

Connected for Life.



**South Florida Step Out Walk
Saturday, October 17, 2020**

Presented by



Our mission

**To cure
diabetes**

**To prevent
diabetes**

**To improve the lives of
those with diabetes**

Diabetes affects every community

● **11% or more** in
these counties
have diabetes

● national average 8.5%

● below average < 6%

**Fewest
physicians**

per capita in rural areas



Diabetes
increases risk for
many serious
health problems



Heart disease



Stroke



Kidney failure



Blindness



Amputation

THE DIABETES CRISIS



The annual health care costs for a person with diagnosed diabetes are

2.3x HIGHER

than for a person without.



\$1 in \$7

health care dollars is spent on treating diabetes and its complications.

VIRTUAL STEP OUT IS FOR EVERYONE

Step Out is a great way to promote health and wellness and is a team-building opportunity offering employees a way to give back to their community while supporting a great cause.

The event recognizes and honors Living Red participants those who participate with type 1, type 2 or gestational diabetes, as they inspire our passion and our mission.

The 2020 **Virtual Step Out** will allow participants to walk or run any distance at home or in their neighborhood. Everyone will share their collective experiences on social media.

The day will still have many of our signature pieces including our opening ceremony, our shout outs and warm ups and of course our Go Red Strider Cheer via a Facebook Live Event.

Even though we are apart, we are still in this together!



Why is the Event Going Virtual?



CONNECT

Stay connected with other participants, volunteers, sponsors & staff. We are here for you and we are Connected for Life!



EXERCISE

During this time of isolation, exercise is more important than ever. Join Step Out to get outside and get active!



RESOURCES

Continuance of resources for people living with diabetes or prediabetes: Food Hub, Living with Type 2, Camps, Youth Initiatives, risk test and so much more



COVID-19

The ADA has been on the forefront of providing patients and professionals with the latest on COVID-19, including taking precautions and what to do if diagnosed.



ADVOCACY

Support our advocacy efforts in areas such as capping insulin co-payments, fighting to expand access to family & medical leave, rights in the workplace, just to name a few.



FUN & INSPIRATIONAL

Step Out has been and always will be simply FUN – and it wouldn't be the same without you. Let us inspire the world!

The ADA delivers

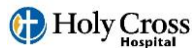
**Recognized
brand and
leadership in
diabetes.**

**Opportunity to
make a
difference in the
lives of people
living with
diabetes.**

**Integrated
communications
to amplify our
message and
partnership.**

**Engagement
for employees
and
customers.**

Local Partnerships Fuel Our Mission



South Florida Community Leadership Board

Karan Munuswamy, M.D., President
Holy Cross Hospital

Jose Basulto
BMC

Michelle Brewster, DO
Baptist Health South Florida

Kenneth Burke, M.D.
JM Family Enterprises

Mark Fleischer
Modernizing Medicine

Farzanna Haffizulla, M.D.
Nova Southeastern University

Renthia Jackson
Aetna

Arthur Keiser, Ph.D.
Keiser University

Georgia Lehoczky, RPH
Walgreens

Dildra Martin-Ogburn, Ph.D.
Broward County Public Schools

Terence McDonald, M.D.
Imperial Point Podiatry Associates

Todd Moritz
Broward Health North

Irving Rosenbaum, D.P.A., Ed. D.
Nova Southeastern University

Novelette E. Thompson, M.D. F.A.C.E.
Holy Cross Hospital

Naulie Vilsaint
Keiser University

Step out Walk Chair

Jose Basulto, Chairman
BMC

Connected for Life.



**INVESTMENT
OPPORTUNITIES**

VIRTUAL PREMIER SPONSOR

Total Sponsorship Investment - \$10,000

BRAND ALIGNMENT & PROMOTIONAL RIGHTS:

- Company logo placed on:
 - Step Out Event Digital Promotional Posters*
 - Local Step Out Webpage
 - Virtual Day of Event Banner
 - Event T-shirts awarded post event*

MARKETING & MEDIA VISIBILITY:

- Company will be recognized in press release as Premier Sponsor
- Sponsor recognition through designated local social media posts
- Opportunity to make video (up to 30 seconds) highlighting company involvement with Step Out – will be shared on local social media

VIRTUAL EVENT VISIBILITY & ENGAGEMENT OPPORTUNITIES:

- Sponsor recognition through designated local social media posts
- Live mention as corporate sponsor during virtual opening ceremonies
- Option to provide pre-recorded video (up to 45 seconds) describing your product/service and impact – will be shared on local social media

COMPANY & EMPLOYEE BENEFITS:

- Opportunity for employees to participate in event day by walking, running or virtually cheering on participants by posting encouragement to social media channels
- Logo on day of event social media banner

*Subject to print and campaign deadlines

**Food & Beverage and Medical Device Sponsorships subject to review

VIRTUAL PREMIUM SPONSOR

Total Sponsorship Investment - \$5,000

BRAND ALIGNMENT & PROMOTIONAL RIGHTS:

- Company logo placed on:
 - Step Out Event Digital Promotional Posters*
 - Local Step Out Webpage
 - Event T-shirt awarded post event to participants*

VIRTUAL EVENT VISIBILITY & ENGAGEMENT OPPORTUNITIES:

- Sponsor recognition through designated local social media posts
- Live mention as corporate sponsor during virtual opening ceremonies
- Opportunity to make video (up to 30 seconds) highlighting company involvement with Step Out – will be shared on local social media
- Participants provided with printable signage that includes Sponsor Logo for local social media photo upload (DIY selfie station)

COMPANY & EMPLOYEE BENEFITS:

- Opportunity for employees to participate in event day by walking, running or virtually cheering on participants by posting encouragement to social media channels
- Diabetes Risk Test for company, friends and family

*Subject to print and campaign deadlines

**Food & Beverage and Medical Device Sponsorships subject to review

VIRTUAL PREMIUM SPONSOR

Total Sponsorship Investment - \$2,500

BRAND ALIGNMENT & PROMOTIONAL RIGHTS:

- Company recognized on social media for their sponsorship
- Company name placed on:
 - Step Out Event Digital Promotional Posters*
 - Local Step Out Webpage
 - Event T-shirt awarded post event to participants *

COMPANY & EMPLOYEE BENEFITS:

- Opportunity for employees to participate in event day by walking, running, riding, or virtually cheering on participants by posting encouragement to social media channels
- Diabetes Risk Test for company, friends and family

ON-SITE VISIBILITY & ENGAGEMENT OPPORTUNITIES:

- Sponsor is recognized during virtual Step Out

*Subject to print and campaign deadlines

**Food & Beverage and Medical Device Sponsorships subject to review

Connected for Life.

**Thank you for
connecting
with us
today!**

