



FUNKY, FUGLY
CHRISTMAS
SWEATER FEST 2010

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sponsor kit



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Why sponsor the 2010 FFCSF?

Associate your organization with the largest organization in the world dedicated to raising money for Juvenile Diabetes.

Gain region-wide exposure by becoming a 2010 FFCSF Sponsor and shape industry and individual attitudes to finding a cure for this deadly disease.

Lend positive exposure to your company - generate media interest! Take this exceptional opportunity to reach a larger audience with repeated impressions (social media, print, web & direct mail) of your company name and/or logo on all event promotional materials

Reap the rewards of giving. Help promote the event and be a part of the community that gives back - all proceeds raised will go to support the JDRF in their continued efforts to find a cure. Join our team and help promote awareness for the millions of Americans who live with this disease every day.

Become a sponsor of the 2010 Fugly, Funky Christmas Sweater Fest!

ABOUT US

2010 marks the first annual “Funky, Fugly Christmas Sweater Fest” - a holiday fundraiser supporting the Juvenile Diabetes Research Foundation (www.jrdf.org). Every dollar of the proceeds will be donated to the JDRF for research for a cure. We hope to offer a sensational time for everyone, and most of all, raise a big chunk of change for this worthy cause.

This idea was started by [Haley Burton](#), a life-long juvenile diabetic. Haley has been highly involved with fundraising for JDRF since she was diagnosed, and helped found the RBC Wealth Management [On the Greens](#) Golf Tournament and Dinner Auction, with her family in Gig Harbor 14 years ago. Since its inception, [On the Greens](#) has raised over \$2 million for JDRF, and is one of the highest grossing fundraisers of the south sound region. Branching from ‘On the Greens’, the Burton family aims to hold events such as the Funky, Fugly Christmas Sweater Fest for a younger group, while spreading awareness and creating progress towards a cure.

Once Haley thought of this magical plan, she contacted her friends at [Mathura Consulting](#), who were full of marvelous ideas. Together, they are putting together the most sensational of parties, guaranteed to [tickle your fancy](#).

What is [type 1 diabetes](#), you say?

Type 1, or juvenile diabetes is an autoimmune disease that primarily strikes within children. Nothing can be done to prevent juvenile diabetes, as it is the destruction of the cells within the body that produce a hormone called insulin. We need insulin to stay alive, therefore these children must inject themselves several times daily with syringes to administer insulin. Additionally, they also must test their blood glucose by drawing their blood from their fingertips several times a day as well. 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.

[Type 1 diabetes](#) usually strikes children, adolescents, and young adults, but it can be diagnosed in adults as well. It comes on suddenly, causes dependence on injected or pumped insulin for life, and carries the constant threat of devastating complications. Long term ailments that affect diabetics include vision and hearing loss, amputation, kidney failure, heart failure, and stroke.

The **Juvenile Diabetes Research Foundation International** (JDRF) is the worldwide leader in funding research to cure type 1 diabetes, an autoimmune disease that strikes children and adults suddenly and lasts a lifetime. JDRF sets the global agenda for diabetes research and is the largest charitable funder of and advocate for diabetes science worldwide.

JDRF's mission has been constant since it was founded four decades ago: to **find a cure for type 1 diabetes** and its complications through the support of research. Until a cure is found, JDRF is also committed to working tirelessly to develop new and better treatments to improve the lives of people who have type 1 diabetes and keep them as healthy as possible.

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 research than any other charity. JDRF directed nearly \$101 million to such research in FY2009, bringing its total research funding to more than \$1.4 billion since its founding in 1970. To ensure that it supports science with the greatest potential to produce results as soon as possible, JDRF has established a research review process that involves leading scientists from around the world, as well as lay reviewers who either have type 1 diabetes themselves or have family members with the disease.

CATALOG LOCATIONS: this years catalog will offer approximately 300 direct impressions for guests of the event. Advertising rates are based on page frames, with one frame being approximately 4.250" x 5.500".

Full frame

Full Color: \$500

B/W or Spot color: \$350



Half frame

Full Color: \$300

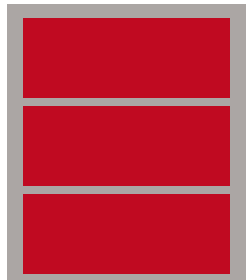
B/W or Spot color: \$200



Third frame

Full Color: \$100

B/W [not offered]



SPONSORSHIP OPPORTUNITIES:

Presenting Sponsor

\$5000

Incentives: Company Logo/Banner displayed for event audience presenter of top winning award/give-away, primary mention in the event program, publicity on all regional and global e-media, feature logo and hot link from hosts' websites Company website linked to all email event reminders/notices. Featured as the sole presenting sponsor on all marketing collateral (website, printed flyers, social media, news/press releases, fundraising kits, and the option of a presense on-site on the 17th at Pravda Studios. The business' logo will be prominently displayed alongside the event with the words "presenting sponsor". Full color, full frame display advertisement in auction guide. The sponsoring organization will also be given special recognition the night of the event and 4 VIP tickets to attend.

Fugly Sponsor

\$1000

Incentives: Featured as one of five tier-2 sponsors, this level of sponsorship will be featured on the inset pages of the auction catalog, web site, and marketing materials leading up to the event. These organizations will be recognized in name only with the words "proudly sponsored by" and will not have priority or know the location of their placement until printed. Full color, 1/3rd frame display ad.

Funky Sponsor

[in-kind]

Incentives: Company Supplied Banner displayed for event audience, primary mention in the event program, and will not have priority or know the location of their placement until printed. Full color, 1/3rd frame display ad.

EVENT FAQ

Hosted by Haley Burton & Mathura Consulting, LLC.

The 2010 Funky, Fugly Christmas Sweater Fest's goal is to promote awareness of Juvenile Diabetes and provide a welcoming, entertaining atmosphere for event guests of the Pacific Northwest Region.

DATE: Friday, December 17th 2010

HOURS: 8:00pm-1:00am

LOCATION: Pravda Studios - Seattle, WA

What is a Funky, Fugly Christmas Sweater Party?

EVENT ATTENDANCE: EXPECTED 300 OVER ONE DAY

WHO WILL ATTEND:

EVENT ADMISSION: \$40 GENERAL ADMISSION | \$250 VIP ADMISSION.

Proceeds from the admission fees will be donated to JDRF.

AWARDS/PRIZES:

HOW TO WIN:

FUNDING: Corporate sponsorships and vendor/exhibitor rentals, and ticket sales.

FUNDRAISING: Silent Auction