2016 DIAMOND AWARDS

CELEBRATING BASEBALL AND PHILANTHROPY

SPONSORSHIP OPPORTUNITY

www.minnesotadiamondawards.org
THE EVENT

Diamond Awards, Minnesota’s premier baseball charity event, is a major fundraiser for brain, nerve, and muscle disorder research and patient care at the University of Minnesota. Community partners, event sponsors, local sports fans, University supporters, and baseball greats—including Twins management and team members—attend this event to celebrate the Twins recipients of prestigious postseason awards and support the University’s lifesaving work.

Proceeds benefit the University’s groundbreaking research and patient care in ALS (Lou Gehrig’s disease), ataxia, multiple sclerosis, muscular dystrophy, and Parkinson’s disease—all devastating illnesses that affect thousands of families in Minnesota alone. Since its inception, Diamond Awards has raised more than $2.5 million.

Give Twins fans and the University of Minnesota’s highly engaged donors, community friends, and employees an opportunity to connect to your business through a meaningful cause.

Thank you for your support. You are making a difference!

Former Minnesota Twins player Bob Allison
THE OPPORTUNITY
Sponsoring Diamond Awards offers you a unique setting to make a difference in the community, showcase your business, host clients and friends, and raise your visibility as a caring community partner.

See exclusive sponsor benefits on the back page.

WHY THE TWINS AND THE UNIVERSITY OF MINNESOTA?
When ataxia began to erode the impressive physical skills that made Minnesota Twins player Bob Allison such a talented and graceful athlete, he sought help at the University of Minnesota. Ataxia is a progressive neurological condition that affects coordination and is often fatal. The Allison family and friends founded the Bob Allison Ataxia Research Center (BAARC) at the University of Minnesota in 1990. In 2008, BAARC expanded the focus of its premier fundraiser, Diamond Awards, to benefit other related neurological and muscle diseases. The expanded scope reflects the fact that researchers investigating one disorder often uncover findings that can be applied to others as well.

ALIGNING WITH THE BEST
The University of Minnesota’s brain, nerve, and muscle disorder research and patient care are among the best in the world. This is a time of phenomenal medical progress in understanding the human brain’s complexities, and it is a critical time for the University of Minnesota. The University is poised to make major advances in understanding brain function and to apply this knowledge to treat, prevent, and eventually cure many neurological diseases. Our vision is to improve the quality and length of life for millions of people afflicted with neurological disorders worldwide.

OUR REACH
• Corporate partners and guests
• Individual community donors
• University faculty and staff
• Twins fans, players, and community partners
• Media outlets

OUR VALUABLE AUDIENCE
• A mix of male and female attendees
• Leaders, decision makers, influencers, and “do-ers” in the community
• Individuals passionate about their relationship with the University and about neurological research and patient care

EXPOSURES INCLUDE
• Online: Diamond Awards and University of Minnesota Foundation websites
• Social media: Twitter and Facebook
• Print: invitations, programs, and Neuroscience News
• Radio: Go 96.3, KFAN, and ESPN1500
HALL OF FAME SPONSOR $30,000
• Name or logo on 5,000+ invitations and all event materials (commitment must be received by October 16, 2015).
• Name or logo on the event website with a link to company site.
• Recognition in Neuroscience News, a University donor newsletter.
• Recognition in remarks during event program and in event audio-visual elements.
• A full-page space in the Diamond Awards printed program featuring your name or logo.
• The right to provide a preapproved branded takeaway.
• Invitations for 16 guests to a pre-awards VIP reception with an opportunity to meet and mingle with baseball celebrities.
• Premier seating at awards dinner for 16 guests (2 tables) with a celebrity table guest at each table and a baseball-themed gift.
• Enrollment in University of Minnesota Presidents Club.
• Lunch and tour for four with University of Minnesota neurology faculty based on sponsor’s interests.
• 6 tickets to a private balcony party at Target Field during a Twins home game during the 2016 regular season (game date to be determined by Twins in January 2016).

GRAND SLAM SPONSOR $15,000
• Name or logo on 5,000+ invitations and all event materials (commitment must be received by October 16, 2015).
• Name or logo on the event website with a link to company site.
• Recognition in remarks during event program and in event audio-visual elements.
• A half-page space in the Diamond Awards program featuring your name or logo.
• The right to provide a preapproved branded takeaway.
• Invitations for 8 guests to a pre-awards VIP reception with an opportunity to meet and mingle with baseball celebrities.
• Awards dinner seating for 16 guests (2 tables) with a celebrity table guest at one table and a baseball-themed gift.
• 4 tickets to a private balcony party at Target Field during a Twins home game during the 2016 regular season (game date to be determined by Twins in January 2016).

HOME RUN TABLE SPONSOR $6,000
• Name or logo on the event website with a link to company site.
• Name in Diamond Awards printed program and in event audio-visual elements.
• A half-page space in the Diamond Awards program featuring your name or logo.
• Awards dinner seating for 10 guests (1 table).

BASE HIT TABLE SPONSOR $3,000
• Name in Diamond Awards printed program and in event audio-visual elements.
• Awards dinner seating for 10 guests (1 table).

EXCLUSIVE AUCTION SPONSOR $10,000
Limited to one sponsor for the 2016 Diamond Awards on a first-come, first-served basis.
• Name or logo on auction materials, including signage, tablet application, mobile application, and audio-visual reports.
• Name or logo on the event website with a link to company site.
• Name in Diamond Awards printed program and in event audio-visual elements.
• A half-page space in the Diamond Awards program featuring your name or logo.
• Awards dinner seating for up to 10 guests (1 table) and a baseball-themed gift.
2016
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SPONSORSHIP CONFIRMATION FORM

Sponsor name (as it should appear on printed materials)

Contact name

Contact title

Address

City State ZIP

Email Work phone

Company website

We are proud to sponsor Diamond Awards with our gift of:

(See sponsor benefits on the back page of sponsorship folder.)

☐ Hall of Fame Sponsor—$30,000 ($27,850 tax deductible)*

☐ Grand Slam Sponsor—$15,000 ($13,467 tax deductible)*

☐ Home Run Sponsor—$6,000 ($5,500 tax deductible)*

☐ Base Hit Sponsor—$3,000 ($2,500 tax deductible)*

☐ Exclusive Auction Sponsor—$10,000 ($9,250 tax deductible)*

☐ I choose not to receive benefits and am making a fully tax deductible donation to Diamond Awards.

* Gifts of securities or donor-advised funds must be classified as 100 percent tax deductible.

Payment options:

☐ Check enclosed (payable to the University of Minnesota Foundation).

☐ Please invoice me.

☐ Charge my credit card; my credit card information is below.

CARD NUMBER EXPiration DATE

☐ VISA ☐ MASTERCARD ☐ AMEX ☐ DISCOVER

Name as it appears on card

Signature

Please complete this form and return it to:

Brian Kraft
University of Minnesota Foundation
200 Oak Street SE, Suite 500, Minneapolis, MN 55455-2010
bkraft@umn.edu | 612-301-8305 | Fax: 612-625-4305

Thank you for supporting the 11th annual Diamond Awards!