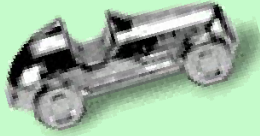




THE PROMISE BALL  
JUVENILE DIABETES RESEARCH FOUNDATION

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FROM MONOPOLY  
TO MILLION\$ IN  
TEN MIRACULOUS  
YEARS



FROM MILLION\$ TO A CURE

Honoring:

Blue Cross, Blue Shield ~ Rich Boals

The Willits Family



SATURDAY, JANUARY 23rd, 2010  
JW MARRIOTT RESORT DESERT RIDGE

THE DESERT SOUTHWEST CHAPTER  
OF  
JUVENILE DIABETES RESEARCH FOUNDATION, INTERNATIONAL  
Is proud to host  
The 10th Annual presentation of  
THE PROMISE BALL



Saturday, January 23, 2010  
JW Marriott Desert Ridge  
6:00 P.M.  
Silent Auction and Cocktail Reception



LIVING & GIVING HONOREE

Blue Cross/Blue Shield Of Arizona ~ Rich Boals  
For 10 years of  
FRIENDSHIP, SUPPORT, AND HOPE

PROMISE LIGHT HONOREE

Barry & Gay Willits Family

# FROM MONOPOLY TO MILLION\$ IN TEN MIRACULOUS YEARS

Before The Promise Ball became a premier valley event, JDRF chapters around the country, including the Desert Southwest chapter, held an annual Monopoly Tournament fundraiser.

## 2010 MARKS THE 10TH ANNIVERSARY OF THE PROMISE BALL.

Proceeds from this event fund research to find a cure for juvenile diabetes and its complications. Guests include concerned relatives and friends of people with diabetes, as well as generous corporate sponsors and local philanthropists.

### THE PROMISE BALL 2010 WILL FEATURE:

- A first-class silent auction
- Cocktail reception with entertainment
- A gourmet dinner, custom-created for this event
- One-of-a kind live auction
- An opportunity to participate in Fund-A-Cure, where 100% of the monies raised go directly to diabetes research
- Headline entertainment

FROM MILLION\$ TO A CURE. . .

THANK YOU

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# WHAT IS DIABETES?

- ◆ A chronic, debilitating disease affecting every organ system.
  - There are two major types of diabetes: type 1 and type 2.
- ◆ Type 1 diabetes is an autoimmune disease that attacks insulin-producing beta cells in the pancreas. Without insulin, the body cannot convert food into energy..
  - ◆ People with type 1 diabetes take multiple injections of insulin daily or continuous infusion of insulin through a pump just to survive.
  - ◆ This not a cure, It is only life support.
  - ◆ Most children are diagnosed around the age of 10.
- ◆ Type 2 diabetes is a metabolic disorder in which a person's body still produces insulin but is unable to use it effectively.

## THE SCOPE OF DIABETES

- ◆ Nearly 21 million Americans have diabetes, 7 percent of the population.
- ◆ As many as 3 million Americans have type 1 diabetes.
- ◆ In the U.S., a new case of diabetes is diagnosed every 30 seconds; more than 1.5 million people are diagnosed each year.
- ◆ Diabetes is the most costly chronic disease to manage, totaling \$132 billion in annual U.S. healthcare costs alone.

## THE COMPLICATIONS

- ◆ Diabetes is the leading cause of kidney failure, adult blindness and non-traumatic amputations, and is a leading cause of nerve damage, stroke and heart attacks.
- ◆ Diabetes kills one American every three minutes and is the sixth leading cause of death reported in the U.S.
- ◆ The life expectancy for people with diabetes is shortened by an average of 7-10 years.

# WHY SUPPORT THE JUVENILE DIABETES RESEARCH FOUNDATION?

## FOCUS & LEADERSHIP

- ◆ Since its founding, JDRF has been an active, passionate driver of research focused on finding a cure for diabetes and its complications..
- ◆ JDRF is the world's largest private charitable funder and advocate of diabetes research, supporting more than \$1 billion of scientific investigation, shaping the focus and driving the momentum of diabetes research globally.
- ◆ JDRF is a leading catalyst for developmental science therapeutics that improve the lives of people with diabetes in the near term, ultimately leading to a cure.
- ◆ Working towards this goal, the foundation creates and supports various multidisciplinary programs that bring diabetes researchers together from both academic institutions and industry to find a cure for diabetes and its complications.

## TRACK RECORD

- ◆ JDRF has been part of breakthrough discoveries in all areas of diabetes research..
- ◆ Research currently funded by JDRF includes artificial pancreas technology, beta cell development and regeneration, genetic and environmental triggers to autoimmunity, and new and effective methods of islet transplantation.
- ◆ JDRF is currently funding 40 human clinical trials.

## A GOOD INVESTMENT

- ◆ In a typical year 85% of JDRF's expenses directly support research and education.
- ◆ For the tenth year in a row, JDRF was top-ranked by the American Institute of Philanthropy and the only national diabetes organization to earn an "A" rating.
- ◆ 60% of all research directly benefits those living with type 2 diabetes as well as type 1.

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Silent and Live Auction Donors receive recognition the night of the event, as well as pre-event publicity. Donors are encouraged to include peripheral materials that will publicize your company and products.



A' esha Miller  
Alltell Ice Den  
Americar  
Arizona Cardinals  
Bell Lexus  
Vicky & Tony Benante  
Donna & Joseph Benedetto  
Blood Systems, Inc  
Bondurant Super Kart School  
Candy Brock, M.D.  
Cable American  
Cain Design Studio, Inc.  
Camelback Inn a J.W. Marriott Resort  
Carraba's Italian Grill  
Chadwick Fine Furniture & Design  
Children's Museum of Phoenix  
Cities West Publishing  
Conservatory of Dance  
Galina Couture  
The Lund Family  
Creative Leather  
Discovery Land Company  
Chris & Bijen Dyrek  
El Chorro Lodge

Fairytale Brownies  
Ferguson Bath, Kitchen & Lighting  
Field of Dreams, Chandler Fashion  
Fiesta Bowl  
First Class Executive Limo  
Flight Review, Inc.  
Fox Restaurant Concepts  
Fresh Coat Painters  
Alexander Garcia  
Glow Medical Spa  
Mary & Charles Goldthwaite  
Kenneth Gunsberger  
Kimberlee Key Hedahl  
Michael & Elyssa Hillman  
Hyatt Regency Huntington Beach  
In Perspective Fine Art Photography  
Jack Pesarevk Assoc. LLC  
Keg Restaurants, LLC  
La Costa Resort & Spa  
Legends Cadillac  
Limousine Connection  
Mastro's Restaurants, LLC  
ME Cabo  
F. Francis Najafi



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Rebecca & Bill Nassikas  
 New Tricks Dog Training  
 Nike  
 Ocotillo Golf Resort  
 Nancy Petrenka Interiors  
 Overman Designs  
 Pivotal Group  
 Phoenix Coyotes  
 Phoenix Motor Company  
 Phoenix Police Department  
 The Phoenix Puppet Theater  
 The Phoenix Symphony  
 Pine Canyon Country Club  
 Pure Motion, Inc.  
 Rancho de los Caballeros  
 Rancho Manana Golf Club  
 The Raven Golf Club at South  
 Mountain  
 Susan & Tim Reckell  
 Geraldo Rivera  
 Romano's Macaroni Grill  
 Sid Rosenblatt  
 Royal Palms Resort & Spa  
 Denny T. Sanford  
 The Scottsdale Plaza Resort

Beth Shalit  
 Sheraton Wild Horse Pass  
 Bill & Barbara Silver  
 Smith & Wesson  
 Sonora Quest Laboratories  
 Starbucks  
 Steven Paul Salon  
 Susan Fine Portraiture  
 Daron Sutton  
 Jeanette Szafran  
 The Thunderbirds  
 Tommy Bahama  
 Troon Golf  
 US Airways  
 Village Health Clubs & Spas  
 Vitality Health & fitness  
 Elyse & Ken Waters  
 Kevin Waters  
 Danielle & John Werstler  
 The Westin la Paloma  
 Will Train Personal Training  
 Wendi & Dave Willock  
 Z'Tejas Grill

# 2001-2009 Circle of Hope

## Diamond

Bonnie & Tom Royden  
Denny Sanford  
Carolyn & Peter Slocum  
Sonora Quest Laboratories  
US Airways  
Hollis & Chris Volk  
Elyse & Ken Waters

Heather & Michael Greenbaum  
Sandy & Mike Hecomovich  
Fran & Chuck Jacoby  
Ken & Randy Kendrick  
Leadership Children's Foundation  
Londen Companies  
Lois & Steve Mihaylo  
Pederson Group, Inc.

Herb Baum  
Laura & Scott Eller  
Stevie & Karl Eller  
Jane & Andrew Evans  
Jean & Curt Jean Feuer  
Donna & Mort Fleischer  
Laurie & Bud Florkiewicz

## Emerald

Marie & Richard Stewart  
Patty & Danny Troutt  
Hollis & Chris Volk  
Sharon & Michael White  
Patty & Dan White  
Jackie Dodds

Inter-Tel, Incorporated  
Mrs. William Leslie, Jr.  
Steffani & Don Meyers  
Gwen & Doug Parker  
Blue Cross Blue Shield of Arizona  
Jan & Gerie Clayton  
Spirit Finance Corporation

Tammy Crawford  
Tom Crawford Leadership  
Children's Foundation  
Valerie & Matt Crow  
Jane & Jim Del Re  
Discover Financial Services  
GE Commercial Franchise Finance

## Ruby

Bill Nassikas  
Charlene & Jim Nederlander  
Penny & Tony Nissley  
Debra & William Pabst, III  
Roberta & Jim Pederson  
R. B. White, Inc.  
Royden Construction Company  
Janis & Jay Scaramucci  
Squire Sanders & Dempsey LLP  
St. Joseph's Hospital  
and Medical Center  
Sally & Greg Tryhus  
Vestar Development Co.  
Connie & Craig Weatherup  
Gail & Chuck Welliver

Ursula & Stephan Gebert  
Stacy & Chip Gerber  
Gila River Indian Community  
Judene & Jerry Grage  
Health Net of Arizona  
Karen & Bob Hobbs  
KPMG LLP  
Kutak Rock, LLP  
Melissa & Frank Leonesio  
Sharron & Delbert R. Lewis  
Lewis and Roca LLP  
Cheryl & Tom Londen  
Judy & Don Lough  
Medline Industries, Inc.  
Mel Clayton Ford  
James Mills  
Francis Najafi

Arby's, Inc.  
Arizona Public Service Company  
Arizona Republic  
Bank of America  
Banner Health  
Laura & James R. Barrons  
Debbie & Brent Berge  
Rodger Call  
Larry Casey & Roxanne Maxwell  
Vivian & Mel Clayton  
Wendy & Tom Cramer  
Cindy & Russ Demers  
Vicki Dillon  
Bijen & Christopher Dyrek  
Carol & Dave Eaton  
Trisha & Jeff Fleischer  
Gail Flinn

# 2001-2009 Circle of Hope Continued

## Sapphire

Aetna  
AG Edwards  
American Express  
Arizona Cardinals  
Bank One  
Vicky & Tony Benante  
Joan & Rich Brock  
Diane & Rusty Brown  
Betsy & Ken Burdick  
Coca-Cola Enterprises  
Annette & Jim Combs  
Compass Bank  
Credit Suisse First Boston  
Janet & Clive Cussler  
Diversified Partners, LLC  
Lee Ducat  
Margi & Phil Edlund  
Jane & Geoffrey Edmunds

Ardie & Steve Evans  
Debra & Glenn Farnar  
Graham Packaging Company  
Dagmar & Mark Greenburg  
Paul Ingraham  
Integrated Capital Associates  
Jennings Strouss & Salmon, P.L.C.  
Mary & Gary Keltner  
Shelley & Richard Kuhle  
Paula & Donald Leo  
Catherine & George Long  
Carole & Robert Machiz  
Ina & Murray Manaster  
Robin & Jeff Manelis  
Angela & Mike Markham  
Debbie & Steve Moak  
National Bank of Arizona  
Priscilla & Michael Nicholas

P. F. Changs China Bistro  
PacifiCare Health Systems  
Gary & Lorna Pederson  
Libby & Scott Petersen  
PNM Resources, Inc.  
Sandy & Seymour Rife  
Ryley Carlock & Applewhite, PA  
Silgan Plastics  
Skadden Arps, Slate, Meagher & Flom  
The Aspen Group  
The Boeing Company  
United Blood Services  
United Healthcare  
VIAD Corporation  
Wachovia Capital Markets, LLC  
Carroll & Craig Willett

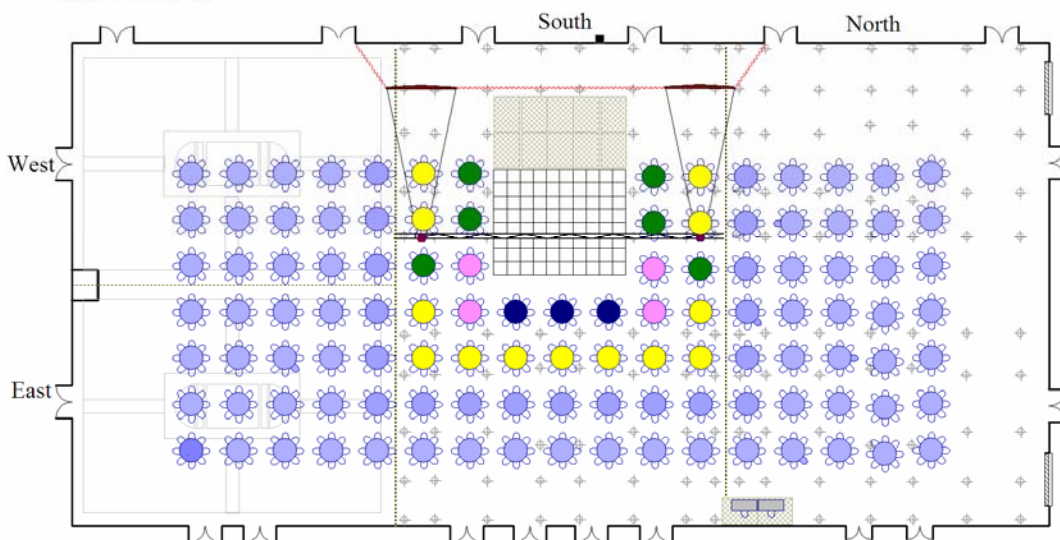
## Topaz

Adelson Fijan Properties  
Richard Ader  
Adolfson & Peterson Construction  
Leslie Alexander  
Arizona Diamondbacks  
Banner Children's Hospital  
Heather & Michael Bell  
Nancy & Craig Berge  
Best Western International Inc.  
Alison & Bryant Bigbee  
Lynne & Mike Boyd  
Lauire & Drew Brown  
Catholic Healthcare West  
Geri Cavanagh  
Cole Real Estate Investments  
Chanen Construction Company  
Karis & Mitch Chronister  
Tracy & Ed Church  
Camille & Kelvin Crezee  
The Dial Corporation  
Ernst & Young  
eTelecare Global Solutions  
Fennemore Craig, P.C.  
Firmenich, Inc.  
Nita & Phil Francis  
Natalie & Ed Gaylord, II  
GE Capital Solutions, Franchise Finance  
Georgia-Pacific Corporation  
Marysia & Matt Gerson  
Lisa & Jeff Geysler

GoDaddy.com®  
Gold Canyon  
Greenberg Traurig, LLP  
Dr. Anthony Hedley  
Lisanne & Don Hendricks  
Elyssa & Michael Hillman  
Honeywell, Inc.  
Natalie & Tim Hyland  
International Flavors & Fragrances  
Sally & Hale Irwin  
John Johnson  
Janice Jones  
Carole & Richard Kraemer  
Kraus-Anderson Insurance  
Julie & Herbert Louis  
Markham Contracting Co., Inc.  
Michele & Joe McCabe  
MidFirst Bank  
Mike Minnaugh, III  
Lisa & Alfredo Molina  
Janice Montana  
Neuer Family Charitable Trust  
Joanne & Paul Oreffice  
Bob Parsons  
Pat & Earl Petznick  
Linda and Bill Pope  
Precise Technology, Inc.  
PricewaterhouseCoopers LLP  
David Rau  
Riviera Opticare, Inc.

Salt River Project  
Scottsdale Healthcare  
Nancy & Einar Seadler  
Simpson Norton Corporation  
Meg & John Smeck  
Smyth Companies  
Till & Todd Somers  
Starwood Hotels & Resorts World-wide  
Gus Tabares & Shane Powell  
Bruce Thoeny  
Corrine & Bob Tomlinson  
Tosco Marketing/Viad  
Toyota Motor Sales, USA, Inc.  
US Realty Advisors  
Vitamist Spray Vitamins  
Kellie & Harold Walker  
John Weeks  
Diane & Bernie Welle  
Sybil & Shelby Yastrow  
Wells Fargo

## Grand Saguaro Ballroom



- \$50,000 ■
- \$25,000 ■
- \$15,000 ■
- \$10,000 ■
- \$ 5,000 ■

This drawing represents approximate table placements for The Promise Ball 2010. Tables will be reserved in the ballroom according to committed sponsorship levels.

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## The Promise Ball 2010 Table Sponsorship

### \$50,000 Boardwalk Table

VIP seating for two tables of 12  
 A double page ad in the event program  
 Pre-Ball VIP Reception  
 Champagne Toast  
 Recognition and link on JDRF website

### \$25,000 Park Place Table

Prime seating for one table of 12  
 A double page ad in the event program  
 Pre-Ball VIP Reception  
 Champagne Toast  
 Recognition and link on the JDRF website

### \$15,000 Pennsylvania Avenue Table

Prime seating for one table of 12  
 A full page ad in the event program  
 Recognition and link on the JDRF website

### \$10,000 North Carolina Avenue Table

Preferred seating for one table of 10  
 A full page ad in the event program  
 Recognition on the JDRF website

### \$5,000 Pacific Avenue Table

Seating for one table of 10  
 A half page ad in the event program  
 Recognition on the JDRF website

Company/Organization: \_\_\_\_\_

Approved by: \_\_\_\_\_

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

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

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

We are interested in buying a table (please mark a choice below).

- \$50,000 Boardwalk Table
- \$25,000 Park Place Table
- \$15,000 Pennsylvania Avenue Table
- \$10,000 North Carolina Avenue Table
- \$ 5,000 Pacific Avenue Table

We are interested in underwriting (please mark a choice below).

- \$50,000 Headline Entertainment
- \$25,000 Hosted Cocktail Reception or Printing Sponsor
- \$20,000 Hosted Dinner Wines or Decorations
- \$10,000 Champagne Toast
- \$ 5,000 Banking & Registration

We are interested in making a Fund A Cure donation where 100% of the donation goes to diabetes research. Please indicate an amount \$ \_\_\_\_\_

Please e-mail an invoice? Yes \_\_\_ No \_\_\_

Please contact me to discuss additional opportunities? Yes \_\_\_ No \_\_\_

PLEASE FAX OR MAIL THIS FORM TO:  
**JULIA WILLIAMSON**  
 4343 E. CAMELBACK ROAD, SUITE 230, PHOENIX, AZ 85018  
 (P) 602-224-1819 (F) 602.224.1801