



On **Saturday, September 30th** over 3,000 walkers, volunteers, and partners from across the Kansas City metro will come together to support the **1.45 million persons** in the U.S. living with type 1 diabetes (T1D).

The T1D community will gather at the **Cleveland University Campus** to celebrate what makes JDRF One Walk so special -- our stories, collective accomplishments and the joy of coming together to positively change the future for everyone living with T1D. We hope you will join us!

**You CAN make a difference in the lives of those with T1D!**

JDRF-funded research encompasses T1D at every life stage. With your support, we can work together and continue advancing research forward to:



### CURE

Eradicate T1D by restoring the body's ability to make insulin



### PREVENT

Stop T1D before it occurs



### TREAT

Keeping those with T1D as healthy as possible until cures are found by advancing new technologies and therapies





**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 so that you can:**

- Increase employee and community engagement
- Enhance Brand Awareness
- Reach new customers and drive loyalty
- Build your brand image
- Support your corporate social responsibility goals
- Differentiate yourself from 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 goals and 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!

- A fantastic way to get your company and employees involved with a great cause while engaging in your local community.
- 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.



### POINT OF SALE

Hosting a cause marketing campaign can help increase revenue and create brand loyalty. Best of all, your investment will help benefit those affected by T1D and their families

- Some of the many options to engage your customers include give-back events, round-up or add on donations.
- 84% of people say they are likely to switch brands (when price and quality are equal) to support a cause.
- 92% of people have a more positive perception of companies and products that support causes.

**Reach out today to discuss how we can partner with you!**

Kansas City | September 30 | Cleveland University | Overland Park  
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