



December 10, 2016

**SPONSORSHIP OPPORTUNITIES
&
PROMOTIONAL BENEFITS**



Young Professionals Against Diabetes (YPAD)



1100 Dennison Avenue, Columbus, OH 43201
(614) 884-4400 www.diabetesohio.org



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Life is Sweet



About the Santa Speedo Dash 5K:

The Santa Speedo Dash is a 5K fundraiser for the Central Ohio Diabetes Association (CODA). The Dash is comprised of participants who run a winter 5K run or walk one mile, in either a speedo or holiday-themed-attire (encouraged; not mandatory). CODA's Young Professionals Against Diabetes (YPAD) started the Santa Speedo Dash event in 2012. Since then, the event has become one of the most *infamous fun runs* in Central Ohio—thanks to the bravery of our participants!

2016 Event Details:

Race Pre-Party and Registration: Arena District Dick's Last Resort

Date: Saturday, December 10, 2016

Race Start: 12:00 PM at McFerson Commons

Registration/Check-In at Dick's Last Resort: 10:30 AM

Race After Party: Dick's Last Resort

Target Audience: Young professionals & corporations in Central Ohio

Anticipated Attendance: 400+ attendees and volunteers

Anticipated Revenue: \$50,000

Sponsorship Opportunity:

YPAD invites you to join the Fifth Annual Santa Speedo Dash by becoming a sponsor of the 2016 event. This partnership includes prominent exposure for your company through on-site presence and promotional materials distributed throughout Central Ohio. Please see below for sponsorship opportunities.

Why Become a Sponsor?

All sponsorship dollars will be used by the Central Ohio Diabetes Association to provide the following services to individuals, **regardless of their ability to pay:**

- Diabetes & nutrition education
- Community detection/screening program to identify undetected or uncontrolled diabetes
- Camp and youth programs for children living with diabetes
- Community outreach programs to high-risk populations

Who Are We?

Founded by a group of local physicians, the Central Ohio Diabetes Association is an independent, local not-for-profit agency providing direct services to Franklin County and ten adjacent counties for over 52 years.

- **100%** of the funding remains in Central Ohio to provide services to local individuals.
- The agency serves **more than 26,000 people annually** through extensive outreach efforts to special populations and underserved communities.
- People are never turned away due to their inability to pay.



PROMOTIONAL BENEFITS

| | \$10,000 TITLE SPONSOR | \$7,500 PRESENTING SPONSOR | \$5,000 GOLD | \$2,500 SILVER | \$1,000 BRONZE |
|---|------------------------------|----------------------------------|-----------------|-------------------|-------------------|
| Race registrations | 40 | 32 | 24 | 16 | 8 |
| VIP area at after-party for racers | | | | | |
| <i>Signage at the start/finish line; new in 2016</i> | | | | | |
| <i>Sponsor signage along route; new in 2016</i> | | | | | |
| <i>Opportunity to kick-off the start of the race; new in 2016</i> | | | | | |
| Company name or logo on the race result kiosks screen; <i>new in 2016</i> | | | | | |
| Company name on the race result text message sent to finishers; <i>new in 2016</i> | | | | | |
| Company logo on the results tab of race results web page; <i>new in 2016</i> | | | | | |
| Mentions in social media as Title Sponsor | | | | | |
| Brown bag lunch discussion with the Registered Dietician from the Central Ohio Diabetes Association | | | | | |
| Promotion of sponsorship at upcoming Young Professionals Against Diabetes events (YPAD) and social media mentions | | | | | |
| Mentions in social media as Presenting Sponsor | | | | | |
| Company logo on all t-shirts, printed marketing materials | | | | | |
| Company logo and link to sponsor website from our event website | | | | | |
| <i>Sponsor information table at event; new in 2016</i> | | | | | |
| Team Photo | | | | | |
| Option to provide promotional item and/or materials for race goodie bags | | | | | |

If you are interested in customizing a sponsorship level, please call Candice at 614-884-4400 x 209. Please note sponsorship benefits may be date sensitive.

2016 SPONSORSHIP AGREEMENT



We wish to support the YPs Against Diabetes and the 2016 Fifth Annual Santa Speedo Dash.

We authorize the Central Ohio Diabetes Association to include our corporate name and logo on all Santa Speedo Dash materials consistent with our sponsorship selection.

COMPANY NAME

CONTACT PERSON

TITLE

ADDRESS

CITY

STATE

ZIP

PHONE

EMAIL ADDRESS

AUTHORIZED SIGNATURE

DATE

Please select the sponsorship value and payment method:

| | |
|---|--|
| Sponsorship: <ul style="list-style-type: none"><input type="checkbox"/> Title sponsor \$10,000<input type="checkbox"/> Presenting sponsor \$7,500<input type="checkbox"/> \$5,000 Gold sponsor<input type="checkbox"/> \$2,500 Silver sponsor<input type="checkbox"/> \$1,000 Bronze sponsor | Payment: <ul style="list-style-type: none"><input type="checkbox"/> Please send an invoice to the address above<input type="checkbox"/> Check enclosed in the amount of \$ _____<input type="checkbox"/> We cannot participate but would like to make a donation to CODA<input type="checkbox"/> We cannot participate in 2016, but please contact us for the 2017 event |
|---|--|

Please make checks payable to the Central Ohio Diabetes Association, visit our website at www.diabetesohio.org or call (614) 884-4400 to pay by phone.

PLEASE EMAIL, FAX, OR MAIL THIS AGREEMENT TO:

Candice Hines LaFramboise, Assistant Director of Development
Central Ohio Diabetes Association, 1100 Dennison Avenue, Columbus, OH 43201
Phone: (614) 884-4400 Fax: (614) 884-4484

Email: chines@diabetesohio.org

For more information on the event please visit www.santaspeedodash.org



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