Step Out: Walk to Fight Diabetes is an ardent shout for joy on the streets of the city, an ovation of hope spoken by young and old alike, in the cry to cure diabetes. Every 20 seconds another American is diagnosed with diabetes. It affects the lives of 23.6 million children and adults in this country and could rise to 50 million by the year 2025.

Step Out: Walk to Fight Diabetes is One Day for One Cause to achieve One Goal: to defeat diabetes. Support this event and this goal by sponsoring the day and/or encouraging your employees to participate and learn how to live healthier, happier lives. With hard work and leadership from companies across America, the epidemic course of diabetes will end.

Be a part of the Cure.

Be a part of a Change.

Step Out: Walk to Fight Diabetes.

Saturday September 26th, 2009
Step Out: Walk to Fight Diabetes

General Mills World Headquarters, Golden Valley
Saturday, September 26th, 2009

Step Out is a one day walk/run in more than 200 cities nationwide in the fall. As the American Diabetes Association’s largest event, these walks raise more than $20 million per year for the mission of the Association.

*The mission of the ADA to prevent and cure diabetes and to improve the lives of all people affected by diabetes.*

How will Step Out for Diabetes Benefit my Company?

Forming a team of employees, their family members and friends helps your company encourage employees to live healthier, happier lives and will:

- Develop a corporate culture of healthy living
- Give employees tools in how to incorporate physical activity into their lifestyle
- Build company loyalty
- Build camaraderie and employee morale
- Decrease healthcare costs and increase productivity
- Create positive impression within the community
- Build brand recognition

What do I need to do?

- **Form a Team.** Teams formed by companies make essential contributions to the event’s success. Every company size and employee base makes a difference. Not only are employees invited to participate, but their family members and friends are encouraged to attend.
  - The top Company Team in 2008 was Team VEIT raising $15,550. (52 team members)
  - Each team member raises funds individually, therefore; there is no expense to the company.
  - The Company chooses a Team Captain to recruit team members and create awareness about the event.
  - To increase participation and enthusiasm, a company can do internal functions. **ADA Staff is available to assist.**
- **Sponsor the Event.** (see sponsorship levels on page 3)

What Is Step Out: Walk to Fight Diabetes?
## Sponsorship Levels

<table>
<thead>
<tr>
<th>Benefits</th>
<th>$25,000</th>
<th>$10,000</th>
<th>$5,000</th>
<th>$2,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name AND Logo positioning (“Presented by…””) on all printed material including brochure (75,000), Participant Welcome Letters (5,000), shirts (1,500), posters (500), Newsletters (4,000)</td>
<td>![Star]</td>
<td>![Star]</td>
<td>![Star]</td>
<td>![Star]</td>
</tr>
<tr>
<td>Name positioning (“Presented by…””) in all press releases issued promoting the event including bi monthly correspondence with registered participants</td>
<td>![Star]</td>
<td>![Star]</td>
<td>![Star]</td>
<td>![Star]</td>
</tr>
<tr>
<td>Corporate logo or designated identity on all printed materials at the event (3 banners, 4 route signs and “sponsored by” area)</td>
<td>![Star]</td>
<td>![Star]</td>
<td>![Star]</td>
<td>![Star]</td>
</tr>
<tr>
<td>Opportunity to participate in welcome ceremony at the event and delivery of remarks to attendee’s on the behalf of your company</td>
<td>![Star]</td>
<td>![Star]</td>
<td>![Star]</td>
<td>![Star]</td>
</tr>
<tr>
<td>A special thank you in the national ADA Annual Report</td>
<td>![Star]</td>
<td>![Star]</td>
<td>![Star]</td>
<td>![Star]</td>
</tr>
<tr>
<td>Corporate logo or designated identity on local event website with link to your company site</td>
<td>![Star]</td>
<td>![Star]</td>
<td>![Star]</td>
<td>![Star]</td>
</tr>
<tr>
<td>Opportunity to have an area at event “sponsored by” your company (i.e. Kids Activity Area, Registration, Vendor Area, Team Meeting Area, Rest Stop)</td>
<td>![Star]</td>
<td>![Star]</td>
<td>![Star]</td>
<td>![Star]</td>
</tr>
<tr>
<td>ADA Winning at Work program offered to company and employees to assist in corporate wellness program</td>
<td>![Star]</td>
<td>![Star]</td>
<td>![Star]</td>
<td>![Star]</td>
</tr>
<tr>
<td>Opportunity to showcase products/services at Vendor Exhibit area during event (ADA to approve materials)</td>
<td>![Star]</td>
<td>![Star]</td>
<td>![Star]</td>
<td>![Star]</td>
</tr>
<tr>
<td>Opportunity for an ADA staff member to present a “Lunch and Learn” program to employees</td>
<td>![Star]</td>
<td>![Star]</td>
<td>![Star]</td>
<td>![Star]</td>
</tr>
</tbody>
</table>
CONTACT NAME:_______________________________________________________________________________________________________________________
COMPANY (As you would like to acknowledged):_________________________________________________________________________________________
ADDRESS:______________________________________________________________________________________________________________________________
CITY:___________________________________ STATE:______________ ZIP:_______________ TELEPHONE NUMBER:_______________________________
FAX NUMBER:_______________________________ E-MAIL ADDRESS:_______________________________________________________________________
AUTHORIZED SIGNATURE _____________________________________________________________________________________________________________

**DONATION OPTIONS**


____ $25,000 PRESENTING SPONSOR  ____ $5,000 CARE SPONSOR
____ $10,000 CURE SPONSOR  ____ $2,500 COMMITMENT SPONSOR

The American Diabetes Association’s Federal Tax ID number: 13-1623888.

____ I AM UNABLE TO ATTEND, BUT PLEASE ACCEPT MY CONTRIBUTION OF $__________________

____ PLEASE CONTACT ME ABOUT FORMING A COMPANY TEAM

**METHOD OF PAYMENT:**

____ CHECK ENCLOSED. PLEASE MAKE CHECKS PAYABLE TO THE AMERICAN DIABETES ASSOC. (ADA)

____ CREDIT CARD# ___________________________________________  EXP. DATE ___________________ NAME ON CARD: ____________________________

Check one: VISA  MASTERCARD  AMERICAN EXPRESS

QUESTIONS? CONTACT RYANN RATHMAN AT 763-593-5333 x6598
PLEASE FAX THIS FORM TO RYANN RATHMAN AT 952-582-9000
American Diabetes Association
Minnesota Events Calendar 2009

Step Out: Walk to Fight Diabetes (Duluth)  March 28, 2009

American Diabetes Association Gala  May 16, 2009

Tour de Cure (Rochester)  May 30, 2009
Tour de Cure (Twin Cities)  June 6, 2009
ADA Regatta Weekend  June 13-15, 2009

Camp Sioux (Session 1, North Dakota)  June 7 – 13, 2009
Camp Sioux (Session 2, North Dakota)  June 14 – 20, 2009

Camp Needlepoint (Session 1)  August 16 – 22, 2009
Camp Needlepoint (Session 2)  August 23 – 29, 2009
Camp Daypoint  August 17 – 21, 2009
Minnesota State Fair(Education Building)  August 21- September 7, 2009

Step Out: Walk to Fight Diabetes (Twin Cities)  September 26, 2009

Step Out: Walk to Fight Diabetes  October 3, 2009
(Bemidji, Brainerd, Mankato, St. Cloud, Stillwater)

Diabetes EXPO  October 24, 2009

American Diabetes Month  November, 2009

Year Round Events
Diabetes Days Health Fairs  School Walk for Diabetes
Office Work  Third Party Events

If you would like information on any of our upcoming events
please contact our local office at 1-888-DIABETES or visit www.diabetes.org