

We Go Further To Cure Type 1 Diabetes



Ford Family Team Sponsorship



Ford is a valued part of the JDRF family! Ford's 2014 Global Walk Partner status and Wisconsin Walk Sponsor title means a renewal of goodwill and support for JDRF. Ford's sponsorship impacts several activities at our Chapter and we appreciate Ford's steadfast dedication. The JDRF/Ford partnership again extends to the network of JDRF Family Walk teams through the Ford Family Team Sponsorship Program.

How does their support impact JDRF Walk families? Ford Dealerships have the unique opportunity to support Family Walk Teams with a fundraising match. This partnership also means dollars for JDRF to cure, treat, and prevent type 1 diabetes.

How does the Ford Family Team Sponsorship Work?

- Registered Family Walk Teams submit an application for a dealership sponsorship by **Monday, June 16, 2014**.
- Family Teams must raise a minimum of \$1,500 through their own fundraising efforts.
- Completed Family Team applications are presented to Ford dealerships for team sponsorship selection.

What to expect from a Ford Dealership Partner?

- Sponsoring Ford dealerships will select a Family Team from their community (teams notified by JDRF).
- Dealerships have the option of hosting Family Team fundraising events.
- Ford dealerships **match** the money raised by your Family Team - up to \$1,500 or \$2,500 depending on the dealer commitment and donations raised by your Team.

What should Family Teams do?

- **Say thanks!** Visit the dealership; thank them for their sponsorship; send a team photo; present a personalized family team sponsorship "award".
- **Recognize your dealership during Ford September Social Media Blitz Week!** Details to follow.

NEW THIS YEAR! FORD \$500 Team Donation

Teams not paired with a dealership will be entered into a drawing to win ONE \$500 Team donation.

Please direct questions and your application to Megan Gavin, Regional Walk Manager: 312.515.6647 or mgavin@jdrf.org