of ad space in gala program book. Your company provides camera-ready materials.\*

***Etc. Sponsor - \$3,000 (1 available)***

- Name listed at top of etc. sheet listing all last minute auction item donations and program changes
- A full page (8 ½ x 5 ½ ) of ad space in gala program book Your company provides camera-ready materials.\*

***Thank You Sponsor - \$2,000 (1 available)***

- Your name on all thank you notes
- Your name on event signage
- A half page (4 ¼ x 5 ½ each) of ad space in gala program book. Your company provides camera-ready materials.\*

***Auction Rules Sponsor - \$1,000 (1 available)***

- Your name on rules section in program
- Your name on event signage
- A half page (4 ¼ x 5 ½ each) of ad space in gala program book. Your company provides camera-ready materials.\*

***Buy it Now Sponsor - \$1,000 (1 available)***

- Your name on all bid sheets on Buy it Now section
- Your name on event signage
- A half page (4 ¼ x 5 ½ each) of ad space in gala program book. Your company provides camera-ready materials.\*

***Streaming Video Sponsor - \$1,000 (1 available)***

- Your name on screen during streaming video
- Your name on event signage
- A half page (4 ¼ x 5 ½ each) of ad space in gala program book. Your company provides camera-ready materials.\*

## **TABLE & TICKET PACKAGES**

### ***VIP Table Sponsor - \$1,500***

- One table for ten
- Listing in program\*
- A special thank you in the JDRF newsletter

### ***VIP Patron Couple- \$500***

Tickets for two to a pre-event VIP cocktail, opportunity to win a VIP raffle prize, two VIP gala admissions with premiere seating and acknowledgement in the event program.

### ***VIP Individual- \$250***

Ticket to a pre-event VIP cocktail, opportunity to win a VIP raffle prize, VIP gala admission with premiere seating and acknowledgement in the event program

### ***Individual tickets - \$150***

Gala ticket

## **Recognition opportunities**

### ***JDRF Partner- \$500***

- Recognition in gala program as JDRF Partner

### ***JDRF Friend- \$100***

- Recognition in gala program as JDRF Friend

## **Advertising available in the program book**

Full page ad	(8 ½ x 5 ½)- \$800
Half page ad	(4 ¼ x 5 ½)-\$450
Quarter page ad	(4 ¼ x 2 ½)-\$300

Please provide camera ready art or be in touch with JDRF to arrange layout (fee might be involved). Must be to JDRF before April 10, 2008.

## **AUCTION RELATED**

### ***Fund-a-Cure***

During the live auction attendees can make an outright gift to JDRF-funded research. The gift goes 100% to research and is an excellent additional giving opportunity to fund a cure for diabetes. Ask JDRF how to commit now to a Fund-a-Cure gift.

### ***Auction Items***

Please consider donating unique experiences or gift item to JDRF for the gala. Silent auction items are valued at \$100 or more. Super Silent items are valued at \$1,000 or more. Live items are valued at \$2,000 or more. The retail value of the donation is tax deductible as determined by your financial advisor.

*\*Commitment and camera ready art work must be received no later than April 10, 2008, for inclusion in program.*

# 2008 Wish Upon a Star Gala

Benefiting the Juvenile Diabetes Research Foundation~Northwest Ohio

April 18, 2008 at Crown Plaza in Toledo

## **Investment Opportunities**

*Sponsorships are available on a first come, first served basis. Some sponsorship opportunities only have one designation available and will be selected quickly. Please fax your choice(s) as soon as possible or scan and email. Thank you.*

**Please complete and return as soon as possible and before April 10, 2008 to:**

Lori J. Karasek, Juvenile Diabetes Research Foundation

NW Ohio

3450 West Central Avenue, Suite 256

Toledo, OH 43606.

Phone: (419) 873-1377 Facsimile (419) 720-6339 Email: [lkarasek@jdrf.org](mailto:lkarasek@jdrf.org)

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

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

Address: \_\_\_\_\_ City \_\_\_\_\_ Zip Code \_\_\_\_\_

Telephone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_ Cell Phone: (\_\_\_\_) \_\_\_\_\_

**Sponsorship Level(s):**

\_\_\_\_ Platinum Presenting Sponsor **and/or** \_\_\_\_ Other sponsorships we would like: (please list name of sponsorships listed in the Investment Opportunity packet):

\_\_\_\_\_

\_\_\_\_\_

Your name as you would like it to appear on our printed materials: \_\_\_\_\_

**Please check:**

\_\_\_\_ Check en route to be there before April 10, 2008

\_\_\_\_ Enclosed is my check in the amount of \$ \_\_\_\_\_ made payable to Juvenile Diabetes Research Foundation

\_\_\_\_ Please charge my (circle one) Visa / MasterCard / American Express / Discover

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Cardholder Name \_\_\_\_\_

Authorization Signature \_\_\_\_\_

Deadline for sponsorship and camera-ready artwork is April 10, 2008



*dedicated to finding a cure*

# 2008 Wish Upon a Star Advertising Journal Contract

Donor Name (as it should appear in print) \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Donor Signature \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_ Email \_\_\_\_\_

New Ad       Use Last Year's Ad

### Advertising Rates

- \_\_\_\_\_ Black & White Full Page Ad (8.5" x 5.5") ..... \$800
- \_\_\_\_\_ Black & White Half Page Ad (4.5" x 5.5").....\$450
- \_\_\_\_\_ Black & White Quarter Page Ad (4.25" x 2 .5") .....\$300

### **Please include payment with ad reservation**

**Payment Method: (please check one)**    Check Enclosed       Please Invoice Me       Credit Card

\_\_\_\_ MasterCard      \_\_\_\_ Visa      \_\_\_\_ American Express      \_\_\_\_ Discover

Card#: \_\_\_\_\_ / \_\_\_\_\_ Exp. Date

Signature \_\_\_\_\_

Name on the card: \_\_\_\_\_

Make Checks payable to: **Juvenile Diabetes Research Foundation**  
**3450 West Central Avenue #256, Toledo, Ohio 43606**  
 For more information please call Lori J. Karasek, branch manager, at: (419) 873-1377  
 Fax your contract to (419) 720-6339 by April 10, 2008  
 Email: lkarasek@jdrf.org

### **Artwork required by April 10, 2008**

**Art Guidelines:** Supply print-out for reference.

#### **Electronic Files**

- Programs: InDesign, Quark, Illustrator, Photoshop, Word (Macintosh platform is preferred but Windows is accepted.)
- Fonts: Include screen and printer fonts, if not supplied a similar font will be used.
- Scanned photos: Save as TIFF, JPEG or EPS. Import into document at 100%. Resolution of 300 dpi.
- Supply file on: CD, ZIP or diskette (file may also be emailed – contact JDRF for information).

Ads can also be saved as PDF, TIFF or JPEG. A high-resolution PDF is preferred for better quality.  
Before sending an EPS file in drawing program, outline the fonts.

#### **Film (Negatives)**

- Black & White: Right reading, emulsion side down, 150-line screen and black and white proof.

**Camera-Ready Art, Black & White:** Supply laser printout (camera-ready).

Solicitor \_\_\_\_\_ Date \_\_\_\_\_

Please make a copy of the completed form for your records