3<sup>rd</sup> Annual Dance for Diabetes

THE Virtual Party

## BENEFITTING DIABETES RESEARCH CONNECTION

## 2020 SPONSORSHIP OPPORTUNITIES

#### DRC BENEFACTOR \$25,000

- Virtual Meet and Greet with surprise guests!
- Recognition on the virtual backdrop as a DRC Benefactor sponsor
- Company name/logo listed on DRC's website, recognition in the event invitation, on the program and in all media prior to, and after, the event
- Option for access to virtual Sponsorship reception prior to the event

#### PARTNER IN RESEARCH \$15,000

- Virtual Meet and Greet with surprise guests!
- Company name/logo listed on DRC's website, recognition in the event invitation, on the program and in all media prior to, and after, the event
- Sponsor ad in all of DRC's digital marketing
- Option for access to virtual Sponsorship reception prior to the event

#### CHAMPION OF HOPE \$10,000

- Company name/logo listed on DRC's website, recognition in the event invitation, on the program and in all media prior to, and after, the event
- Sponsor ad in all of DRC's digital marketing
- Option for access to virtual Sponsorship reception prior to the event

### TID AMBASSADOR \$5,000

- Company name/logo listed on DRC's website, recognition in the event invitation, on the program and in all media prior to, and after, the event
- Sponsor ad in all of DRC's digital marketing
- Additional marketing in Together Tuesday campaign

#### "Together Tuesday" Marketing Add-on Available

#### Friend of DRC \$2,500

- Company name/logo listed on DRC's website, recognition in the event invitation, on the program and in all media prior to, and after, the event
- Sponsor ad in all of DRC's digital marketing

## Other Sponsorship Benefits available including promotion though KSON, see their Listener Profile attached.

All Sponsorship Levels are customizable based on your business'/ organization's needs.

3<sup>rd</sup> Annual Dance for Diabetes



### BENEFITTING DIABETES RESEARCH CONNECTION

# UNDERWRITING BENEFITS INCLUDES NAME RECOGNITION ON PRINTED MATERIALS AND AT THE EVENT.

Entertainment	\$30,000	Invitations	\$1,000
Drink Sponsor	\$5,000	Door Prize	\$1,000
General Event Underwriting	Any Amount		

In light of the COVID-I9 pandemic, and to protect the TID community, the 3rd annual Del Mar Dance for Diabetes "Under the Sea" is going virtual. Instead of the Best Rooftop Party this year, we're transitioning the event to your computer and TV screens so let's have the Best Living Room Party. This event will feature entertainment, inspirational stories, and much more!

#### ATTEND THE EVENT

RSVP for our **FREE** event at: diabetesresearchconnection.org/dancefordiabetes FEATURING



#### 2020 SPONSORS

**DRC BENEFACTOR** 



#### FRIEND OF DRC





### EVENT BENEFICIARY... DIABETES RESEARCH CONNECTION

Our mission is to connect donors with early-career scientists enabling them to perform peer-reviewed, novel research designed to prevent and cure type one diabetes, minimize its complications and improve the quality of life for those living with the disease. All proceeds from this event go to support our mission.

3'° Annua	l Dance for Diabetes
J Und	PTHE Sea 1
Virte	ual Party S
	TES RESEARCH CONNECTION
2020 SPC	ONSORSHIP FORM
Name	Company
Address	
City	State Zip
IMPORTANT - Please let us know how you wo	ould like to be listed in Dance For Diabetes materials:
DRC Benefactor – \$25,000	TID Ambassador – \$5,000
<ul> <li>Partner in Research – \$15,000</li> <li>Champion of Hope – \$10,000</li> <li>UNDERWRITER</li> <li>I/We agree to participate in the 3rd Annual Data</li> </ul>	Friend of DRC – \$2,500
Champion of Hope – \$10,000 UNDERWRITER I/We agree to participate in the 3rd Annual Da	
<ul> <li>Champion of Hope – \$10,000</li> <li>UNDERWRITER</li> <li>I/We agree to participate in the 3rd Annual Data</li> <li>I/We would like to specifically underwrite</li> <li>MAKE AN ADDITIONAL DONATION</li> <li>Please use my/our 100 percent tax-deductible where it is needed most.</li> </ul>	ance For Diabetes Event as a (please check one): in the amount of \$ e donation of \$
Champion of Hope – \$10,000 UNDERWRITER I/We agree to participate in the 3rd Annual Da I/We would like to specifically underwrite MAKE AN ADDITIONAL DONATION Please use my/our 100 percent tax-deductible where it is needed most. PAYMENT INFORMATION	ance For Diabetes Event as a (please check one): in the amount of \$ e donation of \$ RETURN THIS FORM TO:
<ul> <li>Champion of Hope – \$10,000</li> <li>UNDERWRITER</li> <li>I/We agree to participate in the 3rd Annual Date</li> <li>I/We would like to specifically underwrite</li> <li>MAKE AN ADDITIONAL DONATION</li> <li>Please use my/our 100 percent tax-deductible where it is needed most.</li> <li>PAYMENT INFORMATION</li> <li>Enclosed is a check for \$</li></ul>	ance For Diabetes Event as a (please check one): in the amount of \$ e donation of \$ RETURN THIS FORM TO: Diabetes Research Connection
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<ul> <li>Champion of Hope - \$10,000</li> <li>UNDERWRITER</li> <li>I/We agree to participate in the 3rd Annual Date</li> <li>I/We would like to specifically underwrite</li> <li>MAKE AN ADDITIONAL DONATION</li> <li>Please use my/our 100 percent tax-deductible where it is needed most.</li> <li>PAYMENT INFORMATION</li> <li>Enclosed is a check for \$</li></ul>	ance For Diabetes Event as a (please check one): in the amount of \$ e donation of \$ RETURN THIS FORM TO: Diabetes Research Connection I400 Maiden Lane Del Mar, CA 92014 Email: Casey Davis, Interim Executive Director cdavis@diabetesresearchconnection.cd

# **KSON LISTENER PROFILE**





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SOCIAL FOLLOWERS 62,680 on Facebook 16,000 on Instagram 7,684 on Twitter

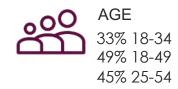


GENDER SKEW 50% Female 50% Male





WEBSITE 116,250 Users 189,310 Page Views





Source: San Diego Nielsen Audio PPM KSON-FM Mon-Sun 6a-12mid January 2020 Persons 6+; base for Median age and demo stats = P12+. Domo and Google Analytics April 2020.

# **DRC'S COMMUNITY REACH**

**30,000 followers** on social media

5,000 receive our e-newsletter

+110

unique visits on our website **daily.** 

@diabetesresearchconnection