



BENEFITING JUVENILE DIABETES RESEARCH FOUNDATION



Item Donation Sponsor Opportunities

**Saturday, November 3rd, 2012
Hyatt Regency Vancouver**

Since its inception only twelve short years ago, *Rockin' for Research* has raised over \$8 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 it's 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, Colin James, Bif Naked, Paul Hyde, Atlantic Crossing, Bill Henderson, Martha Reeves and the Vandellas, Staying Alive – The Bee Gees tribute band and Brass Transit – Chicago tribute band.

This year promises to be another one-of-a-kind experience that will be entertaining over 500 of Vancouver's business and community leaders. During the evening, our guests will enjoy sipping on specialty wines and martinis, while browsing the fabulous live and silent auction displays at the reception.

Our guests will enjoy a complete gourmet meal savouring the 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 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 \$350 a ticket to \$5,000 a table, 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 organization 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 prior to the gala by reading our Keepsake Catalogue. And expect to see your company name or logo in the Georgia Straight telling 800,000 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 Catalogue 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 as 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 Draw**, which raises \$20,000 to \$24,000 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 July 31st, 2012 to achieve maximum exposure in media and promotional material. Logos, images, ads and donation details must be received by August 31st, 2012 to receive all benefits offered.



GOLD 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 500 over-sized full colour postcards
- Corporate identity will be featured on the Rockin' for Research post event website www.rockinforresearch.com
- Full-page plus a 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 logo on the Event Sponsor Page
- Corporate name will receive logo in the Keepsake Donor Listing
- Corporate logo will be featured in the 2013 Auction Sponsor Presentation
- Corporate logo featured in 2000 post-event "Wrap-Up" newsletters

Event Opportunities

- Corporate logo will be featured on a visual display placed in the reception
- 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 in the ballroom
- 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

SILVER 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 500 over-sized full colour postcards
- Corporate identity will be featured on the Rockin' for Research post event website www.rockinforresearch.com
- Full-page ad for corporate identity printed in 700 Keepsake Programs
- Corporate name 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 2013 Auction Sponsor Presentation
- Corporate logo featured in 2000 post-event "Wrap-Up" newsletters

Event Opportunities

- Corporate name will be featured on a visual display placed in the reception
- 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 in the ballroom
- Corporate recognition by emcee during auction
- Corporate sign (size restrictions apply) and business cards may be displayed
- Corporate name featured on Marquee Sponsor Board prominently showcased
- Receive two complimentary tickets to our event

SPONSORSHIP PRINT PRODUCTION SPECIFICATIONS

Deadline – must be received by Aug.31st, 2012

Rockin' for Research Keepsake Advertising Specs

Silver	Full page Ad:	4 1/4 " wide X 7 3/8" high
Bronze	½ page Ad:	4 1/4" wide X 3 9/16" high
Copper	¼ page Ad:	2 1/16" wide X 3 5/8" high

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

- There are no bleed ads.
- Ads must be submitted electronically in:
 - Adobe InDesign
 - Adobe Illustrator EPS (all fonts must be converted in outline)
 - Generic EPS format or generic high resolution TIFF at 300 dpi
 - Adobe Acrobat PDF (please ensure your settings are for high resolution Print Ready quality)
- Please include your Type One fonts and all placed images if necessary.

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

Logo Requirements

Please submit your logo for visual presentation and our website

- Submit logo in both black & white AND colour
- All logo's must be in JPEG ,VECTOR EPS (or High Resolution (300dpi) TIFF) or PDF.
- DO NOT SEND GIF, WORD, EXCEL OR POWERPOINT files as they will not print properly.

Submit Prior To August 31st, 2012

Please email your logos (B&W and colour) and advertisement by August 31st, 2012 with your company name as the file name and as the subject header to Kailyn Skuban kskuban@jdrf.ca

e.g. File name: yourcompanyname_ad.eps

e.g. Subject: RFR12 Keepsake Program – Your Company Name

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 x 1000 pixels minimum or 640 x 480 pixels will be accepted.

Logo Requirements for presentation specs are the same as above

Submit Prior To August 31st, 2012

Send logo and images directly to Kailyn Skuban by email to: kskuban@jdrf.ca

We cannot guarantee ad space for your company if your ads are not received by August 31, 2012.

2012 AUCTION SPONSORS

LIVE AUCTION SPONSOR



SILENT AUCTION SPONSORS



GOLD SPONSOR



SILVER SPONSORS



BRONZE SPONSORS

Carol & Larry Hagan, Contoli Jewellers *Since 1938*, Dan McLeod & Yolanda Stepien, Diana Zoe Coop, Easy Park, Michelle Masich & Glenn Renney, Metropolitan Aromatherapy, Metropolitan Relaxation Studio, Paramount Furniture, Red Velvet Woman Signature Jewellery, Tracy & Kevin Thompson, VIA Rail Canada, Viking River Cruises

COPPER SPONSORS

All-Clad Canada, Chateau Ste. Michelle Winery, Authentic Wines & Spirits, Club Intrawest, Cookworks, Granville Fine Art, John Bishop. Long-Time-Liner Couture Make-up, Orling & Wu, Pizza Hut, Veronica Plewman

What is Type 1 Diabetes?

Type 1 Diabetes Facts

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 its causes are not yet entirely understood, scientists believe both genetic factors and environmental triggers are involved.

Affects Children and Adults

Type 1 diabetes strikes children and adults suddenly, but lasts a lifetime, leaving them dependent on injected or pumped insulin for life, and carries the constant threat of developing complications.

Needs Constant Attention

To stay alive, people with type 1 diabetes must take multiple insulin injections daily or continually infuse insulin through a pump. They must also test their blood sugar by poking their fingers for blood six or more times a day. While trying to balance insulin doses with their food intake and daily activities, people with this form of diabetes still 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.

Not Cured By Insulin

While insulin injections or infusions allow a person with type 1 diabetes to stay alive, they do not cure diabetes, nor do they necessarily prevent the possibility of the disease's devastating effects, which may include: kidney failure, blindness, nerve damage, amputations, heart attack, stroke, and pregnancy complications.

Difficult to Manage

Despite paying rigorous attention to maintaining a meal plan and exercise regimen and always injecting the proper amount of insulin, people living with type 1 diabetes face many other factors that can adversely affect efforts to tightly control blood sugar levels. These factors include stress, hormonal changes, periods of growth, physical activity, medications, illness/infection, and fatigue.

Statistics

- More than three million Canadians have some form of diabetes.
- Over 300,000 Canadians live with type 1 diabetes.
- Globally, everyday, 40 children are diagnosed with type 1 diabetes

- Canada has the sixth highest incidence rate of type 1 diabetes in children 14 years or younger in the world.
- Diabetes and its complications cost the Canadian economy more than \$17.4 billion a year.

**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 Canada was founded in 1974 by parents of children with diabetes. 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.

JDRF funding and leadership is associated with most major scientific breakthroughs in type 1 diabetes research to date. The Foundation remains a global leader in driving type 1 diabetes science forward by funding more type 1 diabetes research than any other charity. Internationally, JDRF has directed nearly \$1.5 billion (U.S.) in research funding since its founding in 1970. JDRF research encompasses multiple areas, with the goal of discovering and developing new drugs and devices to **cure, treat, and prevent** type 1 diabetes.

RESEARCH WITH A SINGLE GOAL: A CURE

JDRF's Research Goals

JDRF is committed to developing new and better treatments to improve the lives of people with type 1 diabetes in the near term and keep them healthy while we advance toward a cure.

- Since its founding in 1970 by parents of children with type 1 diabetes, JDRFI has funded more than \$1.5 billion (U.S.) in research.
- In FY2010 alone, JDRFI provided more than \$107 million (U.S.) for type 1 diabetes research.
- More than 80 per cent of JDRFI's expenditures directly support research and research-related education.
- In FY2010, JDRFI funded research projects in 19 countries, including more than 50 human clinical trials.

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:

- Stop type 1 diabetes or slow its progression in people who are newly diagnosed
- Reverse type 1 diabetes, and prevent or reverse its complications, in those who have lived with the disease for years
- Prevent type 1 diabetes in people at risk and in future generations
- Improve treatment of type 1 diabetes and provide better tools to achieve tight glucose

Moving Discoveries from Bench to Bedside

JDRF is a leading catalyst for translating research advances into new treatments that can improve the lives of people with diabetes in the near term – and ultimately lead to a cure. In recent years, JDRF has driven a major increase in the number of new drugs and devices being evaluated in human clinical trials, funding more than 40 such trials in FY2010. JDRF has also helped spark new interest in type 1 diabetes science from biotechnology and major pharmaceutical companies; they will be crucial partners in bringing new therapies and cures to market.

JDRF research encompasses multiple areas, with the goal of discovering and developing new drugs and devices to **cure**, **treat**, and **prevent** type 1 diabetes.

FY2010 JDRFI Research Funding

Immune Therapies	\$32 million (U.S.)
Beta Cell Therapies	\$35 million (U.S.)
Glucose Control	\$23 million (U.S.)
Complications Therapies	\$17 million (U.S.)
Total	\$100.8 million (U.S.)

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 insulin's 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 two 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 type 1 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.

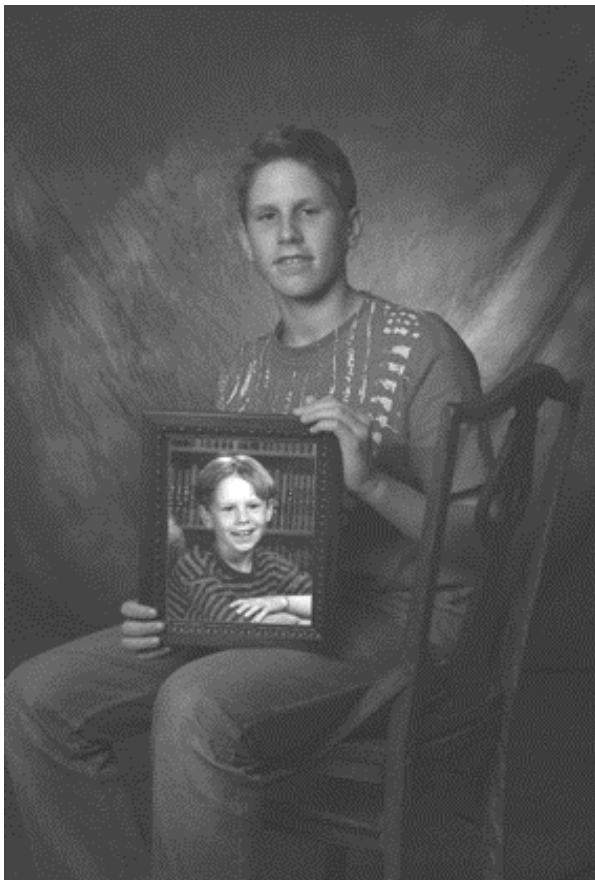
This regime keeps him alive, but I fear that one day I may not hear him calling out in the night for help when an insulin reaction leaves him unable to move his limbs —I fear that he may not recover from a severe insulin reaction.

I dream every night for 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.



Carol Hagan
Mother of Thomas, 22
JDRF Volunteer
Auction Chair