

Juvenile Diabetes Research Foundation

Ride to Cure Diabetes

Sponsorship Opportunities



Juvenile Diabetes Research Foundation

- JDRF is the world's largest charitable funder and advocate of type 1 diabetes research.
- **Our mission:** to find a cure for diabetes and its complications through the support of research.
- JDRF was founded in 1970 by the parents of children with type 1 diabetes. As a result, the organization is dynamic, relentless and passionate.
- With an unwavering focus on our mission to find a cure, JDRF annually receives top rankings from magazines and organizations that rate charities. More than 80 percent of our expenditures directly support research and research-related education.

Type 1 diabetes

- Diabetes is a chronic, devastating disease that affects every organ system. More than 285 million people are affected by diabetes worldwide, including 24 million Americans.
- As many as three million people have type 1, or juvenile diabetes. Type 1 diabetes usually strikes in childhood, adolescence, or young adulthood, but lasts a lifetime. People must take multiple injections of insulin daily or continuous infusion of insulin through a pump just to survive. More than 15,000 children are diagnosed with diabetes in the U.S. each year. *There is no cure.*
- Diabetes is the single most costly chronic disease and accounts for more than \$174 billion in health-care costs in the U.S. It accounts for 32% of all Medicare expenditures.
- Diabetes is the leading cause of kidney failure, adult blindness and non-traumatic amputations and a leading cause of nerve damage, stroke and heart attacks. Diabetes kills one American every three minutes and is the sixth leading cause of death.

About the Ride

The JDRF Ride to Cure Diabetes is an adventure of a lifetime. Riders from around the world take on two challenges: raising the critical money needed to fund the research, and reaching a personal training goal that will prepare them for their destination cycling experience.

Participants spend the months prior to the Ride working with a USA Cycling certified coach to develop a training program based on their individual needs.



Testimonials

"When I think about the Ride, I don't know how many miles I pedaled. I know I climbed a hill I never thought I could. I know I was a part of something bigger than myself. And I know that I will be coming back next year."

-Linda, Holland, Michigan

"No matter how far you ride, 1 mile or 105, you will never feel more proud of yourself for having been a part of the event."

-David Cramer

"The Ride to Cure Diabetes is magical. I formed amazing friendships that have become some of the most valuable in my life. Riding 100 miles in one day was more than I ever dreamed possible, and the funds raised are helping us get closer to a cure for type 1 diabetes."

Shana, Brooklyn, NY

"Riding for a cure has changed my life for the better and I want many others to have a similar experience - I promise you'll never forget it!"

-Eric Gabrielson

Ride Dates and Locations

Burlington, Vermont
July 15 ~ 18

La Crosse, Wisconsin
August 12 ~ 15

Lake Tahoe, NV
Tour de Tahoe
September 10 ~ 13

Death Valley, CA
October 14 – 17

Tucson, AZ
el Tour de Tucson
November 18 ~ 21



For more detailed
information about specific
Ride locations visit:

ride.jdrf.org

Sponsorship Opportunities

Jersey Sponsor \$2,000

- Company logo on all local marketing materials
- Company logo on Illinois Ride web page
- Logo placement on JDRF Ride monthly newsletter
- Logo placement on local Ride t-shirt
- Sole Logo placement on Ride Jersey (worn on race day; 1,200 riders)
- Sole logo placement on Ride water bottle, placed in Rider goodie bag
- Promotion at all training Rides (10)

Training Ride Sponsor \$1,500

- Company logo on all local marketing materials
- Company logo on Illinois Ride web page
- Logo placement on JDRF Ride monthly newsletter
- Logo placement on Ride t-shirt
- Promotion at all training rides (10)

Sponsorship Opportunities

Gear Sponsor \$1,000

- Company logo on Illinois Ride web page
- Logo placement on JDRF Ride monthly newsletter
- Company name on social networking sites
- Promotional material included in Rider goodie bag (provided by company, approved by JDRF)

Water Stop Sponsor \$500

- Logo placement on JDRF Ride monthly newsletter
- Company name on social networking sites



Thank You!

