A TASTE of GINGER

Monday, September 19, 2022
Cyclorama at Boston Center for the Arts

6:00 PM Premiere Insider Reception | 7:00–9:30 PM Main Program

ABOUT THE ASIAN AMERICAN DIABETES INITIATIVE (AADI)
Dedicated to the Health and Quality of Life of Asian Americans

In response to the rising rates of diabetes in the Asian American population and the lack of culturally relevant research, clinical care, and education, Joslin Research Director, George L. King, MD, and supporters of Joslin Diabetes Center established the Asian American Diabetes Initiative (AADI) in 2000.

OUR GOALS

• Study diabetes in the Asian American population and disseminate Joslin’s research findings to healthcare providers and Asian American communities

• Provide diabetes education through innovative and culturally appropriate materials and outreach programs

• Design and implement clinical treatment programs for Asian Americans

• Collaborate with local, national and international organizations to raise diabetes awareness

• Promote health equity through inclusion of diverse community voices

ABOUT JOSLIN

Joslin Diabetes Center is world-renowned for its deep expertise in diabetes treatment and research. Part of Beth Israel Lahey Health, 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 affiliated with Harvard Medical School and one of only 18 NIH-designated Diabetes Research Centers in the United States.

FOR MORE INFORMATION

Visit Joslin.org/ginger
Call 617–309–2412
Email atasteofginger@joslin.harvard.edu
PRESENTING $100,000
- The 2022 event will be billed as “A Taste of Ginger presented by your company or family”
- The presenting sponsor will make opening remarks
- 30 tickets to the Ginger Event
- 30 tickets to attend the Premiere Insider Reception before the main program
- Inclusion of name and/or logo prominently displayed in all event materials and on dedicated Ginger website
- Exclusive opportunity to visit with Joslin’s AADI Team for event of the sponsor’s choice in 2022 or 2023
- Exclusive opportunity for three Ginger chefs to stop by your sponsor table and share details of their dish
- Inclusion of name/logo prominently displayed on the AADI monthly newsletter
- Inclusion of name/logo prominently displayed in the AADI’s “Diabetes Prevention and Management Guide for Asian Americans” available in five languages
- Two page, four color advertisement with premiere placement in program
- Logo on Ginger invitation
- Logo displayed on bidding devices during silent auction
- Sponsor listed in all Ginger social media posts. Joslin has 33,000+ followers on Facebook and 4,000+ on Instagram
- Inclusion in post event video distribution, newsletter and e-news emails
- Listed as “Annual Partner” on Joslin President’s Circle, Priscilla White Society and Pops events with two tickets to each event

GINGER $50,000
- 20 tickets to the Ginger Event
- 20 tickets to attend the Premiere Insider Reception before the main program
- Exclusive opportunity to visit with Joslin’s AADI Team for event of the sponsor’s choice in 2022 or 2023
- Exclusive opportunity for two Ginger chefs to stop by your sponsor table and share details of their dish
- Inclusion of name/logo prominently displayed on the AADI monthly newsletter
- Inclusion of name/logo prominently displayed in the AADI’s “Diabetes Prevention and Management Guide for Asian Americans” available in five languages
- Acknowledgment from stage during the event
- Inclusion of name and/or logo prominently displayed in all event materials and on dedicated Ginger website
- Full page, four-color advertisement with prominent placement in program
- Logo displayed on bidding devices during silent auction
- One mention on social media pre-event. Joslin has 33,000+ followers on Facebook and 4,000+ on Instagram

SAFFRON $25,000
- 14 tickets to the Ginger Event
- 14 tickets to the Premiere Insider Reception before the main program
- Acknowledgment from stage during the event
- Exclusive opportunity for one Ginger chef to stop by your sponsor table and share details of their dish
- Inclusion of name/logo prominently displayed on the AADI monthly newsletter
- Inclusion of name and/or logo in all event materials and on dedicated Ginger website
- Full page, four-color advertisement in program
- Logo displayed on bidding devices during silent auction

BASIL $10,000
- 10 tickets to the Ginger Event
- 10 tickets to the Premiere Insider Reception before the main program
- Inclusion of name in event materials and on dedicated Ginger website
- Full page, four-color advertisement in program
- Logo displayed on bidding devices during silent auction

TURMERIC $5,000
- Eight tickets to the Ginger Event
- Inclusion of name in event materials and on dedicated Ginger website
- Full page, black & white advertisement in program

CORIANDER $2,500
- Four tickets to the Ginger Event
- Inclusion of name in event materials and on dedicated Ginger website
- Half page, black & white advertisement in program

FOR MORE INFORMATION ON SPONSORSHIPS, please contact Brenda Goodell: brenda.goodell@joslin.harvard.edu or 617-309-2412 or visit Joslin.org/ginger
A Taste of Ginger 2022

Commitment Form

Yes, you can count on my support as a sponsor of Joslin Diabetes Center’s A Taste of Ginger

☐ My employer will match my gift in the amount of $__________________

☐ I am unable to attend; please accept my gift in the amount of $__________

Contact Information

Company__________________________________________________________

Contact Name____________________________________________________

Address ___________________________________________________________

City __________________________ State _____ Zip ______________________

Phone ________________________________

Email ________________________________

Please charge payment to my

☐ American Express ☐ MasterCard ☐ Visa ☐ Discover ☐ Other

Name on Card ______________________________________________________

Card Number __________________________ Exp. Date _____ / _____

Signature ____________________________

Payment by Check

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

For More Information

Visit Joslin.org/ginger | Call 617-309-2412 | Email atasteofginger@joslin.harvard.edu

Sponsorship Levels

☐ Presenting $100,000

☐ Ginger $50,000

☐ Saffron $25,000

☐ Basil $10,000

☐ Turmeric $5,000

☐ Coriander $2,500

Individual Tickets

☐ $300 In-Person Ticket

Number of in-person tickets _______

☐ Complimentary Virtual Tickets

Number of virtual tickets _______

Advertising Opportunities

☐ Full-page, four-color $1,500

☐ Full-page, black & white $1,000

☐ Half-page, black & white $500

☐ Quarter-page, black & white $250

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

Advertising Opportunities:

Full-page Ad

Four-color $1,500

Black & white: $1,000

Trim: 5” w x 7.75” h

Half-page Ad

Black & white: $500

Trim: 5” w x 3.75” h

Quarter-page Ad

Black & white: $250

Trim: 2.375” w x 3.75” h

Please email high resolution PDFs to Caitlin Enright at caitlin.enright@joslin.harvard.edu.

Be sure to embed all photos, fonts, logos, etc. and properly size your ad.

Artwork Deadline

July 29, 2022
YES, I/WE WOULD LIKE TO DONATE AN AUCTION ITEM(S) to Joslin Diabetes Center’s A Taste of Ginger.

Please describe the auction item in detail, including all restrictions and expiration dates and any wording best to promote the item.

Item ____________________________________________________________

_______________________________________________________________

_______________________________________________________________

_______________________________________________________________

_______________________________________________________________

_______________________________________________________________

_______________________________________________________________

_______________________________________________________________

_______________________________________________________________

Item Value $ __________________________________________________________

Please send photos, brochures and any materials that will help us to promote this item. Thank you for your generosity!

CONTACT INFORMATION

Company __________________________________________________________

Contact Name ____________________________________________________

Address __________________________________________________________

City ______________________ State ___ Zip _______________________

Phone __________________________________________________________

Email ___________________________________________________________

ITEM IS ENCLOSED

☐ Yes

☐ No, but item shipped on (date): ___________________________

ADVERTISING OPPORTUNITIES

Based on the value of your item, Joslin is pleased to offer you an ad in our program.

☐ ITEMS VALUED AT $5,000+
  Full page, four-color
  5” w x 7.75” h

☐ ITEMS VALUED AT $1,000–$4,999
  Half page, black & white
  5” w x 3.75” h

☐ ITEMS VALUED $500–$999
  Quarter page, black & white
  2.375” w x 3.75” h

☐ ITEMS VALUED $250–$500
  Program Book Listing

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ADVERTISING OPPORTUNITIES:

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<thead>
<tr>
<th>Item Value</th>
<th>Ad Description</th>
<th>Ad size</th>
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<tr>
<td>$500 – $999</td>
<td>Quarter-page, black &amp; white</td>
<td>Trim: 2.375” w x 3.75” h (C)</td>
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<tr>
<td>$250 – $500</td>
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ARTWORK DEADLINE

July 29, 2022