

# Be the *leader of the pack* type



## JDRF One Walk™ Corporate Partnership Opportunities

As a JDRF corporate partner, you can help us create a world without type 1 diabetes (T1D). There are many opportunities for companies to engage with JDRF One Walk. We'll help identify the right partnership opportunities so that you can:

- Increase employee and community engagement
- Enhance brand awareness
- Drive customer loyalty
- Build your brand image
- Support your corporate social responsibility goals
- Differentiate yourself from your competitors



### SPONSORSHIP

JDRF offers multiple levels of national, regional and local sponsorship opportunities.

- We'll work with you to determine a sponsorship package that best meets your corporate philosophy.
- Your company may benefit from event day promotional opportunities and inclusion on select JDRF One Walk marketing materials for increased visibility.



### CORPORATE TEAM

Form a corporate local, regional or national JDRF One Walk team.

- It's easy! Your staff partner will meet with you to set a goal, develop a plan to achieve it and provide fundraising tools to make it fun.
- A fantastic way to get your company and employees involved with a great cause while engaging in your local community.



### RETAIL

Retail partnerships engage your customers to raise critical funds for T1D research and show the community that you care.

- Some of the many options to engage your customers include JDRF Paper Sneaker Sales, add-on donations and a pin-pad campaign.
- 84% of people say they are likely to switch brands (when price and quality are equal) to help support a cause.
- 92% of people have a more positive perception of companies and products that support causes.