



# Sponsorship Opportunities

*benefiting the*



The Best Hope for a Cure®



**WHO:** Over 500 adults and children of all ages enjoy an afternoon of fun with state-of-the-art arcade, sports games on massive HDTVs, and mouthwatering treats, all in support of the Diabetes Research Institute Foundation.

**WHERE:** **Dave & Buster's**  
The Mall at The Source  
1504 Old Country Road  
Westbury, NY

**WHEN:** **Sunday, March 3, 2019**  
**12:00 PM – 3:00 PM**  
*\*please note earlier time than in previous years*

**CONTACT:** Amy Epstein, Director of Special Events - [acpstein@drif.org](mailto:acpstein@drif.org) or;  
Deirdre Hector, Special Events Manager – [dhector@drif.org](mailto:dhector@drif.org)  
Diabetes Research Institute Foundation  
259 West 30<sup>th</sup> Street, Ste. 402 New York, NY 10001  
Phone: 212.888.2217

**Online Registration:** <http://www.diabetesresearch.org/Carnival-for-a-Cure>

#### **ABOUT THE DIABETES RESEARCH INSTITUTE FOUNDATION**

The Diabetes Research Institute Foundation is the organization of choice for those who are serious, passionate and committed to curing diabetes. Its mission – to provide the Diabetes Research Institute with the funding necessary to cure diabetes **now** – is a testament to the belief that tomorrow is not soon enough to cure those living with diabetes.

The Diabetes Research Institute at the University of Miami Miller School of Medicine leads the world in cure-focused research. As the largest and most comprehensive research center dedicated to curing diabetes, the DRI is aggressively working to develop a biological cure by restoring natural insulin production and normalizing blood sugar levels without imposing other risks. Researchers have already shown that transplanted islet cells allow patients to live without the need for insulin therapy. Some study participants have maintained insulin independence for more than 10 years. The DRI is now building upon these promising outcomes by developing a **DRI BioHub**, a bioengineered “mini organ” that mimics the native pancreas. While various BioHub platforms are being tested in preclinical and clinical studies, the DRI is also developing strategies to eliminate the need for anti-rejection drugs and reset the immune system to block autoimmunity.

The Diabetes Research Institute and Foundation were created for one reason – to cure diabetes – which is and will continue to be the singular focus until that goal is reached. For the millions of children and adults affected by diabetes, the Diabetes Research Institute is the best hope for a cure.

## 2019 CARNIVAL FOR A CURE

### SPONSORSHIP OPPORTUNITIES & INDIVIDUAL TICKETS

#### ▣ **Arcade (Presenting Sponsor): \$50,000** – *Fifty (50) tickets to the event*

- Category Exclusivity
- Your name prominently displayed as Presenting Sponsor (*Carnival for a Cure presented by*\_\_) and listed as Honorary Chairperson
- Logo on electronic event invitation, the DRIF event website & signage displayed at event
- Recognized as Presenting Sponsor in all media/promotional materials\*, including pre- and post-event press releases sent to our extensive media list (radio, TV, print, digital media)
- Recognition through *Cycle of Discovery Crystal Award Series*
- Listing, logo or advertisement on the multi-media loop displayed at the event
- Public acknowledgement from the Diabetes Research Institute Foundation at the event
- Social media mentions - *optional*

#### ▣ **Super Shot: \$25,000** – *Thirty (30) tickets to the event*

- Logo or Listing on electronic event invitation, the DRIF event website & signage displayed at event
- Recognized in all media/promotional materials\*, including pre- and post-event press releases sent to our extensive media list (radio, TV, print, digital/social media)
- Recognition through *Cycle of Discovery Crystal Award Series*
- Listing, logo or advertisement on the multi-media loop displayed at the event
- Public acknowledgement from the Diabetes Research Institute Foundation at the event
- Social media mentions - *optional*

#### ▣ **Bowling & Billards: \$10,000** – *Twenty (20) tickets to the event*

- Listing on electronic event invitation, the DRIF event website & signage displayed at event
- Recognized in all media/promotional materials\*, including pre- and post-event press releases sent to our extensive media list (radio, TV, print, digital/social media)
- Listing, logo or advertisement on the multi-media loop displayed at the event
- Social media mentions - *optional*

#### ▣ **Power Card: \$5,000** – *Twelve (12) tickets to the event*

- Listing on electronic event invitation, the DRIF event website & signage displayed at event
- Listing, logo or advertisement on the multi-media loop displayed at the event
- Social media mentions - *optional*

#### ▣ **Guitar Hero: \$2,500** – *Eight (8) tickets to the event*

- Listing on electronic event invitation, the DRIF event website & signage displayed at event
- Listing, logo or advertisement on the multi-media loop displayed at the event

## SPONSORSOR COMMITMENT *(Continued)*

### **Typhoon Park: \$1,000** – *Six (6) tickets to the event*

- Listing, logo or advertisement on the multi-media loop displayed at the event

### **Pac Man: \$500** – *Four (4) tickets to the event*

- Listing, logo or advertisement on the multi-media loop displayed at the event

### **Family Fun Pack: \$250** – *(Includes tickets for either 2 adults and 2 children or 1 adult and 3 children)*

- Listing, logo or advertisement on the multi-media loop displayed at the event

## INDIVIDUAL TICKETS

- **Adult Ticket:** \$100
- **Child Ticket:** \$50 *(Children under 2 are free)*

### **Digital Ad for multi-media loop: \$500 (Tickets are not included)**

- We require a digital file via e-mail or disk: Photoshop, PDF, Word Document, JPEG or attach your ad copy and it will be formatted for you.
- High resolution images (300dpi) provide the best quality ads.


























*\* Promotional materials are subject to date that agreement is finalized and contingent upon meeting printing deadlines. Journal submission deadline: 02-11-19; Media Loop deadline 02-27-19*

**PLEASE FILL OUT THE FORM ON THE NEXT PAGE OR REGISTER ONLINE AT:**

**Online Registration:** <http://www.diabetesresearch.org/Carnival-for-a-Cure>

**If you have any questions, or require additional information, please contact:**

Amy Epstein, Director of Special Events - [aepstein@drif.org](mailto:aepstein@drif.org) or;  
Deirdré Hector, Special Events Manager – [dhector@drif.org](mailto:dhector@drif.org)  
Diabetes Research Institute Foundation  
259 West 30<sup>th</sup> Street, Ste. 402 New York, NY 10001  
Phone: 212.888.2217

SPONSORSHIP LEVEL	ARCADE \$50,000	SUPER SHOT \$25,000	BOWLING & BILLARDS \$10,000	POWER CARD \$5,000	GUITAR HERO \$2,500	TYPHOON PARK \$1,000	PAC MAN \$500
Category Exclusivity and listed as Honorary Chairperson							
Company <i>logo</i> on event invitation, signage, DRI event website (with hotlink)							
Listing on event online invitation, signage, DRI event website							
Recognition in all media/promotional materials							
Commemorative plaque on the DRI Wall of Honor							
Recognition through <b>Cycle of Discovery Crystal Award Series</b>							
Listing, logo or advertisement on multi-media loop at event							
Social media mentions ( <i>optional</i> )							
Spoken acknowledgment during Program at the event							
Individual Tickets to Event	50	30	20	12	8	6	4



# 2019 CARNIVAL FOR A CURE SPONSORSHIP COMMITMENT RESPONSE FORM

I/We would like to sponsor *Carnival for a Cure* at the following level:

- Arcade: \$50,000                       Power Card: \$5,000                       Pac Man: \$500
- Super Shot: \$25,000                       Guitar Hero: \$2,500                       Family Fun Pack: \$250
- Bowling & Billards: \$10,000                       Typhoon Park: \$1,000

I would like to purchase individual tickets to *Carnival for a Cure*:

- Adult Ticket: \$100                       Child Ticket: \$50

I/We would like to purchase a digital ad for the multi-media loop displayed at the event

# of Digital Ads @\$500 each. *(Please see above for format specifications)*

I/We CANNOT participate at this time; however, please find enclosed a 100% tax-deductible DONATION to the DRIF in the amount of \$\_\_\_\_\_

Name as if should appear on any materials: \_\_\_\_\_

**Invited By:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Title/Position:** \_\_\_\_\_

**Company:** \_\_\_\_\_

**Street Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_



