

JDRF CORPORATE PARTNER OPPORTUNITIES



2018 JDRF ONE WALK
The Nature Park, Flowood
Saturday, October 20, 2018

2019 JDRF HOPE GALA, KEYS TO A CURE
The Westin Jackson
Saturday, January 19, 2019

JDRF Mississippi Chapter
2630 Southerland Street
Jackson, MS 39216

Michelle Temple Reza
Executive Director
o: 601.981.1184
f: 601.981.1280
e: mreza@jdrf.org

JDRF IMPROVING
LIVES.
CURING
TYPE 1
DIABETES.
Mississippi Chapter

JDRF IMPACT

Doing the greatest good,
for the largest number of people,
in the shortest period of time.



RESEARCH: JDRF IS THE LEADING GLOBAL ORGANIZATION FUNDING TYPE 1 DIABETES (T1D) RESEARCH.

ACCELERATING LIFE-CHANGING BREAKTHROUGHS

CURE

RESTORING INSULIN INDEPENDENCE

PREVENT

PREVENTING SYMPTOMATIC T1D

TREAT

IMPROVING GLUCOSE CONTROL



COMMITTED OVER

\$2B

CUMULATIVE RESEARCH
FUNDING SINCE 1970



AWARDED

150

NEW RESEARCH
GRANTS IN FY2017



CURRENTLY FUNDING OVER

70

ACTIVE
CLINICAL TRIALS



FUNDING RESEARCH IN

21

COUNTRIES
ACROSS THE GLOBE

ADVOCACY



SECURED 2-YEAR COMMITMENT OF
\$300 MILLION
IN FEDERAL FUNDING FOR THE
SPECIAL DIABETES PROGRAM IN 2018

GLOBAL REACH



CHAPTERS THROUGHOUT THE U.S.

6 INTERNATIONAL AFFILIATES

AUSTRALIA	DENMARK	THE NETHERLANDS
CANADA	ISRAEL	UNITED KINGDOM

COMMUNITY



900,000
PARTICIPANTS IN
200 JDRF ONE WALKS



13,000
BAGS OF HOPE AND
3,600 CARE KITS DELIVERED



13,000
ATTENDEES AT **41** TYPE 1 ONENATION
SUMMITS ACROSS THE U.S.

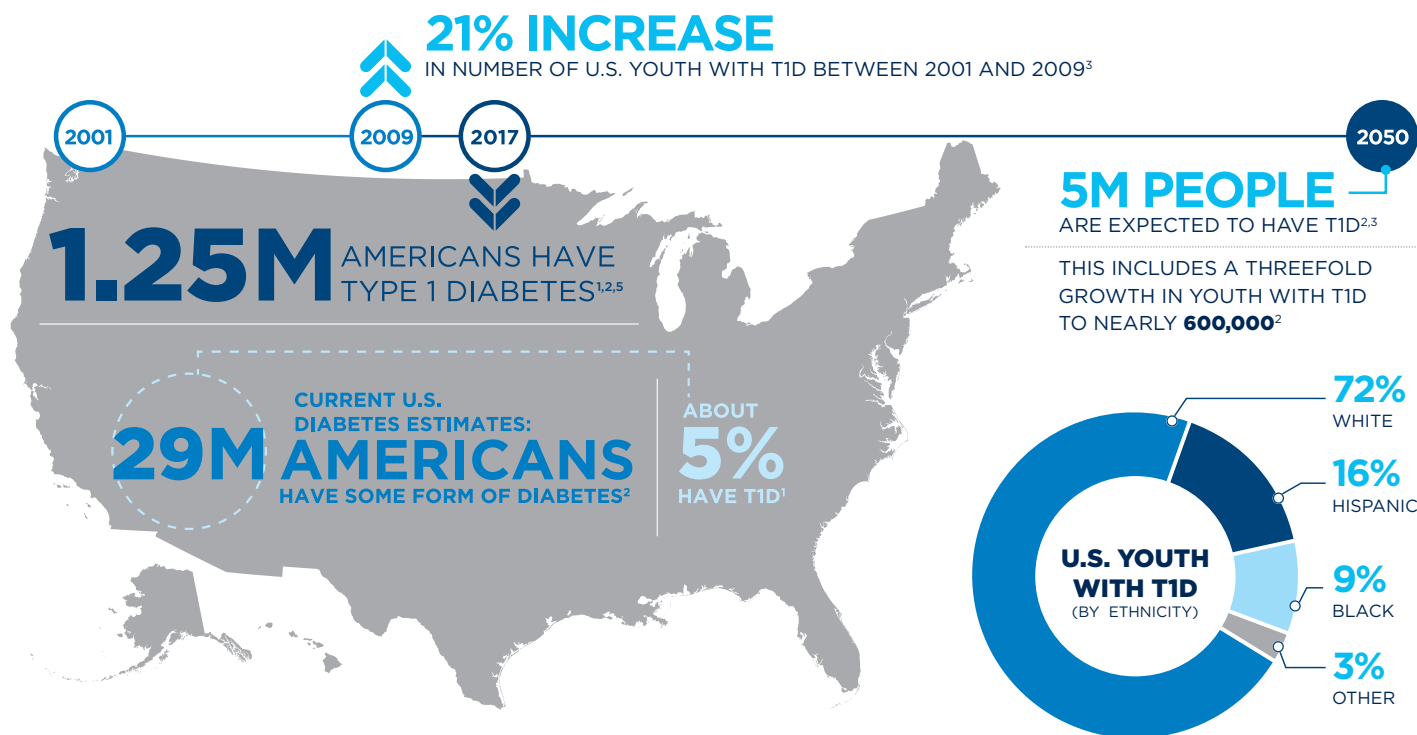


1,900
CYCLISTS IN **7** JDRF
RIDES TO CURE DIABETES

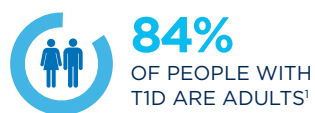
WHAT IS TYPE 1 DIABETES?

Type 1 diabetes (T1D) is an autoimmune disease in which a person's pancreas stops producing insulin, a hormone people need to get energy from food. T1D strikes both children and adults, and its onset has nothing to do with diet or lifestyle. There is currently nothing you can do to prevent it, and there is no cure.

T1D FACTS AND FIGURES



Less than one-third of people with T1D in the U.S. are achieving target blood glucose control levels⁶



LIFE WITH T1D

Living with T1D is a constant balancing act. People with T1D must regularly monitor their blood-sugar levels, inject or continually infuse insulin through a pump, and carefully regulate insulin doses with eating and activity 24 hours a day.
















































TURNING TYPE ONE INTO TYPE NONE

T1D is a serious and stressful disease to manage. JDRF funds research to deliver new treatments and therapies that make day-to-day life with T1D easier, safer and healthier until we can prevent and one day cure the disease.

One Walk Sponsorship Opportunities

2018 JDRF One Walk

Saturday, October 20, 2018 • The Nature Park, Flowood, MS

One Walk Sponsor Benefits	Presenting Sponsor \$25,000	Diamond \$15,000	Platinum \$10,000	Gold \$5,000	Silver \$3,000
Pre-Event					
Logo/Name recognition on all media including TV, Radio and Print*					
Logo displayed on the back of 2,000 Walk T-Shirts	Logo	Logo	Logo	Logo	
Logo/Name and Link displayed on JDRF Mississippi Chapter Website	Logo/Link	Logo/Link	Logo/Link	Name/Link	
Company recognized on JDRF's Social Media					
Logo/Name displayed on 5,000 Walk Brochures	Logo	Logo	Logo	Name	Name
Logo/Name displayed on 1,000 Walk Posters	Logo	Logo	Logo	Name	Name
Event Day					
Exclusive presenting sponsor tent at event					
Opportunity to Speak on Stage					
Opportunity for a 10' x10' Tent					
Recognized on Stage					
VIP Parking Passes	4	3	2	2	1
Opportunity to pass out company promotional items at your booth (must be approved by JDRF staff)					
Opportunity for a 8' Table					
Opportunity to add promotional items to participant goody bags					
Other					
Recognized at Team Kick-Off Luncheon in August					
Opportunity for JDRF Staff or Volunteer to come to your business and lead a Walk Kick-Off for your employees					
Opportunity for JDRF Staff or Volunteer to speak to your company about Diabetes Health					

* All media dependent on media sponsorship.

Customized sponsorships are available. Please contact Michelle Temple Reza at 601.981.1184 or mreza@jdrf.org for more information.

2018 JDRF One Walk

Saturday, October 20, 2018 • The Nature Park, Flowood, MS

ENVISION YOUR COMPANY HAVING EXCLUSIVE RECOGNITION OF A KEY AREA AT JDRF ONE WALK... Your company's name jumping out to attendees during the event... employees taking center stage to welcome walkers... your company logo displayed on unique giveaways. These additional opportunities provide partners with the chance to maximize their exposure both at the Walk and prior to the event. These exclusive opportunities are on a first-come, first-serve basis:

\$3,000 Mile of Hope Sponsor

- Logo on the JDRF One Walk website
- Company name/logo on signs of walkers that have raised \$2,500. Signs are placed on last 1/2 mile of walk route and signs go home with walkers
- Recognition on Chapter social media accounts (at least one mention)
- Opportunity for company employees to volunteer on walk route

\$2,500 Food & Beverage Sponsor

- Logo on the JDRF One Walk website
- Custom signage with logo outside the high traffic food/beverage station and dining tent
- Recognition on Chapter social media accounts (at least one mention)
- Opportunity for company employees to volunteer at the food and beverage station

\$2,500 Photo Booth Sponsor

- Logo on the JDRF One Walk website
- Custom signage with logo outside the Photo Booth
- Recognition on Chapter social media accounts (at least one mention)
- Opportunity for company employees to volunteer in the Photo Booth on walk route

\$2,500 Team Tailgate Area Sponsor

- Logo on the JDRF One Walk website
- Custom signage with logo at tailgate area
- Recognition on Chapter social media accounts (at least one mention)
- Opportunity for company employees to volunteer at Tailgate Tents

\$2,000 Welcome New Families Sponsor

- Logo on the JDRF One Walk website
- Custom signage with logo displayed in New Families tent
- Recognition on Chapter social media accounts (at least one mention)

\$1,500 Kids Zone Sponsor

- Logo on JDRF One Walk website
- Custom signage with logo outside the Kids Zone
- Recognition Chapter social media accounts (at least one mention)
- Opportunity for company employees to volunteer in the Kids Zone
- Table at entrance of Kids Zone

\$1,000 Goody Bags Sponsor

- Provide 500 bags with company logo
- Opportunity to add additional promotional items to bags

Join JDRF and help us create a world without type 1 diabetes (T1D). We'll help identify the right opportunity that will meet your goals and demonstrate your:



ENGAGEMENT

Increase employee and community engagement with a well-established fundraising program



BRAND LOYALTY

Earn brand loyalty from the 29 million Americans living with some form of diabetes; 5% of those are living with T1D



SOCIAL RESPONSIBILITY

Support your corporate goals by supporting a well-established non-profit at no additional cost to your company

BEST WAYS TO ENSURE A SUCCESSFUL CAMPAIGN

Plan your calendar. Most fundraising campaigns last four to six weeks and can run at any time of the year.

Educate your employees. Help them understand who JDRF is and why it matters. Ask your employees to share stories of people in their own lives affected by T1D.

Create excitement among your staff by building an incentive program for your employees. Prizes can be simple - a pizza party for the team with most donations or a gift card for managers of high fundraising stores are great ideas!

Work with JDRF to create professional, branded materials that are incorporated throughout the store, not just at checkout.

JDRF will check in throughout the campaign period to provide additional resources, answer questions and troubleshoot any issues.

Thank your customers after the campaign—share with them how much was raised, and let them know why their donations mattered.

Work with your JDRF partner to analyze the data and continually tweak the program (JDRF will present an ROI report following the campaign).

Types of Campaigns



SNEAKER SALE

JDRF Sneaker Sales are an excellent way for retail stores to build visual excitement around fundraising for T1D research.

- Easy point-of-purchase opportunity for your customers to help support T1D research through a donation
- Engage your staff in a cause
- Showcase your company support to your customers



COIN COLLECTION

At checkout registers, JDRF branded coin collection canisters will include a card with information on JDRF.

- Creates a simple way to fundraise for JDRF
- Customers will be able to donate loose change or small dollar amounts
- Great for stores with cash transactions, such as gas stations, convenience stores, etc.

*Coin canisters can be provided by JDRF



PINPAD

In your existing point-of-sale system, a digital ask to the customer appears after their purchase amount has been totaled, before they confirm their final amount.

- Corporate partners like Walgreens have implemented this campaign and doubled their fundraising dollars
- Customer can have the option to add a donation amount to their purchase, or to just round up their purchase amount to the next dollar
- Pin Pad campaigns require zero ask from the store clerk

*We understand that pin pad campaigns usually require a technology investment and JDRF is available to support in any way we can

2019 JDRF Hope Gala, Keys To A Cure

Saturday, January 19, 2019 • The Westin Jackson

Presenting Sponsor \$35,000

- Opportunity to place 2 ads on large screens in ballroom
- Brand recognition on electronic auction bidding devices during the evening of the Gala and on online pre-bidding site
- Logo/Link included on JDRF Mississippi Chapter Website
- Preferred VIP seating for 20 at the Gala, with two tables
- Invitation to the Gala Pre-Event Party
- Recognition of sponsorship on stage from the podium at the Gala
- Recognition on signage throughout the Gala
- Company Logo recognition in more than 1600 Gala Invitations
- Acknowledgment of company sponsorship in Social Media

Value of Goods and Services is \$1800

Diamond Sponsor \$15,000

- Logo/Link included on JDRF Mississippi Chapter Website
- Opportunity to place 1 ad on large screen in ballroom
- Preferred seating for 16 at the Gala, with one table
- Invitation to the Gala Pre-Event Party
- Recognition on stage from the podium at the Gala
- Recognition of sponsorship on signage throughout the Gala
- Company Logo recognition in more than 1600 Gala Invitations
- Acknowledgment of company sponsorship in Social Media

Value of Goods and Services is \$1440

Platinum Sponsor \$10,000

- Logo/Link included on JDRF Mississippi Chapter Website
- Preferred seating for 10 at the Gala, with one table
- Invitation to the Gala Pre-Event Party
- Recognition on signage throughout the Gala
- Company Logo recognition in more than 1600 Gala Invitations
- Acknowledgment of company sponsorship in Social Media

Value of Goods and Services is \$900

Gold Sponsor \$5,000

- Logo/Link included on JDRF Mississippi Chapter Website
- Preferred seating for 8 at the Gala, with one table
- Invitation to the Gala Pre-Event Party
- Recognition on signage throughout the Gala
- Company Name recognition in more than 1600 Keys To A Cure Gala Invitations
- Acknowledgment of company sponsorship in Social Media

Value of Goods and Services is \$720

Silver Sponsor \$3,000

- Name/Link included on JDRF Mississippi Chapter Website
- Preferred seating for 8 at the Gala
- Invitation to the Gala Pre-Event Party
- Recognition on signage throughout the Gala
- Company Name recognition in more than 1600 Gala Invitations
- Acknowledgment of company sponsorship in Social Media

Value of Goods and Services is \$720



Customized sponsorships are available. Please contact Michelle Temple Reza at 601.981.1184 or mreza@jdrf.org for more information.

Additional Gala Sponsorship Opportunities



2019 JDRF Hope Gala Saturday, January 19, 2019 • The Westin, Jackson

Gala EXCLUSIVE Sponsorship Opportunities

BIDPAL SPONSOR | \$15,000

Brand recognition along with Presenting Sponsor on electronic auction bidding devices during the evening of the Gala and on online pre-bidding site. Company logo displayed on screens throughout the Gala.

Includes all Platinum level benefits.
Value of Goods and Services is \$900.

SMILE SPONSOR | \$10,000

The Smile Sponsorship will sponsor the Keys To A Cure Gala's Social Wall, a multimedia experience for the ballroom guests and beyond. The social wall is an exciting new sponsorship opportunity that will provide your company with ample logo recognition throughout the evening, while also tying your company to the JDRF gala's elite social community. Across the country at JDRF galas, the social wall has proven to be a sensational platform for gala guests to engage with each other, the event, and the JDRF mission. Company logo included on one selfie stick at each table and on social wall throughout the event. Includes all Platinum level benefits.

Value of Goods and Services is \$900.

THE AFTER-PARTY SPONSOR | \$7,500

Exclusive opportunity to introduce the nights entertainment and request the first song. Company recognition included on cocktail tables and bars at The After Party. Includes all Gold level benefits.

Value of Goods and Services is \$720

Gala UNDERWRITING Opportunities

These sponsorships do not include Hope Gala tickets.

LIVE AUCTION SPONSOR | \$2,500

Special company logo placement on Live Auction displays, bid cards and monitors in the ballroom.

AUCTION CHECKOUT SPONSOR | \$2,500

Special company logo placement on auction bags and checkout signage. Collateral in the auction bag. Logo and Link included on Chapter Website.

PHOTO BOOTH SPONSOR | \$2,500

Special logo placement on the step and repeat backdrop.

GUEST REGISTRATION SPONSOR | \$2,000

Special logo placement on guest registration signage.

VOLUNTEER SPONSOR | \$2,000

Special company logo placement on volunteer name tags and inside volunteer room.

All Underwriting Opportunities are 100% tax deductible. These sponsorships are exclusive and sold on a first-come, first-served basis.



For additional information, please contact Michelle Temple Reza, Executive Director, for more information at 601.981.1184 or mreza@jdrf.org.

2018 JDRF One Walk (Form due Friday, July 20, 2018)

2019 JDRF Hope Gala, Keys To A Cure (Form due Friday, Nov. 2, 2018)

Mail, Fax or Email to: JDRF MS Chapter
Michelle Temple Reza, Executive Director
2630 Southerland St.
Jackson, MS 39216
Phone: 601.981.1184
Fax: 601.981.1280
mreza@jdrf.org

JDRF Sponsorship Levels

Event	Presenting	Diamond	Platinum	Gold	Silver
JDRF One Walk	\$25,000	\$15,000	\$10,000	\$5,000	\$3,000
Keys To A Cure Gala	\$ 35,000	\$15,000	\$10,000	\$5,000	\$3,000
Dual Sponsorship for Walk and Gala	\$60,000	\$30,000	\$20,000	\$10,000	\$6,000

Yes, I want to support JDRF by sponsoring at the level(s) checked below:

JDRF One Walk

Saturday, October 20, 2018

- Presenting \$25,000 Gold \$5,000
- Diamond \$15,000 Silver \$3,000
- Platinum \$10,000 Vendor Table \$500
- Other: _____ \$ _____

JDRF Keys To A Cure Gala

Saturday, January 19, 2019

- Presenting \$35,000 Smile \$10,000
- Diamond \$15,000 The After Party \$7,500
- BidPal \$15,000 Gold \$5,000
- Platinum \$10,000 Silver \$3,000
- Other: _____ \$ _____

Dual Sponsorship for both Walk and Gala

- Presenting \$60,000 Gold \$10,000
- Diamond \$30,000 Silver \$6,000
- Platinum \$20,000

I cannot support JDRF with a sponsorship at this time, however, my business and/or I would like to make a tax deductible donation. \$ _____.

Method of Payment

- Check is enclosed for \$ _____. Check # _____.
- Credit Card: MasterCard Visa AMEX Discover
Card # _____ Exp. Date: _____ CVV _____
- Please Invoice Me (circle if applicable)

(Please list as you wish for it to appear in print materials)

Business Name: _____
 Contact Name: _____
 Address: _____ City/State/Zip: _____
 Phone: _____ Fax: _____
 Email: _____ Website: _____
 Signature: _____ Date: _____

SAVE THE DATE

2018 RIDE SCHEDULE



AUG. 9-12
La Crosse, WI

AUG. 23-26
Loveland, CO

SEP. 13-16
Saratoga Springs, NY

OCT. 4-7
Amelia Island, FL

OCT. 18-21
Death Valley, CA

NOV. 1-4
Santa Fe, NM

RIDE  TO CURE DIABETES

JDRF IMPROVING LIVES. CURING TYPE 1 DIABETES.

ride.jdrf.org

**Fundraise
for a world
without T1D...**

Your way

Learn more at
yourway.jdrf.org

JDRF IMPROVING LIVES. CURING TYPE 1 DIABETES.





TOGETHER, WE WILL CREATE A WORLD WITHOUT TYPE 1 DIABETES (T1D)



Join us in turning
type one into
type none

JDRF IMPROVING
LIVES.
CURING
TYPE 1
DIABETES.

jdrf.org

A Special Thanks

LAST YEAR'S CORPORATE PARTNERS

16 WAPT News
Atmos Energy
B&B Concrete Co., Inc./Brevard Family Foundation
Baker Donelson
BankPlus
Baptist Health Systems
BKD, LLP
Blue Cross & Blue Shield of Mississippi
Bradley
Bumper's Drive-In
Carr, Riggs & Ingram, CPA
Community Bank of Mississippi
Corbin & Associates, PLLC
Corner Bakery
Diabetes and Endocrine Center of Mississippi, PLLC
Dusty and Lacy Rhoads
Entergy
Ergon
First Heritage Credit, LLC
Fountain Family Foundation
Hemphill Construction Co. Inc.
Horne LLP
Howard Industries, Inc.
Jones Walker LLP
Kendra Scott
Medtronic
Merit Health River Oaks
Methodist Rehabilitation Center
Mississippi Sports Medicine
O'Neal Steel
O'Neal Wealth Management Group @ Merrill Lynch
Reed's
Renasant Bank
Roberts, Bridges & Boydston, PLLC
Ross & Yerger, Inc.
Sanderson Farms
Southern Farm Bureau Life Insurance
StateStreet Group, LLC
Steel Service Corporation
Sweeping Corporation of America, Inc.
TEC
The Dick Molpus Foundation
The Gertrude C. Ford Foundation
The Peoples Bank, Ripley
The Westin Jackson
Trucker's Exchange, Inc.
Trustmark National Bank
US 96.3, Mix 98.7, Y 101.7, and 100.9 The Legend
WJTV News Channel 12

Thanks to our partners and sponsors for your unwavering commitment to funding the best in T1D research.

