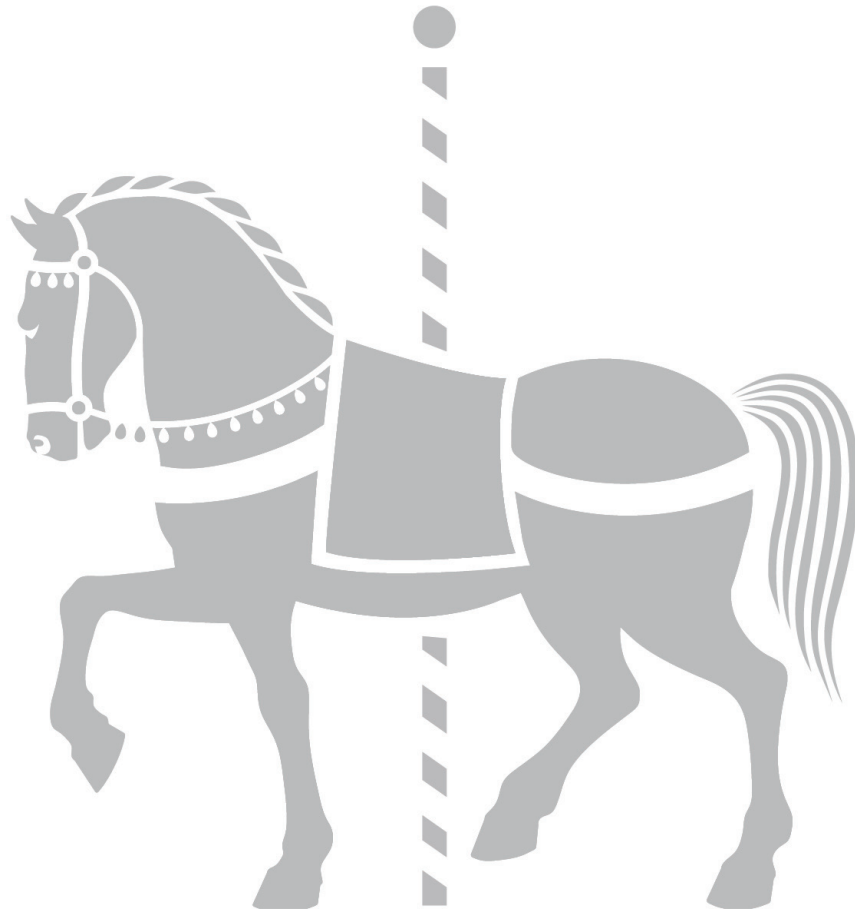


Dexcom presents

The Carousel Ball

Saturday, October 2 • Hyatt Regency Denver

*Sponsorship, Advertising, Auction,
and Seating Information Enclosed*



The Reason

Proceeds from The Carousel Ball benefit the Children's Diabetes Foundation, the fundraising arm of the Barbara Davis Center for Diabetes and focuses on patient support, diabetes research, and public awareness.

OUR CAUSE IS IMPORTANT NOW MORE THAN EVER

Over 40 years ago, when the Children's Diabetes Foundation and the Barbara Davis Center were created, diabetes looked like a completely different disease. Blood testing didn't exist, synthetic insulins were unheard of, and you had to boil syringes in water before injecting large needles.

Today, we have artificial pancreases, continuous glucose monitors, a choice between insulin pumps or injections, and so many other exciting medications and therapies that make diabetes management fit into the patient's life, not the other way around. The Barbara Davis Center is such a huge contributor to these advancements as they continually work on cutting-edge technology and medications.

But we haven't reached the finish line. Diabetes requires constant management and the physical, emotional, and social stress that diabetes can cause is ever-present in a type 1's life. The pandemic has created unique challenges and new hurdles for patients with type 1 diabetes. Since March, the Barbara Davis Center has seen significant increases in patients who are under or uninsured and those that are at or below the poverty line. We need your support more than ever this year.

The Children's Diabetes Foundation and the Barbara Davis Center are fighting to improve patient lives every day by providing the best possible patient care, providing support groups, educating the public, and doing research to prevent diabetes, reduce its complications, and eventually find a cure.

The people who are affected by type 1 diabetes aren't just patients.

They are our heroes and we will help them every step of the way.



SYMPTOMS OF TYPE 1 DIABETES

- Excessive Thirst
- Frequent Urination
- Weight Loss
- Excessive Irritability
- Fatigue
- Increased Appetite
- Vision Changes
- Unconsciousness

One in three babies born today will have diabetes in their lifetime

By 2045, it is predicted that 629 million people will have diabetes

www.ChildrensDiabetesFoundation.org

2019 Carousel Ball Highlights



Featured Performer



Formed in 1967, signed in 1971, and fronted by iconic vocalist Kevin Cronin since 1972, REO Speedwagon is a band where the main constant over the decades is a never-ending desire to give their all to their fans, year in and year out.

Formed loosely in the late '60s at college in Champaign, IL, REO (named after the precursor to the light truck) rode to gigs in station wagons, hopping from small gigs to even tinier gigs, just to get their name out. It worked, as fans quickly realized there was much more going on here than your average college party band.

By the early '70s, the band's unrelenting drive, as well as non-stop touring and recording, jumpstarted the burgeoning rock movement in the Midwest. It carved a path that was eventually followed by STYX, Kansas, Cheap Trick and more. Platinum albums and freeform FM radio staples such as "Ridin' The Storm Out" followed, setting the stage for 1980's explosive Hi Infidelity (received the Recording Industry Association of America's 10X Diamond Award for surpassing sales of 10 million units in the U.S.). REO rode the top of the charts with a RIAA-certified 22 million albums sold in the U.S. and 40 million around the globe, with a string of gold and platinum records and international hit singles.

In 1994, when many rock bands of their era had either broken up, or were feeling like their days were numbered, the REO team came up with a co-headline tour concept that breathed new life into the world of touring. The "Can't Stop Rockin'" amphitheater tour featuring Fleetwood Mac, REO, and Pat Benatar was a huge success and blazed the trail for the very popular co-headline tours that are seen nationwide today.

Today, fully established with songs on the radio in every city and town they ever set foot in, REO Speedwagon still has that Midwest work ethic. The band has gone on stage and in the studio to work— dozens of albums, thousands of concerts, and countless radio spins. Their eyes have always been on the future and on the road – not a year has gone by where REO Speedwagon didn't perform live, thrilling fans with hit filled sets.



The Carousel Ball

SPONSOR LEVELS

INCLUDES TABLE OF TEN

SEE FULL DETAILS UNDER “SPONSOR BENEFITS”

Platinum Sponsor	\$100,000
Gold Sponsor	\$50,000
Silver Sponsor	\$25,000
Brass Ring Sponsor	\$15,000
Bronze Sponsor	\$10,000
Patron Sponsor	\$5,000

TICKET LEVELS

Platinum Couple	\$20,000
Gold Couple	\$10,000
Silver Couple	\$5,000
Brass Ring Couple	\$3,000
Bronze Couple	\$2,000
Patron Couple	\$1,000
Early Bird Couple*	\$800

* Limit 3 couples (6 tickets). Early Bird pricing ends June 30. Use promo code **CB21** when purchasing tickets online.

Seating placement is determined by ticket or sponsorship level.

For questions about tickets and sponsorships, please contact Events@ChildrensDiabetesFoundation.org

Visit www.ChildrensDiabetesFoundation.org to purchase your tickets online.

SPONSOR BENEFITS

\$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 in editorial section of program
- Logo recognition on step & repeat banner with other key sponsors
- Logo on event signage and in PowerPoint featured at event
- Mention in post-event edition of quarterly Newsletter, *Newsnotes* (7,000+ subscribers)
- Logo on event webpage and CDF’s homepage throughout 2021
- Two mentions on CDF’s social media channels prior to event (47,000+ followers) and one day-of mention

\$50,000 – GOLD SPONSOR

- One premier table of 10
- Name on invitation and in publicity as an Underwriting Sponsor
- Name listed on fact sheet and on event webpage throughout 2021
- Two-page color ad in first 15 pages of program
- Acknowledgment from podium at event
- Prominent listing in editorial section of program
- Logo on event signage and in PowerPoint featured at event
- Mention in post-event edition of quarterly Newsletter, *Newsnotes* (7,000+ subscribers)
- One mention on CDF’s social media channels prior to event (47,000+ followers)

\$25,000 – SILVER SPONSOR

- One prime table of 10
- Name on invitation and in publicity as Supporting Sponsor
- Name listed on fact sheet and event webpage throughout 2021
- Prominent listing in editorial section of program and full-page color ad
- Logo on event signage and in PowerPoint featured at event
- Mention in post-event edition of quarterly Newsletter, *Newsnotes* (7,000+ subscribers)

\$15,000 – BRASS RING SPONSOR

- One table of 10
- Name listed on fact sheet, editorial section of program, and event webpage throughout 2021
- Full-page color ad in program

\$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 2021

\$5,000 – PATRON SPONSOR

- One table of 10
- Listing in editorial section of program
- Name mentioned on event webpage throughout 2021

\$10,000 – AUCTION SPONSOR - **NEW!**

- Two patron level event tickets
- Logo on auction signage, event app, and emailed event receipts sent to all participants
- Mention in event-related text message sent to 800+ registrants
- Full-page color ad in event program
- Name listed on fact sheet, in event program, and on event web page throughout 2021
- One mention on CDF’s social media channels prior to event (47,000+ followers)

Founders Award

Daniel Feiten, MD, and Julie Feiten will be presented with the Founders Award at The Carousel Ball in honor of the instrumental role they have played in advancing pediatric diabetes care for more than three decades.

Julie and Dan Feiten, MD.

Thirty-one years ago, Julie and Dan Feiten's lives were forever changed when their son, Jonathan, developed type 1 diabetes. Over time, their other two sons, Ben and Gabe, also contracted the disease... all three of them diagnosed under 2 years of age. In their early years, there were no insulin pumps or continuous glucose monitors. The family's life revolved around this chronic disease. Each of the three boys required 6 finger pokes a day and two or more shots of life-saving insulin, which Julie diligently recorded in color-coded binders.

Julie became an expert in diabetes management. A tireless advocate, Julie demonstrated a positive attitude and unwavering hope to her children and to other families. She created training materials for parents, school staff and coaches so that children with type 1 diabetes could be safe and thrive in school, sports, and other activities. She was often called upon to counsel mothers of newly diagnosed children with diabetes.

Dr. Dan Feiten has served on the Children's Diabetes Foundation Board of Directors for over 9 years. He is a private pediatrician and the co-founder of Greenwood Pediatrics, a 24-provider practice with three offices in south metro Denver. One of the focuses of his career has been to improve the lives of the many children in his practice with diabetes. His practice was the first pediatric practice to host the ASK study, which tracks autoimmunity in kids to identify children who are at risk for developing diabetes. He is also the founder of RemedyConnect, the largest pediatric web design company in the country whose profits support research in diabetes.

Julie and Dan are most proud of their 4 children who carry on their parents' positive attitude and hope for a cure for type 1 diabetes. Their sons have participated in many research studies over the years through the Barbara Davis Center. Their older sister, Emily, is a pediatric physician assistant and the Medical Coordinator of Camp Colorado, which hosts over 200 children with diabetes every summer. Together, the siblings have donated over 1,000 hours to support children with diabetes.



High Hopes Tribute Award

Steve and Shelley Lucas will be presented with the High Hopes Tribute Award at The Carousel Ball in honor of their more than a decade of service and support of the Children's Diabetes Foundation.

Steve and Shelley Lucas

Steve and Shelley Lucas do not have your "typical" type 1 story. Most people with this disease are diagnosed in childhood or adolescence. When Steve was diagnosed in his early twenties, both of them were initially blindsided by the diagnosis. However, ever the optimist, when Steve lamented, "why me?" Shelley replied, "why not you?" She immediately began searching for a way to make things easier for him.

Of course, neither knew how to handle this new challenge in their lives, but Shelley knew she could find a community of people that would – which led her to the Children's Diabetes Foundation. From the moment she attended her first Guild meeting, Shelley felt like she was at home. In her decade-plus of involvement with the Guild of the Children's Diabetes Foundation, she has served as Guild president, chaired the record-breaking fundraising 2019 Spring Brass Ring Luncheon, and volunteered for the Run for the Ring, Boo Bash, and countless other CDF events.

For her entire adult life, Shelley has been a volunteer. Giving her time and talents to others has been a unique joy, beginning when her children, Linnie and Kenny, were very young. Shelley immediately jumped in and volunteered as PTO president, even going as far as to create slideshow movies, featuring every single student in the class, for both of their graduating classes – not just once, but every year they both attended their elementary school. She's also donated her time over the years to the Denver Ballet Guild and her church's youth groups. Volunteering has given Shelley the opportunity to make her mark on the community, but more than that, to make a difference in the lives of those around her. Steve and Shelley's unique approach to his type 1 extends into their family life – she considers them better for having the opportunity to turn this challenge into a blessing in their lives, and they feel honored to be a part of the Children's Diabetes Foundation community.

Steve has never once been backed into a corner by his T1D. He has served on the board of, volunteered with, and supported the Children's Diabetes Foundation for many years. He finds the most joy in working with youth with diabetes, mentoring them and helping them learn how to better manage their challenge. Steve's ever-positive outlook on his type 1 diagnosis has ultimately led him to some of his greatest successes. Managing this disease is part-science and part-art, just like managing a business. Steve, a graduate of The University of Colorado School of Business, previously held the position of CEO of the marketing automation software company Marketo. Steve transformed the company from -6% year-over-year growth to over 35% YoY growth in just 24 months. This radical growth shift led to the acquisition of the company by Adobe in 2018. When Steve sold the company, he and his team had tripled the company's valuation, making it the best and largest return in the shortest time in private-equity software history. Steve currently serves as the CEO of iCIMS, the world's leading talent acquisition and HR cloud platform, empowering businesses to attract, engage, hire, and advance the world's best talent, growing and diversifying their workforces. iCIMS boasts clients like Microsoft, Amazon, FedEx, Pepsi, and even The Cheesecake Factory – providing their services to some of the world's largest organizations and helping to put the world back to work after the global pandemic.

If you were to ask Steve if he would trade his experiences in his life and career for not having type 1 diabetes, he insists that it's a trade he would never be willing to make. He believes living with and managing a chronic illness forces one to empathize with others in ways they may not have otherwise. It is through that empathy that he and Shelley are able to share their personal knowledge of managing chronic illness, how to find a support network like that of the Children's Diabetes Foundation and the Barbara Davis Center, and how to maintain hope that anyone can experience a life well-lived with type 1 diabetes.





The Carousel Ball

PROGRAM AD ORDER FORM

Benefiting the Children's Diabetes Foundation & the Barbara Davis Center for Diabetes

PROGRAM ADVERTISING RATES

\$2,500 - Inside Front Cover

\$2,500 - Inside Back Cover

\$1,500 - Full-Page

\$750 - Half-Page

\$400 - Quarter Page

Space is limited. To reserve your page, contact Raleigh@ChildrensDiabetesFoundation.org

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 19, 2021

PLEASE CHECK ALL ITEMS THAT APPLY

I will create my ad and send in by August 19 Children's Diabetes Foundation to prepare my ad (Include copy below or in email)

Suggested Copy/Additional Instructions: _____

MECHANICAL REQUIREMENTS

Two-Page Spread: 17" x 11" with a .125" bleed

Full page- 8.5 x 11" with a .125" bleed

Half page- 5.5 x 8.5" plus .125" bleed

Quarter Page- 4.25 x 5.5 plus .125 bleed

High resolution, press quality PDF

300 dpi or higher at 100%

CMYK (not RGB)

Supply all fonts and graphics

Please send all materials to: Raleigh@ChildrensDiabetesFoundation.org



The Carousel Ball

AUCTION DONOR FORM

Benefiting the Children's Diabetes Foundation & the Barbara Davis Center for Diabetes

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 10, 2021

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 2021 through October 2022).

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:

Andrea Bowerman

Events and Administrative Assistant

Phone: (303) 628-5105 (direct)

Fax: (888) 296-1050

Andrea@ChildrensDiabetesFoundation.org

Please send / fax donor form, auction items and props to:

Andrea Bowerman

Events and Administrative Assistant

Children's Diabetes Foundation / CB AUC

3025 S. Parker Rd., Ste. 110

Aurora, CO 80014



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