Mercedes-Benz Presents

The Carousel Ball

Sponsorship, Advertising, Auction, and Seating Information Enclosed
THE BARBARA DAVIS CENTER CARES FOR THOUSANDS OF CHILDREN AND ADULTS.
Uninsured and underinsured patients account for more than 35% of pediatric and adult patients. These patients are primarily funded by the Children’s Diabetes Foundation so they can receive the necessary medications, appointments, and education to live successfully with type 1 diabetes.

TECHNOLOGY
In September 2016, the very first “artificial pancreas” system received FDA approval. This system will improve patients’ care greatly as it keeps blood sugars in range and prevents life-threatening low blood sugars. The Barbara Davis Center was the largest research contributor to the FDA approval of this system as they worked with adult and pediatric patients to test the system in a variety of studies. This artificial pancreas system is the first of its kind. Clinical trials continue to test other systems, improving reliability, accuracy, features, and more. Eventually, patients will have a choice in the market place to determine which system fits their lifestyle.

RESEARCH
Lori Sussel, MD joined the Barbara Davis Center in 2016 as the Director of Basic and Translational Research. Her team’s focus is to understand the complex networks that regulate development, differentiation, and function of the pancreas. Sussel’s lab is dedicated to finding treatments and cures for type 1 diabetes. They continue to explore novel mechanisms that will promote islet cell development survival and function in conditions such as diabetes.
In addition to caring for the physical health of their patients, the Barbara Davis Center helps patients with their emotional and behavioral health. Type 1 diabetes can often lead to depression, anxiety, and other issues. Multiple studies are currently being carried out to screen for depression, expand on behavioral and psychosocial care options, and work with families to improve communication that results in better individual care.
Further studies are being conducted to determine the causes and environmental factors that lead to a type 1 diabetes diagnosis and related autoimmune diseases. More children are being screened to predict a type 1 diabetes diagnosis using genetic markers. When a diabetes diagnosis is caught early, patients can avoid going into diabetic ketoacidosis prior to diagnosis. Diabetic ketoacidosis is extremely dangerous and can lead to hospitalization or death if not treated.

Proceeds from The Carousel Ball benefit the Children’s Diabetes Foundation to support Barbara Davis Center patients, research, and education programs.
$100,000 – PLATINUM SPONSOR

- Two premier tables of 10
- Logo on invitation
- Name in publicity as Underwriting Sponsor
- Logo featured on fact sheet
- Two-page color ad in first 10 pages of program
- Acknowledgment from podium at event
- Prominent listing as Underwriting Sponsor and name in editorial section of program
- Logo recognition on step & repeat banner with other key sponsors
- Logo on event signage
- Logo in PowerPoint featured at event
- Mention in post-event edition of quarterly Newsletter, Newsnotes (9,000+ subscribers)
- Logo on event webpage and CDF’s homepage throughout 2017
- Two mentions on CDF’s social media channels prior to event (23,000+ followers) and one day-of mention

If you are interested in becoming a sponsor, please contact Amanda Garrett at (303) 628-5112 or Amanda@ChildrensDiabetesFoundation.org

Visit www.ChildrensDiabetesFoundation.org to purchase your tickets online.
$50,000 – GOLD SPONSOR

• One premier table of 10
• Name on invitation and in publicity as an Underwriting Sponsor
• Name listed on fact sheet
• Two-page color ad in first 20 pages of program
• Acknowledgment from podium at event
• Prominent listing as Underwriting Sponsor and name in editorial section of program
• Logo on event signage
• Logo in PowerPoint featured at event
• Mention in post-event edition of quarterly Newsletter, Newsnotes (9,000+ subscribers)
• Name mentioned on event webpage throughout 2017
• One mention on CDF’s social media channels prior to event (23,000+ followers)

$25,000 – SILVER SPONSOR

• One prime table of 10
• Name on invitation and in publicity as Supporting Sponsor
• Name listed on fact sheet
• Full-page color ad in program
• Acknowledgment from podium at event
• Listing in editorial section of program
• Mention in post-event edition of quarterly Newsletter, Newsnotes (9,000+ subscribers)
• Name mentioned on event webpage throughout 2017

$15,000 – BRASS RING SPONSOR

• One table of 10
• Name listed on fact sheet
• Full-page color ad in program
• Listing in editorial section of program
• Name mentioned on event webpage throughout 2017

$10,000 – BRONZE SPONSOR

• One table of 10
• Half-page color ad in program
• Listing in editorial section of program
• Name mentioned on event webpage throughout 2017

$5,000 – PATRON SPONSOR

• One table of 10
• Listing in editorial section of program
• Name mentioned on event webpage throughout 2017
2017 PROGRAM ADVERTISING RATES

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Inside Front Cover</td>
<td>$2,500</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$2,500</td>
</tr>
<tr>
<td>Full-Page</td>
<td>$1,500</td>
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<tr>
<td>Half-Page</td>
<td>$750</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$400</td>
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</tbody>
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Advertiser

Address

City ___________________________ State ____________________ Zip ___________________________

E-mail __________________________________________ Phone ________________________________________

Authorized by __________________________________________ Title ________________________________________

Please Reserve __________________________________________ Ad(s) at $________________________ each

❑ AmEx  ❑ Visa  ❑ MC  Credit Card # ____________________________________________________________ Expiration Date _____________

❑ Check enclosed  ❑ Bill me  MAKE CHECK PAYABLE TO:  Children’s Diabetes Foundation

COMPLETED ADS MUST BE RECEIVED BY THURSDAY, AUGUST 24, 2017

PLEASE CHECK ALL ITEMS THAT APPLY

❑ I will create my ad and send in by August 24th  ❑ Children’s Diabetes Foundation to prepare my ad (Include copy below or in email)

Suggested Copy/Additional Instructions: ______________________________________________________________________________________

_________________________________________________________________________________________________________________________________________

MECHANICAL REQUIREMENTS

COLOR: 4-COLOR (CMYK)

TRIM SIZE OF PROGRAM:  8 1/2” x 11”

LIVE AREA:

FULL PAGE:  8 1/4” x 10 3/4”

HALF PAGE:  8 1/4” x 5 1/4”

QUARTER PAGE:  4” x 5 1/4”

BLEED DIMENSIONS:

FULL-PAGE:  8 3/4” x 11 1/4”

HALF-PAGE:  8 3/4” x 5 1/2”

QUARTER PAGE:  4 1/4” x 5 1/2”

PRINTED SHEET-FED OFFSET

ELECTRONIC DOCUMENTS:

Macintosh format only.

Supply all fonts and import graphics.

Files must be 300 dpi at 100%.

InDesign, Photoshop, Illustrator and PDF files only.

No trapping required.

Please send all materials to Mattie Peck at Mattie@ChildrensDiabetesFoundation.org
Donor Name _____________________________________________________________________________________________________________

(Please print the above information as you would like it to appear in the online Auction Catalog)

Address _________________________________________________________________________________________________________________
City __________________________________________________________ State ____________________ Zip ___________________________
E-mail_______________________________________________________________________________  Phone  _____________________________
Authorized by ________________________________________________________ Title _______________________________________________
Signature _______________________________________________________________  Date ___________________________________________
Auction Committee Volunteer Reference________________________________________________________________________________________

Donor: Please make a copy of this donor form and retain for your records.

DEADLINE: FRIDAY, SEPTEMBER 8, 2017

Item:   _________________________________________________________________     Value $   _________________________________________
Description for Auction Catalog  _____________________________________________________________________________________________
_________________________________________________________________________________________________________________________
_________________________________________________________________________________________________________________________
_________________________________________________________________________________________________________________________
Website _________________________________________________________________________________________________________________
Special arrangements, restrictions, etc. ________________________________________________________________________________________
_________________________________________________________________________________________________________________________

Is item exchangeable?  ❑ Yes  ❑ No  ❑ Donor will deliver or send item  ❑ Committee should pick up item

❑ Gift Certificate (certificates should be valid from October 2017 through October 2018).

Please include any brochures, menus, or props to help display your donation.

❑ I / We will email high resolution photo representing our item  ❑ CDF to photograph item for you

Your donation becomes the property of The Carousel Ball and is to be offered through an Auction.

On behalf of The Carousel Ball, we thank you for your tax-deductible gift and sincerely appreciate your contribution to our important endeavor.

Tax Exempt # 84-0745008

For information, contact:  
Lisa Steele  
Auction Manager  
Phone: (303) 628-5108 (direct)  
Fax: (888) 296-1050  
Lisa@ChildrensDiabetesFoundation.org

Please send / fax donor form, auction items and props to:  
Lisa Steele  
Auction Manager  
Children’s Diabetes Foundation / TCB AUC  
4380 South Syracuse Street, Suite 430  
Denver, CO 80237