Monday, April 27, 2020

6:30–9:30 P.M.  I  6:00 PRIVATE V.I.P. RECEPTION
MUSEUM OF FINE ARTS, BOSTON, ART OF THE AMERICAS WING

*A Taste of Ginger* was established in 2005 to promote awareness and raise funds for the diabetes care, education, community outreach and research programs of the Asian American Diabetes Initiative (AADI) at Joslin Diabetes Center.

*A Taste of Ginger* Event Goals:

- Host a one-of-a-kind culinary and cultural experience featuring Boston’s finest chefs. Past chefs have included Jasper White, Joanne Chang, Andy Husbands and many more.
- With the support of 500 individuals and companies, raise critical funds to support the AADI
- Increase awareness of diabetes and its growing impact on the Asian American population.

Co-Chairs:
Audrey Paek and Jennifer K. Sun, MD, MPH

Honoring:
Carol and Jeffrey Horvitz

For more information, please contact:
617-309-2412 or email development@joslin.harvard.edu or visit joslin.org/ginger

About the Asian American Diabetes Initiative (AADI)
*Devoted to the Health and Quality of Life of Asian Americans*

In the US, it is projected that 1 out of 3 children born in 2000 will develop diabetes in his or her lifetime. According to a recent study in New York City, nearly 50% of all Asian New Yorkers have either diabetes or pre-diabetes, which is twice as many as the general population. As the fastest growing racial minority group in the United States, it is important to recognize that Asian Americans are at a higher risk for developing diabetes despite a lower body weight. Asian Americans are also at a higher risk of developing kidney complications as a result of diabetes.

In 2000, the AADI was founded at Joslin Diabetes Center to effectively implement culturally-relevant research, care, and education within this diverse population. The AADI continues to engage in culturally-relevant research to develop a culturally-tailored, efficient, and cost effective management/treatment model to disseminate to healthcare providers locally and internationally.

About Joslin

Founded in 1898, Joslin Diabetes Center is world-renowned for its deep expertise in diabetes treatment and research. Joslin is dedicated to finding a cure for diabetes and ensuring that people with diabetes live long, healthy lives.

We develop and disseminate innovative patient therapies and scientific discoveries throughout the world. Joslin is an independent, non-profit institution affiliated with Harvard Medical School, and a federally-designated Diabetes Research Center.
Your Investment at Work

For more than 15 years, A Taste of Ginger has not only served as a major diabetes education event, but also as a critical fundraiser for the AADI. Since 2005, the Ginger event has raised over 2.3 million dollars driving accomplishments. Your generous support for A Taste of Ginger will help us achieve the following goals for the year 2020:

• Empower women with the knowledge of the best way to manage diabetes through healthy eating to prevent or better manage diabetes of themselves as well as those surrounding them
• Work with women with or who have had gestational diabetes to prevent developing type 2 diabetes in their lifetime as well as helping their children start off with healthy eating habits
• Expand the Asian Social Club series (seasonal workshops for Asian Clinic patients and their caregivers) to be held outside of Joslin with community collaborators
• Co-host the 8th AANHPI Diabetes Coalition’s conference in conjunction with the ADA Scientific Sessions in Chicago, June 2020

Advertising Opportunities:

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-page, four-color ad</td>
<td>$1,500</td>
</tr>
<tr>
<td>6 1/2” x 6 1/4” (6.5” x 6.25”)</td>
<td></td>
</tr>
<tr>
<td>Full-page, black &amp; white ad</td>
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<td>$500</td>
</tr>
<tr>
<td>3 1/8” x 6 1/4” (3.125” x 6.25”)</td>
<td></td>
</tr>
<tr>
<td>Quarter-page, black &amp; white ad</td>
<td>$250</td>
</tr>
<tr>
<td>3 1/8” x 3” (3.125” x 3”)</td>
<td></td>
</tr>
</tbody>
</table>

Artwork deadline: March 6, 2020
We accept high resolution PDFs via email. Please email high resolution PDFs to caitlin.enright@joslin.harvard.edu

Be sure to embed all photos, fonts, logos, etc.

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Sponsorship Opportunities

There are many opportunities for individuals and companies to participate in this year’s A Taste of Ginger event. Below is a summary of our sponsorship packages:

Presenting

- 30 Tickets to the Ginger event program
- Recognized as the exclusive presenting sponsor of the event “A Taste of Ginger presented by___________."
- Name/Company incorporated into event logo
- Name/Company logo on all event program signage
- Name/Company logo on website
- Coverage on social media platforms
- Name/Company logo in program book
- Dedicated “thank you” social media post
- Full-page, four-color, inside cover ad in program book
- Check presentation opportunity at event program
- Acknowledgment from the stage during event program
- Complimentary parking for all your guests
- One elegant suite at the Westin Copley
- Dedicated engagement opportunity at V.I.P. reception
- 30 tickets to the V.I.P. Reception

Ginger $50,000

- 20 Tickets to the Ginger event program
- Name/Company logo on website
- Coverage on social media platforms
- Name/Company logo in program book
- Full-page, four-color, inside back cover ad in program book
- Acknowledgment from the stage during event program
- Complimentary parking for all your guests
- 20 tickets to the V.I.P. Reception

Saffron $25,000

- 14 tickets to the Ginger event program
- Name listed on website
- Coverage on social media platforms
- Name/Company logo in program book
- Full-page, four-color, prominently placed ad in program book
- Acknowledgment from the stage during event program
- 14 tickets to the V.I.P. Reception

Basil $10,000

- 10 tickets to the Ginger event program
- Name listed on website
- Name listed in program book
- Full-page, four-color ad in program book
- 10 tickets to the V.I.P. Reception

Turmeric $5,000

- 8 tickets to the Ginger event program
- Name listed on website
- Name listed in program book
- Full-page, black & white ad in program book

Coriander $2,500

- 5 tickets to the Ginger event program
- Name listed on website
- Name listed in program book
- Half-page, black & white ad in program book

For more information on sponsorships, please contact:
Caitlin Enright at 617-309-2412 or caitlin.enright@joslin.harvard.edu
or visit joslin.org/ginger
YES, you can count on my support as a sponsor of Joslin Diabetes Center’s A Taste of Ginger.

☐ My employer will match my donation in the amount of $__________

☐ I am unable to attend; please accept my donation in the amount of $________________

Please print sponsor name exactly as you wish to be listed on promotional materials:

Sponsor ____________________________________________________________
Contact Name ______________________________________________________
Address ____________________________________________________________
City________________________________ State____ Zip____________________
Phone ______________________________________________________________
Email _______________________________________________________________

Please charge payment to my:

☐ American Express ☐ MasterCard ☐ Visa

Name on Card _______________________________________________________
Card Number _________________________________________________________
Exp. Date _______ / _______
Signature ___________________________________________________________

Payment by check:

☐ I have enclosed a check made payable to: Joslin Diabetes Center

Please return this form and payment to:
Joslin Diabetes Center
Development Office
One Joslin Place, Suite 745
Boston, MA 02215

To ensure your inclusion in the program book, your payment and program book ad must be received no later than March 6, 2020.

Sponsorship Levels:

☐ Presenting Sponsor
☐ Ginger Sponsor: $50,000
☐ Saffron Sponsor: $25,000
☐ Basil Sponsor: $10,000
☐ Turmeric Sponsor: $5,000
☐ Coriander Sponsor: $2,500
☐ Ticket: $250

Advertising Opportunities:

☐ Full-page, four-color: $1,500
☐ Full-page, black & white: $1,000
☐ Half-page, black & white: $500
☐ Quarter-page, black & white: $250

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or caitlin.enright@joslin.harvard.edu
or visit joslin.org/ginger
YES, I would like to donate an auction or mystery box item(s) to Joslin Diabetes Center’s A Taste of Ginger.*

Item ___________________________ Item ___________________________
__________________________________________________________________
__________________________________________________________________
__________________________________________________________________
__________________________________________________________________
Item Value ______________________________________________________

Item is enclosed:
☐ Yes  ☐ No, but the item will be shipped on: ______/____/____

Certificate is enclosed:
☐ Yes  ☐ No, but the certificate will be mailed by: ______/____/____

Organization ______________________________________________________
Contact Name ____________________________________________________
Address __________________________________________________________
City ___________________________ State _____ Zip ________________
Phone _________________________ Fax _____________________________
Email ______________________________ ___________________________

*If the item is valued at $250 or above, it will be included in the Silent Auction. Items valued at $50 and above will be placed in Mystery Boxes.

Advertising Opportunities:

- **Items valued at $10,000+**
  - Full page, four-color ad, 6.5" x 6.25"

- **Items valued at $5,000–$9,999**
  - Full page, black & white ad, 6.5" x 6.25"

- **Items valued at $1,000–$4,999**
  - Half page, black & white ad, 3.125" x 6.25"

- **Items valued at $500–$999**
  - Quarter page, black & white ad, 3.125" x 3"

- **Items valued at $250–$499**
  - Program book listing

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Visit our Facebook page:
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