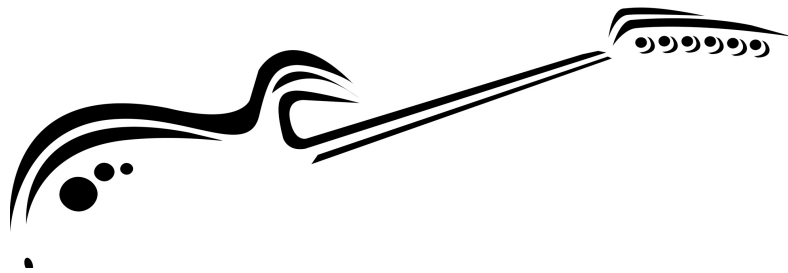




dedicated to finding a cure



ROCKIN' FOR RESEARCH 11th ANNUAL GALA



Saturday, November 6th, 2010
Hyatt Regency Vancouver

Since its inception in 2000, **Rockin' for Research** has raised almost \$6 million dollars in funding for diabetes research. The event has become known as one of the very best of its kind in the city, receiving accolades for its world-class cuisine, legendary entertainment and spectacular setting and decor.

Our guests have been entertained by some of the finest talent the industry has to offer, including LOVERBOY, Jann Arden, Michael Bublé, Jim Byrnes, Chilliwack, Colin James, Bif Naked, Paul Hyde, Atlantic Crossing, Bill Henderson, Martha Reeves and the Vandellas and Staying Alive – The Bee Gees tribute band.

This year promises to be another one-of-a-kind experience that will be entertaining 550 of Vancouver's business and community leaders. During the reception, our guests will enjoy sipping on complimentary specialty wines or martinis, while browsing the fabulous auction displays at the reception.

Our guests will enjoy a complete gourmet meal savouring world-class cuisine and receive the finest in first-class service by the Hyatt Regency Vancouver.

Traditionally, the entertainment remains under tight wraps until September, but you can be sure that we will rock! Make your commitment now and help us celebrate this signature event as we reach yet another benchmark in fundraising for diabetes research.

VISIT <http://www.rockinforresearch.com>
TO REVIEW **ROCKIN' FOR RESEARCH** HIGHLIGHTS

Our Audience

This vibrant gala brings together local community leaders, professional and business supporters, the entertainment industry and the medical and scientific research industry.

With prices ranging from \$300 to \$5,000 a ticket, our audience is full of Vancouver's most affluent individuals who can well afford to do business with you.

It's a unique chance to showcase your company in the best light possible to an exclusive market waiting to hear your message.



Sponsorship Opportunities and Benefits

Our guests will peruse your products and services in their homes by reading our Keepsake Program that is sent out prior to the event. Expect to see your company name or logo in the Georgia Straight telling 690,000 readers about your support before and after our event.

You will enjoy colourful exposure when our guests arrive at the venue. Signage, visual displays, banners, and Keepsake Program ads greet our guests throughout the electrifying evening.

Your company can take the stage during our interactive and entertaining **Live Auction**, or choose to be featured in the **Grand Prize Draw**, promoted through the evening by our beautiful volunteers! Or you may wish to be featured as one of five highly featured prizes promoted and displayed in our **Mystery CD Draw**, which raises over \$20,000 each year.

However you choose to participate, following the magical night, we will promote your company via print as well as in-house promotion, and exposure on our website.

Enhance your company's profile by being part of this unique event.

We will work with you to make sure that this sponsorship fits your brand vision and reflects your business objectives.

Sponsorship Commitment

Sponsorship partners must be confirmed in writing by August 31st, 2010, to achieve maximum exposure in media and promotional material. Logos, images, ads and donation details must be received by August 31st, 2010 to receive all benefits offered.



SAPPHIRE LEVEL SPONSOR:
Gift in Kind Value - \$15,000

Promotional Benefits

- Corporate identity featured in full-page ads in The Georgia Straight
- Corporate logo featured on 700 over-sized full colour postcards
- Corporate identity will be featured on the Rockin' for Research post event website <http://www.rockinforresearch.com>
- Full-page ad for corporate identity printed in 700 Keepsake Programs
- Half page "Tear-Out Ad" printed in 700 Keepsake Programs (Details to be determined)
- Corporate identity and details of your contribution will be recognized within the Keepsake Program
- Corporate name will receive honourable mention on the Event Sponsor Page
- Corporate name will receive honourable mention in the Keepsake Donor Listing
- Corporate logo will be featured in the 2010 Auction Sponsor Presentation
- Corporate logo featured in 2000 post-event "Wrap-Up" newsletters

Event Opportunities

- Corporate logo will be featured on two visual displays placed at the entrance and in the ballroom
- Corporate name, logo, donation and details featured in a prominent display area with a themed custom sign
- Corporate logo and donation details will be showcased on large cinema screens and capture the attention of the entire audience during the auction
- Corporate recognition by emcee during auction
- A company representative may be on-site with your display during the reception. Your corporate sign (size restrictions apply) and business cards may be displayed
- Corporate logo featured on Marquee Sponsor Board prominently showcased
- Receive two complimentary tickets with valet parking to our event
- Company representative may be requested to present on stage during evening program

PLATINUM LEVEL SPONSOR:
Gift in Kind Value - \$10,000 & Over

Promotional Benefits

- Corporate identity featured in full-page ads in The Georgia Straight
- Corporate identity featured on 700 over-sized full colour postcards
- Corporate identity will be featured on the Rockin' for Research post event website <http://www.rockinforresearch.com>
- Full-page ad for corporate identity printed in 700 Keepsake Programs
- Corporate identity and details of your contribution will be recognized within the Keepsake Program
- Corporate name will receive honourable mention on the Event Sponsor Page
- Corporate name will receive honourable mention in the Keepsake Donor Listing
- Corporate logo will be featured in the 2010 Auction Sponsor Presentation
- Corporate logo featured in 2000 post-event "Wrap-Up" newsletters

Event Opportunities

- Corporate logo will be featured on two visual displays placed at the entrance and in the ballroom
- Corporate name, logo, donation and details featured in a prominent display area with a themed custom sign
- Corporate logo and donation details will be showcased on large cinema screens and capture the attention of the entire audience during the auction
- Corporate recognition by emcee during auction
- A company representative may be on-site with your display during the reception. Your corporate sign (size restrictions apply) and business cards may be displayed
- Corporate logo featured on Marquee Sponsor Board prominently showcased
- Receive two complimentary tickets to our event

GOLD LEVEL SPONSOR:
Gift in Kind Value - \$5,000 & Over

Promotional Benefits

- Corporate name featured in full-page ads in The Georgia Straight
- Corporate identity featured on 700 over-sized full colour postcards
- Corporate name will be featured on the Rockin' for Research post event website <http://www.rockinforresearch.com>
- Half-page ad for corporate identity printed in 700 Keepsake Programs
- Corporate identity and details of your contribution will be recognized within the Keepsake Program
- Corporate name will receive honourable mention on the Event Sponsor Page
- Corporate name will receive honourable mention in the Keepsake Donor Listing
- Corporate logo will be featured in the 2010 Auction Sponsor Presentation
- Corporate name will be featured in 2000 post-event "Wrap-Up" newsletters

Event Opportunities

- Corporate name will be featured on one visual display placed in the entrance of the ballroom reception at the event
- Corporate name, donation and details featured in a prominent display area with a themed custom sign
- Corporate logo and donation details will be showcased on large cinema screens and capture the attention of the entire audience during the auction
- Corporate recognition by emcee during auction
- Corporate sign (size restrictions apply) and business cards may be displayed

SILVER LEVEL SPONSOR:
Gift in Kind Value - \$2,500 & Over

Promotional Benefits

- Corporate name featured in full-page ads in The Georgia Straight
- Corporate name will be featured on the Rockin' for Research post event website <http://www.rockinforresearch.com>
- Quarter-page ad for corporate identity printed in 700 Keepsake Programs
- Corporate identity and details of your contribution will be recognized within the Keepsake Program
- Corporate name will receive honourable mention on the Event Sponsor Page
- Corporate name will receive honourable mention in the Keepsake Donor Listing
- Corporate logo will be featured in the 2010 Auction Sponsor Presentation
- Corporate name will be featured in 2000 post-event "Wrap-Up" newsletters

Event Opportunities

- Corporate name, donation and details featured in a prominent display area with a themed custom sign
- Corporate logo and donation details will be showcased on large cinema screens and capture the attention of the entire audience during the auction
- Corporate sign (size restrictions apply) and business cards may be displayed
- Corporate name featured on Marquee Sponsor Board prominently showcased



SPONSORSHIP PRINT PRODUCTION SPECIFICATIONS

Deadline – must be received by Aug.31st, 2010

Rockin for Research Keepsake Advertising Specs

Platinum	Full page Ad:	4 3/8"wide X 7 3/4" high
Gold	1/2 page Ad:	4 3/8"wide X 3 3/4" high
Silver	1/4 page Ad:	2"wide X 3 3/4" high

All ads are Black & White, produced to the following specifications:

There are no bleed ads. Ads must be submitted electronically in: Adobe InDesign (or Quark Express 4.0), Adobe Illustrator EPS (all fonts must be converted in outline), Generic EPS format or generic high resolution TIFF at 300 dpi, Adobe Acrobat PDF (if you provide a PDF file, ensure your settings are for high resolution Print Ready quality)

Please include your Type One fonts and all placed images if necessary.

All logos must be black & white and colour, must be in Vector EPS (or high resolution (300dpi) TIFF or JPEG files) or PDF, DO NOT SEND GIF, WORD, EXCEL OR POWERPOINT files as they will not print properly.

Please email two logos and one advertisement by Aug. 31st, with your company name as the file name and as the subject header (ie. ABC Company ad for JDRF - Rockin for Research 2010 Program) in all emails.

NOTE: JDRF will not be responsible for creating ads. Ads must be camera ready.

Live Auction Presentation Specs -

We require 3 - 4 high quality, high resolution, full colour digital images for the visual presentation, which will be presented on large size screens in the ballroom. Images & logos from your website are not suitable. Images should be representative of your donation & business. Size: 1000 by 1000 pixels minimum or 640 by 480 pixels will be accepted.

Logo Requirements –

Please submit a logo in **Black & White and in colour** for visual presentation and our website. The logos must be VECTOR EPS, HIGH RESOLUTION TIFF, JPEG FILES, OR PDF.

DO NOT SEND GIF, WORD, EXCEL OR POWERPOINT files as they will not print properly.

Submit Prior To Friday, August 31st, 2010

Please place your logos and images in a “ZIP File” and email them directly to Carol Hagan at auction@jdrf.ca
Or upload them to <http://drop.io/rockin2010#>

If sending a CD, please mail to:

Juvenile Diabetes Research Foundation
6450 Roberts St., Suite 150
Burnaby, B.C. V5G 4E1
Attention: **Carol Hagan**



2009 AUCTION SPONSORS

SAPPHIRE -



SILENT AUCTION –



PLATINUM -

Bill & Katherine McEachnie

M2Dental

GOLD –



Krups and All-Clad

Aquilini Investment Group, DSN TV Los Angeles, Carol & Larry Hagan, Mobu Gems, Dan McLeod & Yolanda Stepien, Shideh Mohseni Thompson, Tracy & Kevin Thompson & Veronica Plewman

SILVER -

Authentic Wines & Spirits, Barnes Harley – Davidson Buell, Carriage Estate House, Concept Woodworks, Stan and Mary Johnson, Nyree Roy, Martina Shapiro, Mark Soparlo, Carmelo Sortino, Travel TST.CA, VIA Rail Canada, Versus 21 – Boutique Health & Fitness & White Spot Restaurants

What is (Type 1) Diabetes?

Affects Young Children

Type 1 diabetes strikes children suddenly, making them dependent on injected or pumped insulin for life, and carries the constant threat of devastating complications. While diagnosis most often occurs in childhood and adolescence, it can and does strike adults as well. Type 1 diabetes is an autoimmune disease in which the body's immune system attacks and destroys the insulin-producing cells of the pancreas. While the causes of this process are not yet entirely understood, scientists believe that both genetic factors and environmental triggers are involved.

Needs Constant Attention

To stay alive, people with type 1 diabetes must take multiple insulin injections daily or continually infuse insulin through a pump, and test their blood sugar by poking their fingers for a blood sample six or more times per day. While trying to balance insulin doses with their food intake and daily activities, people with this form of diabetes must always be prepared for serious hypoglycemic (low blood sugar) and hyperglycemic (high blood sugar) reactions, both of which can be life-limiting and life threatening.

Insulin Does Not Cure It

While insulin allows a person to stay alive, it does not cure diabetes nor does it prevent its eventual and devastating effects: kidney failure, blindness, nerve damage, amputations, heart disease and stroke.

Diabetes Facts and Figures

- Over 300,000 Canadian children and their families live with type 1 diabetes. The number of people living with type 1 diabetes is increasing by three to five per cent annually – and the greatest rise is in children aged five to nine years of age.
- It is estimated that over 3 million Canadians have some form of diabetes (9% of the Canadian population).
- According to the International Diabetes Foundation, the worldwide population affected by diabetes (both type 1 and 2) is now 285 million, and will rise to 435 million by 2030.

- By 2020, CDA estimates that diabetes will cost the Canadian healthcare system \$16.9 billion a year.
- Canada has the sixth highest incidence rate of type 1 diabetes in children 14 years of age or younger in the world.
- Globally, every 10 seconds 2 people develop diabetes.

**Because you never outgrow it;
Because it changes lives;
Because it is there every minute of every day;
We must find a Cure!**

What's it like to have diabetes?

I can't imagine having diabetes for the rest of my life. I can't imagine going blind and never seeing my parents' faces or flowers or my animals. I can't imagine losing a leg and never being able to dance or walk normally again. And I can't imagine giving myself thousands and thousands more shots.

Julie Polatchek, 13

I passed out in Math class on my first day of high school. The kids all thought I was on drugs, and the teacher didn't do anything. I woke up on the floor and they sent me to the office. Apparently no one remembered that I have diabetes.

Brian Pitt, 16

I'd give everything in the world for just one day free of diabetes, but I can't until they find a cure. If people don't start to understand how serious juvenile diabetes is, I might go blind and never have my dreams come true.

Caroline Rowley, 10

JDRF's Role

The mission of Juvenile Diabetes Research Foundation (JDRF) is to find a cure for diabetes and its complications through research. JDRF's strength comes from its passionate and skilled volunteers who help define research priorities, select grant recipients, lead advocacy efforts, and help raise funds and awareness.

Juvenile Diabetes Research Foundation has given more money to diabetes research than any other not-for-profit agency in Canada and throughout the world, with over 1.4 billion since its inception and has been behind every major advancement in diabetes research. Significant breakthroughs in type 1 research have been achieved due to JDRF funding, advocacy, and leadership.

RESEARCH WITH A SINGLE GOAL. A CURE.

A Diabetes Cure Enterprise

JDRF's Research Goals

JDRF is committed to aggressively following the most promising paths to cure, better treat, and prevent type 1 diabetes. We are targeting our resources on science that seeks to:

- Arrest the immune attack on the insulin-producing beta cells
- Restore or replace beta cell function
- Better control blood sugar levels
- Protect people from - or reverse – complications

JDRF Research Funding

- 80 percent of JDRF's expenditures directly support research and research-related education.
- We are currently funding over 44 human clinical trials and 25 industry development partnerships
- In FY2009 alone, JDRF funded nearly \$101 million, more than \$42 million of which represented new scientific projects.

Immune Therapies:	\$33 million
Beta Cell Therapies:	\$39.8 million
Glucose Control:	\$5.9 million
Complications Therapies:	\$22.1 million
Total:	\$100.8 million

Therapeutic Areas

JDRF targets its research funding in four "Therapeutic Areas:"

Immune Therapies

This area focuses on ways to stop the immune system attack on the body's insulin-producing beta cells that causes type 1 diabetes. Within

this area, JDRF is prioritizing antigen-specific therapies that would reverse the immune attack in type 1 diabetes without suppressing the entire immune system.

Beta Cell Therapies

This area aims to find ways to restore the body's ability to make insulin through the:

- Regeneration of insulin-producing beta cells (i.e. triggering the body to re-grow beta cells) and
- Replacement of the beta cells lost to diabetes

JDRF is prioritizing regeneration because of its potential to restore beta cell function in the largest number of people living with type 1 diabetes.

Glucose Control

This area seeks to identify ways to dramatically improve blood glucose control while avoiding dangerous highs and lows in people at all stages of type 1 diabetes. JDRF is prioritizing the development of a closed loop artificial pancreas, a device combining glucose monitors and insulin pumps, to enable people to achieve tight blood sugar control and reduce their risk of complications. JDRF is also prioritizing the development of novel insulins that are glucose-responsive, faster-acting, easier to use, and more effective.

Complications Therapies

This area focuses on ways to free people from the devastating long-term complications that can accompany diabetes, including diseases of the eyes, nerves, and kidneys. JDRF is prioritizing research in complications protection, or new approaches to assess risk and block complications from developing and progressing.

Thank you for caring.

Twenty years ago I dreamt of giving birth to a healthy baby. This wish came true, but only for a short time. My little boy was diagnosed with juvenile diabetes when he was only six years old. That day, he started a lifetime of multiple daily insulin injections, debilitating insulin reactions and a minimum of 8 blood tests a day to keep him alive.

This regime keeps him alive, but I fear that one day I may not hear him calling out in the night for help when an insulin reaction leaves him unable to move his limbs —I fear that he may not recover from a severe insulin reaction.

I dream every night for a cure for diabetes so he will be safe. JDRF's research is getting close and promises that one day our children will live diabetes free. This has only been possible because of the support of wonderful people like our generous sponsors, donors, dedicated guests and amazing volunteers.

Please review this package carefully to examine the vast advertising exposure your company will receive by participating in Rockin' for Research. Then make a decision to donate to this worthy cause.

The advertising and consumer recognition your company is about to receive is above and beyond any other gala package of which I know. Your company will benefit from the promotion before, during and long after our magical evening is over. And you will save the life of a child like Thomas.

Thank you. Together we will find a cure.



*Sincerely,
Carol Hagan
Mother of Thomas, 20
JDRF Volunteer Auction Chair*