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# OSCAR NIGHT® AMERICA

To Benefit The

 **American Diabetes Association®**  
*Cure • Care • Commitment®*

Dear Friends,

On Sunday, February 22, 2009, guests will experience the thrills and surprises of the 81st Academy Awards® at Providence's Oscar Night® America party to benefit the American Diabetes Association. The black-tie optional event will be held at the Federal Reserve Building with red carpet arrivals covered live by ABC6. Once again, this event in Providence is one of only 52 official parties throughout the country sanctioned by the Academy to host an official Oscar® telecast viewing party on Oscar Night.

Oscar Night® America is the Academy of Motion Picture Arts and Sciences' grassroots program that enables charities to host glamorous fund-raising parties. The Providence party will feature the live broadcast of the Awards presentation integrating Hollywood style party elements, including red-carpet arrivals, local celebrities, "paparazzi" photographers, predict-the-winner contests and live entertainment. Guests attending Oscar Night® America in Providence will receive copies of the commemorative poster and an official Academy Awards ceremony program.

Since its inception in 1994, the program has generated nearly \$21 million in funding for a wide spectrum of charitable organizations. The Oscar Night® America Party in Providence, Rhode Island has raised vital funds over the years, which has enabled the American Diabetes Association (ADA) to enhance its cutting-edge research program and further its educational and advocacy efforts. Locally, the Association has invested more than \$1 million in two researchers working at Women & Infants Hospital of Rhode Island and Brown University School of Medicine.

As the stars are thanking the Academy on February 22, 2009, nearly 24 million adults and children living with diabetes will be thanking you. Please join us and enjoy all the thrills and surprises that the 81st Academy Awards® has to offer. Your support—whether the resources you provide are in the form of time, talent, or finances—is what drives our success and enables the American Diabetes Association to champion the fight and make progress towards a cure.

Sincerely,

Steven Feinberg  
*Honorary Chairman,*  
Oscar Night® America in Providence  
*Executive Director,*  
Rhode Island Film & TV Office

David Mellor  
*Chairman,*  
Rhode Island Community Leadership Board,  
American Diabetes Association



Sunday, February 22, 2009  
Providence, Rhode Island



# OSCAR NIGHT® AMERICA

## table sponsorship packages

presenting sponsor

\$10,000

### Sponsorship Benefits

- 10 invitations to Oscar Night® America VIP Reception
- Three tables of ten (30 tickets) to Oscar Night® America

### Visibility *Company receives the following:*

- Sponsor mentions in all event news releases distributed to media outlets
- Logo placement on diabetes.org Oscar Night® America event web page
- Logo placement on Oscar Night® America collateral and promotional pieces, including:
  - Save the Date, distributed to over 1,200 invitees
  - Formal Invitations, distributed to over 1,200 invitees
- Logo placement on Awards Dinner Signage, including:
  - Event signage
  - Stage signage
  - Video screens throughout the dinner
  - Table Signage
  - VIP Reception table signage
- Opportunity for company to include promotional giveaway in Oscar Night® America Swag Bag

### Positioning

- Company executive recognized during VIP Reception
- Opportunity for company executive to make on-stage remarks
- Opportunity for company executive to make an on-stage check presentation to the American Diabetes Association
- Full-page ad in Oscar Night® America commemorative journal
- Full-page letter from company executive, with photo and company logo, in Oscar Night® America commemorative journal
- Presentation of Presenting Sponsor Award on stage during Oscar Night® America
- Priority seating at Oscar Night® America

### Servicing

- Enjoy an exclusive negotiating period for your sponsorship of the 2010 Oscar Night® America, ensuring that you will have the first opportunity to continue your sponsorship.
- Ongoing promotional support and ideas



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# OSCAR NIGHT® AMERICA

## table sponsorship packages



### gold star sponsor

\$7,500

#### Sponsorship Benefits

- 6 invitations to Oscar Night® America VIP Reception
- Two tables of ten (20 tickets) to Oscar Night® America

#### Visibility

- Logo placement on diabetes.org Oscar Night® America event web page
- Logo placement on Awards Dinner Signage, including:
  - Video screens throughout the dinner
  - Table Signage
  - Event signage
- Opportunity for company to include promotional giveaway in Oscar Night® America Swag Bag

#### Positioning

- Full-page ad in Oscar Night® America commemorative journal
- Priority seating at Oscar Night® America



### red carpet sponsor

\$5,000

#### Sponsorship Benefits

- 4 invitations to Oscar Night® America VIP Reception
- One table of ten (10 tickets) to Oscar Night® America

#### Visibility

- Logo placement on diabetes.org Oscar Night® America event web page
- Full-page ad in Oscar Night® America commemorative journal
- Priority seating at Oscar Night® America
- Opportunity for company to include promotional giveaway in Oscar Night® America Swag Bag



### walk of fame sponsor

\$2,500

#### Sponsorship Benefits

- One table of ten (10 tickets) to Oscar Night® America
- Full-page ad in Oscar Night® America commemorative journal



# OSCAR NIGHT® AMERICA

## special sponsorship categories

### big screen sponsor \_\_\_\_\_ \$5,000

A special part of Oscar Night® America is the big screens that are used to telecast the Oscars. Your sponsorship would underwrite the cost of renting these screens. Your name or company name will be listed in the Journal and on all appropriate signage as "Big Screen Sponsor."

### photography sponsor \_\_\_\_\_ \$3,000

Oscar Night® America will have two forms of photography: a traditional photographer and a green screen option that will put them at the Oscars compliments of digital manipulation. Your name or company name will be listed in the Journal, highlighted on table tents at the photography table, and on all appropriate signage as "Photography Sponsor."

### journal sponsor \_\_\_\_\_ \$2,500

Guests will take home an Oscar Night® America Journal containing messages from coporate supporters and friends. Your name or company name will be listed in the Journal and on all appropriate signage as "Journal Sponsor."

### hors d'oeuvre sponsor \_\_\_\_\_ \$2,500

Guests at Oscar Night® America will enjoy elegant hors d'oeuvres while mingling throughout the event. Your name or company will be listed in the Journal and on all appropriate signage as "Hors d'oeuvre Sponsor."

### stationery & postage sponsor \_\_\_\_\_ \$2,500

Invitations, save-the-date cards, and correspondence to sponsors and guests require postage. Your contribution will cover the expense of all postage and stationary costs related to the 2009 Oscar Night® America. Your name or company name will be listed in the Journal and on all appropriate signage as "Stationery & Postage Sponsor."

### invitation sponsor \_\_\_\_\_ \$2,500

Invitations and save-the-date cards will be mailed to past and prospective attendees. Your name or company name will be listed on the back of invitations, in the Journal, and on all appropriate signage as "Invitation Sponsor."

### signage sponsor \_\_\_\_\_ \$1,500

Signage will be prominently displayed during Oscar Night® America. Your name or company name will be listed in the Journal and on all appropriate signage as "Signage Sponsor."

### valet sponsor \_\_\_\_\_ \$1,500

Guests at Oscar Night® America will have complimentary valet parking. Your name or company name will be listed in the Journal and on all appropriate signage as "Valet Sponsor."

### entertainment sponsor \_\_\_\_\_ \$1,000

Oscar Night® America will feature a live band. Your name or company name will be listed in the Journal and on all appropriate signage as "Entertainment Sponsor."

### swag bag sponsor \_\_\_\_\_ \$1,000

Guests will receive a "swag bag" containing gifts and printed materials. Your name or company name will be printed on the bags, in the Journal and on all appropriate signage as "Swag Bag Sponsor."

### dessert sponsor \_\_\_\_\_ \$1,000

Guests will enjoy delicious desserts and coffee. Your name or company name will be listed in the Journal and on all appropriate signage as "Dessert Sponsor."



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Sunday, February 22, 2009

The Federal Reserve Building

Providence, Rhode Island

7:00 p.m. Red Carpet Arrivals

## TABLE SPONSORSHIP PACKAGES

<input type="checkbox"/> Presenting Sponsor:	\$10,000
<input type="checkbox"/> Gold Star Sponsor:	\$7,500
<input type="checkbox"/> Red Carpet Sponsor:	\$5,000
<input type="checkbox"/> Walk of Fame Sponsor:	\$2,500

## TRIBUTE JOURNAL PRICING

<input type="checkbox"/> Full Page:	\$1,000
<input type="checkbox"/> Half Page:	\$500
<input type="checkbox"/> Quarter Page:	\$250

*Please respond by February 9, 2009 for inclusion  
in the Tribute Journal.*

## SPECIAL SPONSORSHIP CATEGORIES

<input type="checkbox"/> Big Screen Sponsor	\$5,000	<input type="checkbox"/> Signage Sponsor	\$1,500
<input type="checkbox"/> Photography Sponsor	\$3,000	<input type="checkbox"/> Valet Sponsor	\$1,500
<input type="checkbox"/> Journal Sponsor	\$2,500	<input type="checkbox"/> Entertainment Sponsor	\$1,000
<input type="checkbox"/> Hors d'oeuvre Sponsor	\$2,500	<input type="checkbox"/> Swag Bag Sponsor	\$1,000
<input type="checkbox"/> Stationary & Postage Sponsor	\$2,500	<input type="checkbox"/> Dessert Sponsor	\$1,000
<input type="checkbox"/> Invitation Sponsor	\$2,500		

*We are delighted to support the work of the American Diabetes Association, the nation's leading nonprofit health organization providing diabetes research, information and advocacy to 24 million children and adults in the United States living with diabetes.*

Enclosed is a check made out to the **American Diabetes Association** in the amount of \$ \_\_\_\_\_

Please send an invoice in the amount \$ \_\_\_\_\_

I cannot attend, but enclosed is my fully tax-deductible contribution of \$ \_\_\_\_\_

Name: \_\_\_\_\_

Company: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip Code: \_\_\_\_\_

Phone: ( \_\_\_\_\_ ) \_\_\_\_\_ E-Mail: \_\_\_\_\_

## OSCAR NIGHT<sup>®</sup> AMERICA

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