



# SPONSORSHIP OPPORTUNITIES

# 2011

**D.R.E.A.M. is partnered with the University of Michigan**



**C.S. Mott Children's Hospital  
to fund Type 1 diabetes research**



## MISSION:

**TO FUND RESEARCH PROJECTS AND EDUCATIONAL PROGRAMS  
TO DISCOVER A CURE FOR DIABETES, AND  
BENEFIT THOSE WITH DIABETES AND OTHER CHILDHOOD DISEASES**

## WHO IS D.R.E.A.M.?



**D.R.E.A.M.** is a recognized 501(c)(3) non-profit organization that was founded in 2009 by the Grodman and Kramer families as a result of their first-hand experience with Type 1 diabetes. For the Grodman's, both of their sons, Jared and Adam, were diagnosed with diabetes at an early age. Since that time, they have worked tirelessly to raise money and have contributed thousands of dollars to various organizations for diabetes research, including organizing their own Grodman Cure Foundation. When the Kramer's son Tyler was diagnosed in 2005, Adam called Tyler to offer his help and support.

This gesture indirectly planted the seed for **D.R.E.A.M.**, a public, non-profit organization conceived by both families to fund research and educational projects to discover a cure for diabetes. It merges both families' extensive fundraising efforts to direct research and support doctors and researchers, like those at the University of Michigan C.S. Mott Children's Hospital.

Unfortunately, there are many more stories of families like the Grodman's and Kramer's who have children diagnosed with diabetes. As of today, there is no known cure for Type 1 diabetes. Your support can help fund the research that is needed to find the cure!



## WHY SUPPORT D.R.E.A.M.?

Diabetes affects your company!

Number People in Company	100	250	500	1000
Number with <b>Diabetes</b>	10	24	48	96
Number of <b>Diagnosed</b>	7	17	34	67
Number of <b>Undiagnosed</b>	3	7	14	29
Number with <b>Pre-Diabetes</b>	14	35	69	138
<b>Average Insurance Cost</b> for employees affected by diabetes	\$264,589	\$661,472	\$1,322,943	\$2,645,887

-Source: U.S. Center for Disease Control

- 85% of Americans say they have a more positive image of a product or company when it supports a cause they care about (unchanged results from 1993).
- 79% say they would be likely to switch from one brand to another, when price and quality are about equal, if the brand is associated with a good cause.
- 91% of Americans believe companies should tell them how they are supporting causes; only 58% of Americans believe companies are providing enough details about their cause efforts.

-Source: 2008 Cone/Duke University Behavioral Cause Study

## WHAT IS DIABETES?

Type 1 diabetes is an autoimmune disease in which a person's pancreas stops producing insulin, a hormone that is needed to convert sugar, starches and other food into energy needed for daily life. Type 1 diabetes usually strikes in childhood, adolescence, or young adulthood, and lasts a lifetime. People with Type 1 diabetes must take multiple injections of insulin daily or continually infuse insulin through a pump just to survive. Taking insulin does not cure any type of diabetes nor prevent the possibility of its eventual and devastating effects.

Type 2 diabetes is a metabolic disorder in which a person's body still produces insulin, but is unable to use it effectively. Type 2 is usually diagnosed in adulthood and must be closely monitored and controlled through medication. The cause of diabetes continues to be a mystery, though both genetics and environmental factors such as obesity and lack of exercise appear to play roles in Type 2.

**THE REALITY IS THAT THERE IS NO CURE AS FOR DIABETES. D.R.E.A.M. HAS BEEN FORMED TO RAISE MONEY FOR THE RESEARCH THAT IS DESPERATELY NEEDED TO FIND A CURE AND HELP THE MILLIONS OF PEOPLE WHO SUFFER WITH THIS DISEASE.**

## WHO DOES D.R.E.A.M. SERVE?

- There are 23.6 million children and adults in the United States, or 7.8% of the population, who have either Type 1 or Type 2 diabetes. While an estimated 17.9 million have been diagnosed with diabetes, unfortunately, 5.7 million people are unaware that they have the disease.<sup>1</sup>
- Michigan has the 11<sup>th</sup> highest diabetes prevalence rate in the nation, with 927,000 citizens with diabetes.<sup>2</sup>
- Diabetes costs the United States \$174 billion annually, and over \$6.5 billion per year in Michigan.<sup>2</sup>
- Diabetes is recognized as one of the leading causes of death and disability in the United States.<sup>2</sup>
- People with diabetes are twice as likely to die as their peers of similar age who do not have diabetes.<sup>2</sup>

<sup>1</sup> American Diabetes Association <sup>2</sup> Michigan.gov/mdch



## HOW WILL YOUR SUPPORT MAKE A DIFFERENCE?

**D.R.E.A.M.** has several key objectives:

- Seek contributions through fundraising activities
- Support research to find a cure for Type 1 diabetes
- Educate the public about the growing epidemic of Type 1 diabetes
  - D.R.E.A.M. is funding a scholarship for an incoming freshman with Type 1 diabetes at the University of Michigan. Dr. Scott Grodman also sponsors an annual scholarship for the Taylor Public School Foundation for Educational Excellence, for a Taylor high school graduating senior.
  - D.R.E.A.M. is producing an educational video that doctors at the University of Michigan C.S. Mott Children's Hospital will show newly diagnosed patients and their families. Family support is crucial to successfully managing diabetes. The video will help educate children and their families about what to expect when first learning about their diagnosis, and how they can lead a healthy and productive life, while managing this chronic and overwhelming condition.
  - D.R.E.A.M. participates in leading family support groups in Michigan and throughout the country. Parents and their children are encouraged to share their story about living with Type 1 diabetes, and the discussion focuses on working together to manage diabetes, understanding each other's point of view, and setting and accomplishing goals.

## D.R.E.A.M. & UNIVERSITY OF MICHIGAN PARTNERSHIP

D.R.E.A.M. has partnered with the University of Michigan C.S. Mott Children's Hospital to fund research of Type 1 diabetes. The fund will be administered by the Director of Pediatric Endocrinology, Dr. Ram Menon, at the University of Michigan. Money raised by D.R.E.A.M. will be donated to U-M to aid in various research projects in promising areas, selected by Dr. Menon.

D.R.E.A.M. has donated \$40,000 to Dr. Menon's research lab, and also purchased a microscope camera in the Imaging/Microscopy Core Laboratory of the Department of Pediatrics, operated under the direction of Dr. Peter Dempsey, Associate Professor Pediatrics and Communicable Diseases

D.R.E.A.M. is committed to funding important research studies in the hopes of discovering and formulating new and innovative therapies that will ultimately result in a cure for diabetes.



2011 D.R.E.A.M. Sponsorship Opportunities	Wolverine Sponsor	Platinum Sponsor	Gold Sponsor
	\$1000	\$500	\$250
<b>Visibility and Positioning</b>			
Recognition in all available D.R.E.A.M. 2011 marketing activities	√	√	√
Recognized as sponsor on D.R.E.A.M. website, with link to company website	√	√	√
Recognition in e-newsletters to D.R.E.A.M. database	√	√	√
Development and distribution of press release about company's sponsorship	√	√	√
Recognition by University of Michigan	√	√	√
<b>D.R.E.A.M. Concert for the Cure-- May 7, 2011 (300+ attendees)</b>			
Reserved seating at events for 8 (4 for platinum) guests, including dinner	√	√	
Company name recognition on event communications (i.e. <b>D.R.E.A.M.</b> 's Concert for the Cure, presented by "Your Company")	√		
Company logo on silent auction bid sheets	√		
Company logo on email correspondence, evite invitations, and e-blasts (500+)	√	√	
Opportunity to have company representative speak during event	√		
Opportunity to provide company branded give-a-ways to event attendees	√	√	
Recognition in Event Program Book	√	√	
Full-page editorial page in program book. Opportunity to describe why company or individual is involved with D.R.E.A.M.	√		
<b>D.R.E.A.M. for a Cure Wine Tasting-- August 12, 2011 (60 attendees)</b>			
Admission for 2 guests to event, including appetizers and selected wines	√	√	
Company logo on email correspondence, evite invitations, and e-blasts (500+)	√	√	
Logo on all marketing and promotional materials distributed by Fleming's and D.R.E.A.M. (Circulation over 15,000)	√	√	
Opportunity to have company representative speak during event	√		
Opportunity to provide company branded give-a-ways to event attendees	√	√	
<b>D.R.E.A.M. for a Cure Euchre Tournament--March 20, 2011* (100+attendees)</b>			
Admission for 2 players to the event	√		√
Company logo on email correspondence, evite invitations, and e-blasts (2000+)	√		√
Logo on all marketing and promotional materials distributed by Wonderland Lanes and D.R.E.A.M.	√		√
Recognition of company name on event communications (i.e. <b>D.R.E.A.M.</b> Euchre, presented by "Your Company")	√		√
Opportunity to provide company branded give-a-ways to event attendees	√		√

\*Date subject to change

**Other Events to be announced!**



## 2011 Sponsorship Form

Please return this form to D.R.E.A.M. to indicate your commitment to our mission and becoming a sponsor.  
This signed agreement is required to reserve your sponsorship benefits.

Company/Organization Name: \_\_\_\_\_

Name of Contact Person: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Authorization Signature: \_\_\_\_\_

Please indicate your sponsor commitment:

Wolverine Sponsor \$1000

Platinum Sponsor \$500

Gold Sponsor \$250

Other (i.e. event tickets, ticket packages, combined sponsorships, separate agreements)

Please describe \_\_\_\_\_

Price \$ \_\_\_\_\_

I/We cannot attend, but would like to make a donation: \$ \_\_\_\_\_

We would like to donate items to the auction \_\_\_\_\_

**Please send your completed form to:**

D.R.E.A.M.

Attn: Kristi Domke

3050 Union Lake Road, Suite 8F

Commerce Township, MI 48382

or

E-mail: [kdomke@dreamforcure.com](mailto:kdomke@dreamforcure.com)

Phone: 1-734-71-DREAM (37326)

**THANK YOU FOR YOUR SUPPORT!**