



One Walk Partnership Opportunities

JDRF IMPROVING LIVES. CURING TYPE 1 DIABETES.

Southeastern Wisconsin Chapter

2018 JDRF ONE WALK MILWAUKEE

PRESENTING SPONSOR - \$25,000

- *Premiere logo placement at all One Walk events
 - ♦Promotional: 3,000 t-shirts, 1,000 flyers, booth space to distribute approved materials
 - ♦Pre-Event: Progress to Type None program
 - ♦Day of: Main stage, start/finish arch, signage along walk route
- *Recognition opportunities
 - ♦Web: Linked on local JDRF One Walk website and local JDRF chapter website
 - ♦Media: Press releases, chapter e-newsletter profile (22,000 unique email addresses)
 - ♦Social Media: Three exclusive mentions (1,200 followers)
 - ♦Pre-Walk Day: Progress to Type None Kickoff (PTTN)
 - ♦Walk Day: Kickoff the walk with the ribbon cutting ceremony

*Company participation

- ♦Reserved table for 10 at PTTN
- ♦Walk team participation and tent provided at Walk site

*JDRF support

- ♦Internal kickoff to encourage employee participation
- ♦Designated staff to assist company in maximizing Walk experience
- ♦Post event ROI report

PLATINUM SPONSOR - \$10,000

- *Logo placement at all One Walk events
 - ♦Promotional: 3,000 t-shirts, 1,000 flyers, booth space to distribute approved materials
 - ♦Pre-Event: Progress to Type None program
 - ♦Day of: Main stage, start/finish arch, signage along walk route
- *Recognition opportunities
 - ♦Web: Linked on local JDRF One Walk website and local JDRF chapter website
 - ♦Media: Press releases, chapter e-newsletter profile (22,000 unique email addresses)
 - ♦Social Media: Two exclusive mentions (1,200 followers)
 - ♦Pre-Walk Day: Progress to Type None Kickoff (PTTN)
 - ♦Walk Day: Opening ceremonies

*Company participation

- ♦Reserved table for 10 at PTTN
- ♦Walk team participation

*JDRF support

- ♦Internal kickoff to encourage employee participation
- ♦Designated staff to assist company in maximizing Walk experience
- ♦Post event ROI report

GOLD SPONSOR - \$5,000

- *Logo placement at all One Walk events
 - ♦Promotional: 3,000 t-shirts, 1,000 flyers
 - ♦Pre-Event: Progress to Type None program
 - ♦Day of: Start/finish arch, signage along walk route
- *Company participation
 - ♦Walk team participation
- *JDRF support
 - ♦Internal kickoff to encourage employee participation
 - ♦Designated staff to assist company in maximizing Walk experience
 - ♦Post event ROI report

SILVER SPONSOR - \$3,000

- *Recognition opportunities
 - ♦Web: Linked on local JDRF One Walk website and local JDRF chapter website
 - ♦Media: Press releases, chapter e-newsletter profile (22,000 unique email addresses)
 - ♦Social Media: One group mention (1,200 followers)
 - ♦Pre-Walk Day: Progress to Type None Kickoff (PTTN)
 - ♦Walk Day: Opening ceremonies
- *Company participation
 - ♦Walk team participation
- *JDRF support
 - ♦Internal kickoff to encourage employee participation
 - ♦Designated staff to assist company in maximizing Walk experience
 - ♦Post event ROI report

ONE WALK ADDITIONAL OPPORTUNITIES

KID'S ZONE - \$7,500

Exclusive sponsorship * Includes Gold level sponsor benefits, and the following: Company's logo on the SE WI JDRF One Walk website, company banner (provided by company) displayed at the Kid Zone location, sponsor table provided to distribute materials, verbal recognition as Kid Zone sponsor from stage on the day of the event. Company employees can show their spirit by wearing company shirts and volunteering in the Kid Zone - face painting, temporary tattoos and more.



MILE OF HOPE - \$5,000

Exclusive sponsorship * Includes Silver level sponsor benefits and the following: Featured logo on approximately (40) Mile of Hope sign seen by 3,000+ event participants and verbal recognition from stage.



VOLUNTEER - \$5,000

Exclusive sponsorship * Includes Silver level sponsor benefits and the following: Featured logo on 300 volunteer t-shirts and verbal recognition from stage.

REGISTRATION/CHECK-IN AREA - \$5,000

Exclusive sponsorship * Includes Silver level sponsor benefits and the following: Logo placement at Check-In tent and verbal recognition from stage.

TEAM TAILGATE AREA - \$2,500

Exclusive sponsorship * Includes one social media post and company logo featured on approximately (40) team table signs in Team Tailgate Area.

CHECKPOINT - \$2,500

(3) sponsorships available * Includes one combined social media post. Your company logo will be featured at one checkpoint. Company has option to decorate checkpoint with materials provided by company. The checkpoints are seen by 3,000 event participants. Your employees can wear company t-shirts and support walkers by distributing water and offering encouragement along the route.



as seen during set up

SOCIAL MEDIA WALL - \$2,500

(2) sponsorships available * One featured social media post, logo rotated on Social Media Wall on Walk Day and recognition from stage.

VENDOR SPONSOR - \$1,000

Combined social media post. Recognition from stage.

JDRF ONE WALK FACT SHEET



SATURDAY, SEPTEMBER 15, 2018

GREENFIELD PARK

2028 S. 124th Street, West Allis (Pavilion #3)

YOUTH AMBASSADOR

Graelen and Crue Kwiatkowski

WHY JDRF ONE WALK?

- * Builds team spirit.
- * Creates and enhances workplace relationships.
- * Sends positive message to community.
- * Encourages participation under corporate umbrella while involving spouses, children and friends.
- * Aligns with corporate responsibility goals.
- * JDRF is an efficient, trusted organization you will be proud to support.

WAYS YOU CAN PARTNER WITH JDRF

Cash sponsorship - Support an organization that puts your investment to work in finding a cure

Corporate team - Build employee camaraderie and increase your social responsibility footprint in the community

Retail campaign - Engage your customers to support JDRF through a POS campaign (paper sneakers)

WE HOPE YOU WILL JOIN US

No matter what your connection to T1D is, you walk because you believe in a world where T1D no longer exists. We hope you will join us.



WHY PARTNER WITH JDRF?

GET INVOLVED WITH JDRF IN A MEANINGFUL WAY

Companies support JDRF because we have a solid track record of funding research efficiently and effectively. Approximately 80% of what we raise goes directly to research and research-related education, which is among the highest percentages for charities nationwide. People with T1D miss, on average, 5.5 more work days per year than those without diabetes. Also, T1D-associated healthcare costs in the U.S. account for \$14 billion dollars annually. Your company can help JDRF reduce that number.

INVEST IN THE FUTURE

JDRF-funded research encompasses T1D at every life stage; stopping its progression in people who are newly diagnosed; reversing it in those who have lived with the disease for years; avoiding or reversing complications; and preventing the disease in people at risk. The time is now to work together, so we can deliver better treatments to ease the daily burden of the disease until there is a cure. We cannot do it alone.

SUPPORT RESEARCH THAT MAKES AN IMPACT

JDRF is the leading global organization focused on T1D research. Our mission to provide life-changing therapies to the T1D community is being realized by:



We look forward to partnering with your company. Together, we will turn type one into **typenone**

"Walgreens involvement in the communities we serve goes back to our founding 117 years ago and is one of the reasons we're 'Trusted Since 1901.' That involvement includes our corporate social responsibility strategy that is built around healthcare, reflecting the nature of our business. Our support of JDRF locally, perfectly aligns with **WALGREENS PURPOSE TO CHAMPION THE HEALTH AND WELL-BEING OF OUR SURROUNDING COMMUNITIES.**"

- Ed Catani, SE WI Board Member, Walgreens



JDRF FAMILY TESTIMONIALS

"Our participation and fundraising for One Walk is a year round event for our family. It's our family's way of giving back to JDRF for all their efforts to find a cure for type 1 diabetes. Without their continued support, research and funding, kids like my son Jack would not be able to take part in new technologies like the AP system from Medtronic."

- **Katie Gerstmeier, Co-Chair Family Teams Committee**
Team Captain, #JACKed up for Diabetes



new technologies

"When our son was diagnosed with type 1 diabetes at just 13 months old, JDRF was there to support, encourage, mentor and educate us on how to best care for our young son. JDRF provided invaluable connections with other families experiencing the same life-changing diagnosis. Most of all, JDRF provided us, and continues to provide us, with HOPE that there will one day be a cure for this burdensome disease. While managing type 1 diabetes in a young child is never easy, it helps to know JDRF is working continuously to find and fund a cure while simultaneously advocating to improve the lives of all those affected by this disease. We are dedicated to assisting JDRF in its mission through our family's fundraising and volunteer efforts."

- **Kathleen Ford**
Team Captain, Team Carson for a Cure



HOPE