



"2007 Coastal Ride"

Rockland, Maine

A fundraising event for the Juvenile Diabetes Research Foundation

Introduction

Bikers Against Diabetes is proud to present the 2007 B.A.D. Ride Sponsorship Package. It outlines the marketing and promotion plans available for 2007. All proceeds will be donated to the Juvenile Diabetes Research Foundation.

Background

B.A.D. is now a four-year-old premier motorcycling event that has seen much success. This year the Ride date is Sunday July 22, 2007 at the Rockland Elks Lodge #1008, at 210 Rankin Street in Rockland, Maine.

JDRF is the largest charitable funder of type 1 diabetes research worldwide. JDRF puts 85 cents of every dollar donated to research in a typical year.

The B.A.D. Ride is committed to a fun filled, family day of activities.

The Sponsorship opportunities offered in this proposal seek to provide maximum exposure for your Company by linking your organization with the JDRF and *Bikers Against Diabetes* both well known and respected leaders in the fight against diabetes.

Opportunity

As in past years, these sponsorship opportunities allow sponsors to gain additional exposure while financially supporting the overhead of conducting such an event, thus facilitating the contribution of 100% of all funds raised to The JDRF.

Levels are as follows.

*Contributions to the Juvenile Diabetes Research Foundation may be tax deductible.
Federal ID 23-1907729*

Sponsorship Levels

Presenting Sponsor \$2,000

- The Presenting Sponsor's Name will appear predominately on all Radio, Television, and Newspaper advertisements
- The Presenting Sponsor will have the opportunity to have a link from The ***Bikers Against Diabetes*** website www.bikersagainstdiabetesme.com
- The Presenting Sponsor's Name will predominately appear on route map and programs presented to riders
- The Presenting Sponsor's Name will appear on all the rider and volunteer t-shirts
- Presenting Sponsor will receive recognition at the **B.A.D.** start and finish line with the opportunity to display corporate banner and information booth and other displays appropriate to the Presenting Sponsor's business
- Presenting Sponsor will have the opportunity to be recognized and speak on the main stage during opening ceremonies in front of these year's estimated 300+ participants
- Product/Service promotion in all the rider goody bags: Presenting Sponsor may provide a product sample, coupon, or literature for the bags

Partner Sponsor \$1,000

- Our Partner sponsor will receive broadcast air time mentions
- Our Partner Sponsor's Name will appear predominantly on all rider and volunteer T-shirts
- Opportunity to display a sign or banner at the start/finish line
- Partnering Sponsor's name will appear on the route map received by all riders
- Partnering Sponsor will be invited to provide a product sample, coupon or literature for the rider goody bags
- Partnering Sponsor will have the opportunity to have a link from the Bikers Against Diabetes website

Premium Sponsor \$500

- The Premium Sponsor will have name placement on all rider and volunteer t-shirts
- Signage opportunity at Start/Finish
- The Premium Sponsor is invited to provide a product sample, coupon, or literature for the rider goody bags

Mile Marker Sponsors \$200

- Your Company's name predominately displayed on Mile Marker Sign along the B.A.D. Ride route
- Additional visibility on the day of B.A.D. Rider by entering riders and/or providing volunteers

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Funding Diabetic Research... for the Cure

EVENT SPONSORSHIP

Please indicate your interest by completing this form and returning it to *Bikers Against Diabetes* at the address provided below. Please make checks payable to JDRF (*Juvenile Diabetes Research Foundation – Memo BAD Ride*).

YES! We will sponsor the 2007 B.A.D. Ride in Rockland, Maine and promote diabetes awareness to our employees and community.

Company Name _____

Web Address _____

Level Presenting Partner Premium Mile Marker Contribution _____

Amount \$2000 \$1000 \$500 \$200 Contribution \$ _____

Contact Name _____

Address _____

City/St/Zip _____

Telephone Area Code _____

Signature _____

Date _____

<p>PLEASE COMPLETE AND MAIL TO:</p> <p><i>Bikers Against Diabetes</i> c/o Jon & Pam Paquette, Chairs Post Office Box 2 South Thomaston, ME 04858 Fax / Tel (207) 594-5254</p>	<p style="text-align: center;">For Office Use Only</p> <p>Date Received _____ Check _____ Reply _____</p>
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**THANK YOU FOR YOUR SUPPORT.
TOGETHER, WE CAN MAKE A DIFFERENCE!**

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