

# GEORGIA CHAPTER



## SPONSORSHIP OPPORTUNITIES

25 YEARS  
*hope gala*  
THEN & NOW

**JDRF** IMPROVING  
LIVES.  
CURING  
TYPE 1  
DIABETES.

**JDRF Georgia Chapter**

3525 Piedmont Road, NE | Bldg 6, Suite 300 | Atlanta, GA | 30305  
404-420-5990 | [www.jdrf.org/georgia](http://www.jdrf.org/georgia)



Announcing the  
**2020 JDRF HOPE GALA**  
Saturday, May 2, 2020  
InterContinental Hotel Buckhead

**HOPE GALA CO-CHAIRS**

Julie and Steve Economos  
Tina and Steve Romaniello

**HOPE GALA HONOREE**

Shirley Borenstein

*Presented with the Barbara and Duke Roos  
Living and Giving Award*

**ABOUT JDRF**

For fifty years, JDRF has been renowned as a highly effective organization with remarkable efficiency in directing donor dollars to our mission to cure, treat, and prevent type 1 diabetes (T1D). From funding innovative research to advocating for government action to providing a support structure for our community, no other organization does more to fight T1D than JDRF. JDRF's unwavering commitment has earned it high marks from the scientific and business media, and from charity watchdogs including Charity Navigator, Forbes and the American Institute of Philanthropy, who for the 11th year in a row, gave JDRF top-ranking and an "A" grade. The Georgia Chapter is leading the fight by raising nearly \$5 million annually to fund diabetes research, advocacy and community programs.

**SUPPORT THE GALA**

Recognized as one of Atlanta's premier social and philanthropic black-tie fundraisers, the JDRF Hope Gala has raised over \$30 million in support of JDRF's mission. In 2020, alongside 700 of Atlanta's prominent community and corporate elite, JDRF will commemorate the 25th anniversary of the Georgia Chapter's signature event. This black-tie event features a seated dinner, exciting silent and live auction, an inspiring program, and a rocking after-party. Sponsoring the Hope Gala offers your company the opportunity to align with an organization that supports your philanthropic goals as well as your business footprint. Sponsorship opportunities range from \$100,000 to \$7,500. We also offer additional customizable benefits to showcase your brand in a variety of ways throughout the event venue and evening program.

**FUND A CURE**

Fund A Cure is an opportunity to make a direct impact on the lives of people living with T1D through a 100% tax-deductible donation in support of JDRF's mission. Hope Gala patrons have the opportunity to make donations during a special presentation at the Hope Gala. Donations can also be made online, by check, via donor-advised funds and through stock transfers.



**JDRF HOPE GALA | MAY 2, 2020 | ATLANTA, GA**

For more information, please contact Brett Mangum at [bmangum@jdrf.org](mailto:bmangum@jdrf.org)

# WHY PARTNER WITH US?

T1D is an autoimmune disease in which insulin-producing beta cells in the pancreas are mistakenly destroyed by the body's immune system. T1D seems to have genetic and environmental components and can be diagnosed in both children and adults. Its causes are not fully known, and there is currently no cure. Approximately 1.25 million Americans are living with T1D, including about 200,000 children.

JDRF is the leading global organization funding T1D research. Our strength lies in our exclusive focus and singular influence on the world effort to end T1D. We are committed to doing the greatest amount of good, for the largest number of people, in the shortest amount of time.

## SUPPORT RESEARCH, ADVOCACY AND COMMUNITY CONNECTIONS THAT MAKE AN IMPACT

### GLOBALLY



COMMITTED OVER

**\$2B**

Cumulative Research Funding Since 1970



AWARDED

**150+**

New Research Grants in 2018



CURRENTLY FUNDING

**75+**

Clinical Trials



FUNDING RESEARCH IN

**21**

Countries Across the Globe

### LOCALLY IN 2019



CONNECTED WITH

**56,000**

Georgians and their families



AWARDED

**\$1.5 million**

To Georgia Tech and other research institutions



SUPPORTED

**9,000**

Children living with T1D in Georgia

## JDRF HOPE GALA AUDIENCE PROFILE

Affluent - more than 4x more likely to make \$100K+ vs. the Atlanta market and represent the wealthiest PRIZM segments

Educated - more than 2x more likely to hold graduate degrees & 63% are in management/ leadership roles

In their prime earning and spending years - 3x more likely to be ages 35 - 64 than the Atlanta market

They spend money on their families- 35% more likely than the overall Atlanta market to have kids and 40% are in the wealthiest family life segments

They purchase high end luxury products and services - luxury autos, high end furniture and home services, jewelry, travel, technology, cultural events, financial services

Homeowners in the most attractive "northern arc" Atlanta zip codes. Buckhead, Sandy Springs, Brookhaven, East Cobb, Roswell, Alpharetta, Duluth and Cumming



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# SPONSORSHIP OPPORTUNITIES

	\$100,000 Presenting	\$50,000 Vision	\$25,000 Inspiration	\$15,000 Dream	\$10,000 Believe	\$7,500 Promise
Recognition as a JDRF Georgia Chapter Corporate Partner with benefits at all chapter events	★					
Exclusive recognition as the 2020 Hope Gala Honorary Corporate Champion	★					
Overnight accommodations at the InterContinental Hotel	3 Rooms	2 Rooms	1 Room			
Recognition from the podium during the evening program	★	★	★			
Logo inclusion in all pre-event printed materials and advertisements	★	★	★	★		
Logo displayed on screens throughout evening program	★	★	★	★		
***Opportunity for naming rights to various event and venue areas	★	★	★	★	★	
Logo placement and recognition on evening printed materials	★	★	★	★	★	
VIP/Premier/Prominent/Priority/Preferred Table & Ballroom Seating	3 VIP Tables of 10	2 VIP Tables of 12	2 Premier tables of 10	1 Prominent Table of 12	1 Priority Table of 10	1 Preferred Table of 10
Logo displayed on screens and signage throughout cocktail hour reception	★	★	★	★	★	★
Logo placement on Hope Gala and GA Chapter websites and social media	★	★	★	★	★	★
Invitation to pre-event Patron Party held in Spring 2020	★	★	★	★	★	★
Additional Benefit Options (listed on next page)	7 from any category	1 Diamond and 4 Gold or Platinum	4 Gold or Platinum	1 Platinum and 2 Gold	2 Gold	1 Gold

\*\*\*Note: Believe sponsorship levels and higher have additional customization and naming rights opportunities. Contact JDRF Chapter Staff directly for more information and options. \*\*\*

# SPONSORSHIP OPPORTUNITIES

## DIAMOND BENEFITS

- Opportunity to show company ad on screens during dinner (30 seconds per rotation)
- Exclusive speaking opportunity during the program (limit 1)
- One 45-second video during dinner program to highlight company's work in the community (limit 1)
- Private car service for the sponsor table host to and from the event

## PLATINUM BENEFITS

- Lighted company logo in the ballroom (limit 3) or at the after-party venue (limit 1)
- Company logo on the menu cards (limit 3)
- Opportunity to show company ad on screens during dinner (15 seconds per rotation)
- Logo placement in rotation on Bidpal electronic bidding device (limit 6)
- Company logo on step and repeat (limit 5)
- Post-event brunch on May 3rd for 4 People at Southern Art Restaurant in the InterContinental Hotel

## GOLD BENEFITS

- Overnight accommodations at the InterContinental (1 room)
- Champagne service at table
- Opportunity to place an item in the evening patron goody bag

# BE IN GOOD COMPANY

AlixPartners



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# 2020 COMMITMENT FORM

## Yes, I will be a...

- Presenting Sponsor \$100,000  
*(\$93,400 tax-deductible)*
- Vision Sponsor \$50,000  
*(\$44,800 tax-deductible)*
- Inspiration Sponsor \$25,000  
*(\$20,800 tax-deductible)*
- Dream Sponsor \$15,000  
*(\$12,800 tax-deductible)*
- Believe Sponsor \$10,000  
*(\$8,000 tax-deductible)*
- Promise Sponsor \$7,500  
*(\$5,500 tax-deductible)*

## Individual Table and Tickets

- \*Table Host (10 seats) \$5,000
- \*Individual Tickets:  
# \_\_\_\_\_ @ \$500 each

## Fund A Cure

I would like to make a 100% tax-deductible donation to Fund A Cure.  
\$ \_\_\_\_\_

## Auction Donation

- My company or I would like to donate an auction item for the 2020 Hope Gala auction.

## Match My Gift

- My company participates in a matching gift program.

## Registration Information

Donor/Company Name \_\_\_\_\_

Contact Name (if different) \_\_\_\_\_

Billing Address \_\_\_\_\_

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

Phone \_\_\_\_\_

Email \_\_\_\_\_

## Method of Payment

- Register and pay online at JDRFHopeGala.com.
- Send Invoice.
- Check enclosed. Please make checks payable to JDRF (mailing information below).
- Please charge my credit card. Please call JDRF office to process payment (contact information below).

## Return this Completed Form to:

JDRF Georgia Chapter | ATTN: Brett Mangum  
3525 Piedmont Rd, NE, Building 6, Suite 300 | Atlanta, GA 30305  
Phone: (404) 420-5996 | Email: bmangum@jdrf.org

*JDRF is a tax-exempt organization under section 501(c)(3) of the Internal Revenue Code. The Federal ID number is 23-1907729.*

*\* Individual ticket fair market value of benefits received is \$200 per person.  
Hotel room fair market value of benefits received is \$200 per person.*



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