

*The*  
**PROMISE**

BALL

**Hats, Horses & Hope**

AN EVENING TO BENEFIT  
TYPE 1 DIABETES RESEARCH

MAY 5, 2018



# Partner with JDRF

JDRF has a strategic research plan to deliver a sustained stream of transformative type 1 diabetes (T1D) therapies and — with your support — create a world without T1D. By supporting the JDRF Promise Ball, businesses and individuals will find themselves on the forefront of making life-changing advancements in the lives of thousands living with T1D.

## Position Your Company with the Promise Ball

The JDRF Promise Ball is one of the nation's premier charity events, providing a valuable return on your business investment through endless networking and marketing opportunities. Through your participation, your company will be seen as a leader in the community, making a significant and direct impact in the lives of those living with T1D. The Promise Ball offers exciting live and silent auctions, plus JDRF's signature Fund A Cure, where 100% of these donations go toward the vital mission of JDRF.

## Get Involved with JDRF in a Meaningful Way

T1D is an autoimmune disease in which the body destroys insulin producing cells. It cannot be prevented and, at present, has no cure. Approximately 1.25 million Americans have T1D, including an estimated 15-20,000 in Greater Connecticut and Western Massachusetts. Companies support JDRF because we have a solid track record of funding research efficiently and effectively. Approximately 80% of what we raise goes directly to research and research-related education, which is among the highest percentages for charities nationwide.

## Invest in the Future

JDRF-funded research encompasses T1D at every life stage: stopping its progression in people who are newly diagnosed, reversing it in those who have lived with the disease for years, avoiding or reversing complications, and preventing the disease in people at risk. The time is now to work together, so we can deliver better treatments to ease the daily burden of the disease until there is a cure. We cannot do it without you.

## Support Research that Makes an Impact

JDRF is the leading global organization focused on T1D research. Our mission to provide life-changing therapies to the T1D community is being realized by:



We look forward to partnering with your company. For sponsorship or underwriting opportunities, please contact either:

Jon Muskrat  
Executive Director  
jmuskrat@jdrf.org  
860-321-2264

Danielle Cohen  
Development Director  
dcohen@jdrf.org  
860-321-2266

# The PROMISE BALL

## Underwriting Opportunities

### Auction Sponsor \$10,000

- Preferred seating for two (2)
- Prominent logo placement on bid cards, program journal auction pages and live and silent auction displays

### BidPal Sponsor \$10,000

- Preferred seating for two (2)
- Prominent logo placement on pre-event silent auction communication
- Logo placement on BidPal devices and signage

### Bar Sponsor \$7,500

- Preferred seating for two (2)
- Logo placement on bar signage and napkins

### Entertainment Sponsor \$7,500

- Preferred seating for two (2)
- Introduction of entertainment by corporate representative
- Logo placement on stage during performance

### VIP Reception Sponsor \$7,500

- Preferred seating for two (2)
- Logo on VIP Reception signage
- Logo on electronic invitation to VIP Reception

### Raffle Sponsor \$5,000

- Preferred seating for two (2)
- Logo placement on the raffle signage and tickets

### Step and Repeat Sponsor \$5,000

- Preferred seating for two (2)
- Logo placement on photo area Step and Repeat banner (in conjunction with presenting sponsor)

<b>Sponsorship Opportunities</b>	<b>\$50,000 Presenting</b>	<b>\$25,000 Platinum</b>	<b>\$15,000 Diamond</b>	<b>\$10,000 Gold</b>	<b>\$7,500 Silver</b>	<b>\$5,000 Bronze</b>
Premium/Preferred Seating	30 Premium	20 Premium	10 Preferred	10 Preferred	10 Preferred	6 Preferred
Event Co-Branding (early commitment required)	*					
Corporate Welcome from the Stage	*					
1-min Corporate Community Engagement Video at the Event	*					
Logo Placement on Step and Repeat	*					
Foursome in the JDRF Tee Up for the Cure Golf Tournament (Course at Yale)	*	*				
Corporate Logo Branding in Ballroom	*	*				
Delivery of Auction Items for Guests (25 mile radius from venue)	*	*				
Complimentary Stay Night of Event (standard room)	* 3 Rooms	* 2 Rooms	* 1 Room			
Complimentary Uber Service to/ from Event (25 mile radius from venue)	* 5 Vouchers/Table	* 5 Vouchers/Table	* Table Host Only			
Inclusion of Branded Material in Guest Bags	*	*	*	*		
Premium Champagne Service at Table	*	*	*	*	*	
Invitation to VIP Pre-Event Reception	*	*	*	*	*	
Display of Corporate Identity on Event Night Marketing Materials	* Premium	* Premium	* Premium	*	*	*
Patron Gift for Table Guests	*	*	*	*	*	*
Print/Digital Advertisement During the Event	* Full Pg/Screen	* Full Pg/Screen	* 1/2Pg/Screen	* 1/2Pg/Screen	* 1/4Pg/Screen	* Listing
Recognition through Chapter Social Media Platforms	*	*	*	*	*	*
Estimated Tax-Deductible Portion	\$45,500	\$22,000	\$13,500	\$8,500	\$6,000	\$4,100

All Sponsors who confirm level of sponsorship by January 12, 2018 will be included in the invitation and pre-event marketing.

## Fund A Cure

Fund A Cure is a unique opportunity to make a direct impact on the lives of people living with T1D through a 100% tax-deductible donation in support of JDRF's mission. Donations of \$5,000 and above will be announced the night of the event. All donations of \$500 or more received by April 7 will be acknowledged in the program. Gifts may be made online ([jdrfctmapromiseball.org](http://jdrfctmapromiseball.org)) or by sending a check to the JDRF Greater CT/Western MA office.

Available Fund A Cure donation opportunities are as follows:

\$100,000    \$50,000    \$25,000    \$20,000    \$15,000    \$10,000    \$5,000    \$2,500    \$1,000    \$500

## 2018 Promise Ball Leadership

**Cherrie and Andy Bessette**  
Honorees

**Patty and Bill Rotatori**  
Promise Ball Co-Chairs

**The DelVecchio Family**  
Fund A Cure Family

**Tony Abate**  
Corporate Chair

**Jane Cerosky**  
Auction Chair

## Promise Ball – Past Honorees

**2017 - The Esposito and Hughes Family**  
Community Volunteers

**2016 - Ken Crowley**  
Owner, Crowley Auto Group

**2015 - The Samuels Family**  
Robert, Renee, Jonathan, Steven,  
Diane and Michael

**2015 - Jim Calhoun**  
Former Men's Basketball Head Coach,  
University of Connecticut

**2015 - Bernie Schilberg**  
Chief Executive Officer,  
Prime Materials Recovery, Inc.

**2014 - Richard Flavell, Ph.D., FRS**  
Yale School of Medicine;  
Sterling Professor of Immunobiology  
Chair, Department of Immunobiology;  
Investigator, Howard Hughes Medical  
Institute

**2013 - John F. Lundgren**  
Chairman & Chief Executive Officer (ret.)  
Stanley Black & Decker

**2012 - Liam E. McGee**  
Former Chairman, President &  
Chief Executive Officer  
The Hartford

**2011 - David Cordani**  
President & Chief Executive Officer  
Cigna Corporation

**2010 - Jay Fishman**  
Former President &  
Chief Executive Officer  
Travelers, Inc.

**2008 - Steve Finger**  
President (ret.) Pratt & Whitney

**2007 - John Y. Kim**  
President & Chief Executive Officer  
New York Life Investment Management

## Key Business Partners

Accenture  
Aetna Foundation, Inc.  
Alegeus  
All Waste  
American Specialty Health  
The Mandell and Braunstein Families  
Aspen Re  
Avality  
Barnes Group, Inc.  
Bartlett Brainard Eacott  
BluePeak Advisors  
The Chase Family Foundations  
Cigna  
Clohessy Harris & Kaiser, LLC  
CohnReznick  
Concentrix  
ConnectiCare  
Connecticut Children's Medical Center  
Convey Health Solutions  
Cotiviti Healthcare  
Creed Monarch  
Data-Mail  
Deloitte Tax LLP  
EY  
Figure Eight Properties Inc.  
Fiserv  
Hartford Steam Boiler  
HealthPlan Services  
HFF, LLP  
HGS  
InterSystems Corp.  
John Moriarity & Associates  
KPMG  
Lilly Diabetes  
Marcum LLP  
Medtronic  
NBC Connecticut  
New England Asset Management  
OMD USA, LLC  
Optum  
Phalcon Ltd.  
PNT Data  
Pratt & Whitney  
Prime Materials Recovery, Inc.  
Primerica  
Pro Unlimited, Inc.  
Prudential  
PwC  
Quad/Graphics  
The Raynbow Foundation  
Razor Technologies  
Red River  
Ricoh USA  
Samuels & Associates  
SAS Institute, Inc.  
Six Flags New England  
Smith Brothers  
Stanley Black & Decker  
Suffolk Construction

The Travelers Companies  
U.S. Trust  
UTC Aerospace Systems  
Verizon Enterprise Solutions  
The Warrington Foundation  
Webster Bank  
Women's Health USA  
Zachs Family Foundation

## Board Members

Anthony Abate  
Rachel Adams  
Cherrie Bessette  
Kathleen Bolduc  
Kenneth Boroson  
James Boye-Doe  
John Cantillon, Treasurer  
Jane Cerosky  
Jonathan Chappell  
Joe D'Ambrosio  
Raymond Esposito  
Dr. Gerald & Marilyn Fishbone  
Paul Hermes  
John Kleinhans  
Denise Lefebvre  
Gregory Marshall  
Kurt Mazurosky  
Charles O'Connell  
Christopher O'Connor, President  
Charles "Chip" Olson  
Jalpa Patel  
Kinga Pluta, M.D.  
Paul Rossi  
Robert Samuels  
Doug Schwan  
Jennifer Sherr, M.D.  
Jeffrey Solomon  
Louis Ursini, Jr.  
Joan Wallack  
Milt Wallack, M.D.,  
Nominating Committee Chair  
William B. White, M.D.,  
Research Information Volunteer  
James A. Calhoun  
Honorary Board Member



GREATER CT/WESTERN MA

20 Batterson Park Road  
Farmington, CT 06032  
860-470-0020

[jdrfctmapromiseball.org](http://jdrfctmapromiseball.org)  
[ctma.jdrf.org](http://ctma.jdrf.org)

## Reply Form

Thank you for your consideration and support.

### Sponsorship Opportunities

- |  |  |
|--|--|
| <input type="checkbox"/> \$50,000 Presenting Sponsor | <input type="checkbox"/> \$25,000 Platinum Sponsor |
| <input type="checkbox"/> \$15,000 Diamond Sponsor    | <input type="checkbox"/> \$10,000 Gold Sponsor     |
| <input type="checkbox"/> \$7,500 Silver Sponsor      | <input type="checkbox"/> \$5,000 Bronze Sponsor    |

### Underwriting Opportunities

- |  |  |
|--|--|
| <input type="checkbox"/> \$10,000 Auction Sponsor        | <input type="checkbox"/> \$10,000 Bid Pal Sponsor      |
| <input type="checkbox"/> \$7,500 Bar Sponsor             | <input type="checkbox"/> \$7,500 Entertainment Sponsor |
| <input type="checkbox"/> \$7,500 VIP Reception Sponsor   | <input type="checkbox"/> \$5,000 Raffle Sponsor        |
| <input type="checkbox"/> \$5,000 Step and Repeat Sponsor |  |

### Fund A Cure

- |  |                                   |                                   |                                   |                                   |
|--|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|
| <input type="checkbox"/> \$100,000   | <input type="checkbox"/> \$50,000 | <input type="checkbox"/> \$25,000 | <input type="checkbox"/> \$20,000 | <input type="checkbox"/> \$15,000 |
| <input type="checkbox"/> \$10,000  | <input type="checkbox"/> \$5,000  | <input type="checkbox"/> \$2,500  | <input type="checkbox"/> \$1,000  | <input type="checkbox"/> \$500    |
| <input type="checkbox"/> Please accept my <b>Fund A Cure</b> donation of \$_____ |                                   |                                   |                                   |                                   |

100% of Fund A Cure donations go to research and are fully tax-deductible.

Company Name

Contact Name

Name for Recognition Purposes

Address

City

State

Zip

Telephone

Email

#### Payment Type

- Check     Credit Card     Please invoice my company

Major credit cards are processed securely via phone or at [jdrfctmapromiseball.org](http://jdrfctmapromiseball.org)

Please make checks payable to: JDRF

To pay by mail, please send reply form with payment (check/credit card) to:

JDRF CT/MA  
20 Batterson Park Road, 3rd Floor  
Farmington, CT 06032

To pay by phone, please call 860-470-0020

To pay online, please visit: [jdrfctmapromiseball.org](http://jdrfctmapromiseball.org)

To pay by Credit Card:

Name on Card

Billing Address

City

State

Zip

Acct #

CCV Code

Exp Date

For additional information please contact:

Jon Muskrat  
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[ctma.jdrf.org](http://ctma.jdrf.org)