

Diabetes Dance Marathon Sponsorship Packet





Fighting Diabetes by Students, for Students

The Diabetes Research Institute is the only charity solely devoted to finding a cure for Diabetes. It is estimated that if health trends continue, one out of every three children will develop Diabetes. It's time to change this- for the world and for ourselves.

Diabetes Dance Marathon at Warwick Valley High School

The Diabetes Dance Marathon Club was created on the belief that together, students can make the change. The group's volunteers work towards our goals of Diabetes awareness and funds for Diabetes research. While we battle Diabetes, the Diabetes Dance Marathon hopes to teach students that there are healthier lifestyle choices to be made, now and for a lifetime.

The dance marathon is a 12-hour event from 7 PM to 7 AM on June 2nd to June 3rd. It will take place at Warwick Valley High School where 400 high school participants, or Dancers, come to learn about prevention and awareness for Diabetes. This is done through various speakers, presentations, and team activities.

All of the food that is offered (dinner, snack time, and breakfast) are donated from both local and nonlocal health-oriented establishments. Besides all of the Diabetes-related aspects, there are eight local bands that come to perform, a great DJ, and fun games to do with friends such as Wii and Karaoke. At the end there is a closing ceremony and a "Power-Hour" where everyone comes together to celebrate what they have accomplished. Our goal this year is to raise more than \$10,000 for the Diabetes Research Institute, the only charity solely devoted to finding a cure!

In-Kind Donation Requests - Food and Other Dance Marathon Needs

In-Kind Food Donations

Dance Marathon is supplying dinner, snacks, and breakfast to all of its attending Dancers. Our goal is to supply our participants with only the healthiest food options. We would like to show students that there are better lifestyle choices that can be made, now and in the future.

We are looking for businesses that support a healthy lifestyle by using natural ingredients with the best possible quality. The Diabetes Dance Marathon depends on food corporations and local food vendors alike for a variety of options to share with our Dancers. On top of the food being wholesome, we also need food that is high in protein and low in fats and sugars. Sugar is being abused and is leading to more Type 2 Diabetes than ever before, so we hope to find businesses that align their efforts with the better well being of others.

In our efforts to promote a healthy lifestyle, we also aim to reduce stress and other diseases. Therefore, we will not serve our caffeine or other stimulants of this kind.

Here are a few examples of donations we have already received:

- Uncle Sam Cereal
- Earth Balance Products
- Pearl Soy
- Popchips

How Does My Business Get In-Kind Donations To You?

All in-kind food donations can either be shipped to the dance marathon group or picked up by our volunteers. If you would like us to pick up the donation, please email us at WarwickDDM@gmail.com with the time and place for the pick-up. Our shipping address is 8 Eagles Watch Warwick, NY 10990. Thank you for your generosity! Please be mindful of the food's expiration date or other details when sending or asking to pick-up products.

Other In-Kind Donations

The dance marathon contains many smaller aspects to it, from the catering to the entertainment. If you can provide any of the following, please consider donating:

Entertainment: Our Entertainment Committee is eager to include extra sources of amusement for our dedicated Dancers. From magicians to professional dance groups, we would love to set up an audition to be in the dance marathon!

Printing Services: The Diabetes Dance Marathon produces an exorbitant amount of promotional flyers and other literature for Dancers and businesses. Paper and ink can quickly get expensive, so if your business is interested in helping us out then

Bags: Garbage bags will be used for cleanup. Small plastic bags are needed for our Dancer goodie bags.

Volunteers: Volunteers can range from all ages. As long as the volunteer can donate at least three hours of his or her time, then you are invaluable to our cause! We need volunteers for for food services, chaperoning, activities, and more! Volunteers rotate out unlike Dancers, so by no means are you tied down to a 12-hour commitment. Volunteers can choose which hours they would like and where they would like to help. Come join our cause and become a part of the DDM crew!

In-Kind Donation Requests- Prizes

The DDM Grand Prize- Sponsoring The Dancer Cup

Dancers fundraise on their own, gaining donations from whoever is willing to contribute. The dance team that fundraises the most overall wins a big prizes as well as a party held in their honor. We are trying to find larger prize donations for this particular prize, and the donor of this prize will receive all of the Gold Level Sponsorship incentives.

Although the Dancer Team Cup is a big prize, our biggest prize is awarded to the individual Dancer that fundraises the most overall. Our theme this year is a warm getaway, so this would include hotel accommodations, airfare and activities. If you could help obtain a portion of this prize, then your business will be rewarded all of the Platinum Sponsorship incentives.

The DDM Spirit Prize

All Dancers are put into teams of eight to ten where they are to compete for big prizes! These products are all focused on fun ways to incorporate Diabetes prevention through exercising and eating healthy. Each time one Dancer from a team competes in a competition, the winning team receives a spirit point. Spirit points can also be earned by attending pre-marathon events, fundraising far past a Dancer's \$25 minimum, and more.

The team competitions have various gift baskets themed around Diabetes prevention. Here are a few of our themes:

- Stress-Relief
- Healthy Eating
- Exercise

What Types of Prizes are Donated?

The Diabetes Dance Marathon accepts prizes of any variety. In the past month we have received donation verifications from brands such as Keurig and Red Box. As with any of our in-kind donations, in-kind prize donations are awarded sponsorship incentives based upon their estimated retail value. Prizes are also sorted into different events based upon its value.

Here are some examples of prizes:

- Gift Cards and Certificates
- Themed Gift Baskets for Diabetes, Nutrition, and a Healthy Lifestyle
- Tickets to events (concerts, sports, etc.)
- Free services (manicure, haircut, etc.)

How Can I Help With Dancer Goodie Bags?

Each Dancer receives a goodie bag that is filled with samples and coupons. With a donation of any value (in-kind or monetary), a business can provide these items. As long as the donation is health-oriented or Diabetes-related, we will gladly put your sample products or coupons in our goodie bags for *all* to see!

Where Can I Send an In-Kind Prize Donation?

All in-kind prize donations can either be shipped to the dance marathon group or picked up by our volunteers. If you would like us to pick up the donation, please email us at WarwickDDM@gmail.com with the time and place for the pick-up. Our shipping address is 8 Eagles Watch Warwick, NY 10990. Unlike food donations (unless it involves food), prizes can be sent to us at any time. Thank you for your generosity!

Diabetes Dance Marathon 2012

Monetary Donation

Giving a monetary donation to the Diabetes Research Institute makes us closer to our goal of fundraising \$10,000! Donations can either go directly to the Diabetes Research Institute (which we highly recommend!) or to our small organization that raises Diabetes awareness in our community.

A donation to the Diabetes Dance Marathon allows us to purchase Diabetes-awareness materials, pay for our printing services, and more. Unfortunately, not everything is donated to us. There are expenses at the dance marathon that are not covered by donors, but we try to be as thrifty as possible. All of our money that we do not use goes directly to the Diabetes Research Institute, because we still want to reach our \$10,000 goal!

Please mail us a check written out to Warwick Valley High School and in the Memo section write "Diabetes Dance Marathon-**DRIF OR Club.**" Here is the address:

89 Sanfordville Road
Warwick, NY 10990

You can also give to the Diabetes Research Institute Foundation by going to <http://diabetesdiplomats.kintera.org/faf/donorReg/donorPledge.asp?ievent=336267&supid=328111093>.

Thank you for the support! A donation of any value is greatly appreciated!



The Best Hope for a Cure[®]

A large graphic with a black background. At the top, the text "BE PART OF THE" is in a bold, white, sans-serif font. Below it, the word "CURE" is written in large, bold, white letters, where each letter is filled with a colorful mosaic of small images. At the bottom left, the text "@ BePartoftheCure.org" is in a white, sans-serif font. At the bottom right, there is a white square containing the text "DIABETES RESEARCH INSTITUTE" in a blue, sans-serif font. At the very bottom, there is a grey bar with the quote "It's not how much you give, it's that you do." in white, and below it, "-Tom Karlya (Diabetes Dad)" in white.

Sponsorship Levels- In-Kind and Monetary Donations



Platinum Level Sponsor (\$500+)

- All previous incentives
- A banner at the dance marathon (provided by the business)
- Verbal recognition at the event
- Opportunity to speak at the dance marathon
- Invitation to attend the closing ceremonies



Gold Level Sponsor (\$250-\$500)

- All previous incentives
- Company Logo on Dancer T-shirts
- 5 Free Dancer T-shirts
- Sponsor of an extra activity (i.e. Dance-Off Competition, Karaoke, etc.)



Silver Level Sponsor (\$100-\$250)

- All previous incentives
- Business mentioned on the DDM emailing list, which includes Dancers, club members, donors, and other volunteers.
- Free Dancer T-shirt
- Link to your business on the website



Bronze Level Sponsor (\$50-\$100)

- All previous incentives
- Promotional flyer space
- Mention in DDM emails to Dancers, donors, and volunteers
- Table Display Space (any promotional materials)



“Diabetes Supporter” Sponsor (\$50 and below)

- Name on the “We Support Diabetes” sign in the New Gym
- Opportunity to provide samples and coupons in Dancer goodie bags
- Company Logo on Website
- Shout-Out on Facebook



Insulin
Is **NOT**
A CURE

Diabetes Dance Marathon **2012**

Diabetes Dance Marathon

8 Eagles Watch
Warwick, NY 10990

<http://ddmwvhs.weebly.com>

Tara Byrne- DDM President

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