

# 2014 STEP OUT: WALK TO STOP DIABETES

## NOVO NORDISK SPONSORSHIP ACTIVATION MANUAL

Revised as of August 20, 2014

Step Out: Princeton, NJ  
Oct 20, 2013



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## NOVO NORDISK SPONSORSHIP OVERVIEW

Novo Nordisk is designated as the National Premier Sponsor of the American Diabetes Association's Step Out: Walk to Stop Diabetes program. Separately, Novo Nordisk is designated as a Sponsor of the Red Strider program.

Each of these sponsorships entitles Novo Nordisk to participate in and receive recognition for mutually agreed upon deliverables and activation.

Specific information on the two Novo Nordisk sponsorship categories:

### National Premier Sponsor, Step Out: Walk to Stop Diabetes

- Novo Nordisk will receive recognition on on-site, public relations, and promotional materials including:
  - Signage/verbal recognition
    - Verbal recognition by Association staff and/or representative recognizing Novo Nordisk's commitment at Step Out
    - Opportunity to provide additional signage (at Novo Nordisk's expense)
  - Promotional Opportunities
    - Opportunity to utilize Association diabetes content for promotion of ADA Step Out program to employees and the public
    - Opportunity to utilize ADA Step Out marketing materials for external/internal broadcast or promotions
- ADA will provide assistance in the creation and management of a Novo Nordisk national Step Out team, as well as provide the tools, resources and consultative support necessary to ensure success
- TRACS, Inc., contracted by Novo Nordisk, will provide on-site sponsorship activation at 11 ADA Step Out Walks in 2014 (see page five)

### Sponsor, Red Strider Program

- Novo Nordisk will be the exclusive sponsor of the Red Strider Clubhouse in 10-15 mutually agreed upon markets
  - The Clubhouse consists of a 10' x 10' tent where all Red Striders gather before and after the event to connect with other people with diabetes
  - Novo Nordisk may provide signage in this space
  - Novo Nordisk may use this space to distribute educational information and interface with attendees
  - Novo Nordisk may provide educational literature for distribution at the event



## NOVO NORDISK SPONSORSHIP ACTIVATION OVERVIEW

In the spirit of partnership, Novo Nordisk and the American Diabetes Association have developed a co-branded sponsorship activation program designed to elevate the Step Out Walk participant experience while visually enhancing Novo Nordisk's brand presence at select events.

Novo Nordisk will fund and implement the sponsorship activation program at 11 Step Out events in 2014 (see page five). TRACS, Inc., a sports marketing and event management agency, has been contracted by Novo Nordisk to implement the program on-site at events.

Sponsorship activation will include:

- Co-branded start/finish inflatable arch
- Co-branded photo booth with 5x7 printed photos distributed to participants on-site

## BRANDED PHOTO EXAMPLE



## 2014 SPONSORSHIP ACTIVATION TIMELINE

EVENT LOCATION	EVENT DATE	PLANNING CALL BETWEEN TRACS & LOCAL ADA EVENT MANAGEMENT	ARTWORK DUE TO TRACS
ADA Step Out: Chicago	Sunday, September 21	Friday, August 15	Friday, August 22
ADA Step Out: Miami	Saturday, September 27	Friday, August 15	Friday, August 29
ADA Step Out: Phoenix	Saturday, October 11	Friday, August 22	Friday, September 12
ADA Step Out: NYC	Saturday, October 11	Friday, August 22	Friday, September 12
ADA Step Out: Washington, DC	Saturday, October 18	Friday, September 5	Friday, September 19
ADA Step Out: Boston	Saturday, October 18	Friday, September 5	Friday, September 19
ADA Step Out: Princeton	Sunday, October 19	Friday, September 5	Friday, September 19
ADA Step Out: Philadelphia	Saturday, November 1	Friday, September 19	Friday, October 3
ADA Step Out: Atlanta	Saturday, November 8	Friday, September 26	Friday, October 10
ADA Step Out: LA	Saturday, November 15	Friday, October 3	Friday, October 17
ADA Step Out: Houston	Saturday, November 22	Friday, October 10	Friday, October 24

Please submit all logos/artwork to [ftreseler@tracs.net](mailto:ftreseler@tracs.net).

All files should be in .eps or .ai format.

### FINISH ARCH WITH SPONSOR LOGO PHOENIX, AZ - OCT. 12, 2013



Sponsor Example (Albertsons)

### FINISH ARCH WITH SPONSOR LOGO PRINCETON, NJ - OCT. 20, 2013



Sponsor Example (Walgreens)



## 2013 START/FINISH IMAGES



Step Out: Miami, FL  
Sept. 21, 2013



Step Out: Houston, TX  
Nov. 23, 2013



2013 PHOTO BOOTH IMAGES



Step Out: Philadelphia, PA  
Oct. 5, 2013



Step Out: Phoenix, AZ  
Oct. 12, 2013

BRANDED ELEMENTS - START/FINISH KIT





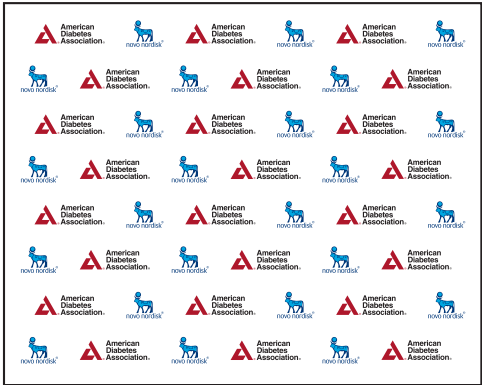
BRANDED ELEMENTS - PHOTO BOOTH



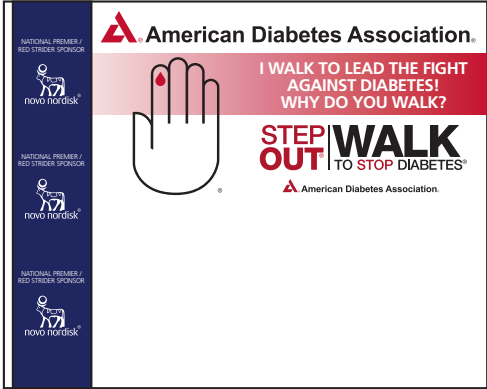
Table Cover - 8'



Pop-up Tent - 10'x10'



Repeater Banner option 1 - 8'x10'



Repeater Banner option 2 - 8'x10'



BRANDED ELEMENTS - PHOTO BRANDING



## TRACS/LOCAL ADA EVENT MANAGEMENT LOGISTICS CHECKLIST

Items to be shared with TRACS on or before the scheduled planning call (see page five)

### Course & Venue

- Provide all course maps and venue diagrams
- Indicate the specific location of:
  - o Start & Finish line
  - o Novo Nordisk photo booth
  - o Novo Nordisk employee representative tent
  - o Novo Nordisk Red Strider Clubhouse
  - o ADA/Novo Nordisk repeater banners
- Specify type of power to be used by local ADA event management (generator, hard line, etc.)

### Set-up & Breakdown

- Communicate set-up date and timeline including the following information:
  - o Set-up deadline
  - o Onsite arrival time of local ADA event management
  - o Availability of local ADA event management to meet with TRACS staff the day before the event (if set-up will occur day of event)
- Communicate event breakdown timeline

### Vehicles & Parking

- Provide notification of any parking restrictions to the staging area
- Provide parking logistics for TRACS staff during set-up and breakdown and during the event (i.e., parking locations, parking passes, etc.)

### Event Information

- Provide contact information for all local ADA event management
- Communicate expected number of participants

### Weather/Emergency Plans

- Share inclement weather plan
- Provide ADA onsite emergency contact information
- Communicate emergency/crisis-communication protocol

### Branded Elements

- Provide logos and sponsor priority if local sponsors will be featured on the start/finish inflatable arch as specified on page five of the Novo Nordisk Sponsorship Activation Manual
- Provide preferred barricade suppliers (which will be used to hang co-branded mesh fencing)



## FREQUENTLY ASKED QUESTIONS

### Pre-Event

#### **How will the local sponsors be incorporated into the start/finish inflatable arch?**

There is space allocated on the arch to incorporate local sponsor branding. In order to do so, TRACS will need the following:

1. Vector files (.eps or .ai format) for each of the local sponsor logos to be incorporated on the start/finish inflatable arch
2. Desired positioning for each local sponsor logo

Enclosed is a timeline outlining artwork submission deadlines and instructions (see page five). To ensure that local sponsor logos are included on the start/finish inflatable arch banners, please submit all artwork by the deadline indicated.

#### **Will I be able to see a mockup of the start/finish inflatable arch before it is released for production?**

Yes. As long as TRACS receives the local sponsor artwork by the deadline, a mockup of the arch structure will be provided. Typically, this would occur 3-4 weeks before the event.

#### **Will TRACS contact the local Novo Nordisk employee representatives?**

Yes. TRACS will share the specifics of the activation program in each city with the local Novo Nordisk employee representatives. TRACS will encourage clear and concise communication between the local employee representatives, local ADA event management, and TRACS.

### Event Day

#### **How many people from the TRACS team will be on-site?**

Typically, 3-4 members of the TRACS team will be on-site.

#### **Who will set-up and dismantle the start/finish inflatable arch?**

TRACS staff will be completely responsible for the set-up and dismantling of the start/finish inflatable arch. TRACS typically likes to meet on-site the day before the event with local ADA event management to review exact placement of the structure. We request that we receive a venue diagram in advance.

#### **How much additional work will there be for my staff?**

Other than providing artwork, classification of local sponsors, and necessary approvals, there should be little to no additional work. In fact, depending on your prior arrangements, the services and materials provided by TRACS may create cost-savings in the local event budget.

## FREQUENTLY ASKED QUESTIONS

### Will TRACS need electricity?

Yes. However, TRACS will provide its own power supply unless prior arrangements have been made with local ADA event management.

### Photo Booth

#### How much space will be needed for the photo booth?

A 10'x20' footprint is ideal. Please see the enclosed images on page seven of the photo booth set-up at select Step Out Walks in 2013. There will be minor changes in the 2014 edition, mostly related to the new co-branded materials that will be produced.

#### What do we need to provide TRACS for the photo booth set-up?

TRACS will need space for the photo booth and all details related to set-up and breakdown of the event site. TRACS will provide all equipment and material required for the activation, unless prior arrangements have been made with local ADA event management.

#### Will we be able to access the photos after the event?

Yes. TRACS will provide local ADA event management with electronic copies of all photos taken at the event. Event managers can expect to receive the photos 2-3 business days after the event date.