

Diabetes is Hard.  
Getting Help Shouldn't Be.



# 2025 Sponsorship Offering



[DiabetesFoundationInc.org](https://DiabetesFoundationInc.org)

## THE EPIDEMIC BEHIND THE PANDEMIC

# NJ Diabetes Urgency Key Facts

**30.7%**

**NJ ADULT  
OBESITY RATE**

Salem (08079): **46.90%**

Atlantic City (08401): **47.90%**

Trenton (08618): **48.50%**

**10.20%**

**NJ ADULT  
DIABETES RATE**

Paterson (07505): **20.50%**

Camden City (08102): **23.10%**

Atlantic City (08401): **26.40%**

### **NJ DISPROPORTIONATE IMPACT BY DEMOGRAPHICS**

Non-Hispanic Black Adults: **12.1%**

Hispanic Adults: **11.7%**

Non-Hispanic Asian Adults: **9.1%**

Non-Hispanic White Adults: **6.3%**

**By 2060, the number of youths with diabetes is projected to increase by 3% for Type 1 diabetes and 69% for Type 2.**

**IN NJ  
2.4M ADULTS  
HAVE PREDIABETES,  
80% DON'T  
KNOW IT.**

**OVER  
700,000  
ADULTS IN NJ,  
OR 1-IN-10,  
HAVE DIABETES.**

**11  
LOCATIONS  
NEED CRITICAL  
SUPPORT.**

# Creating A Healthier NJ



## OUR MISSION

To improve the health and wellness of individuals living with or at risk of diabetes through equitable, accessible, compassionate, high-quality care.

## OUR COMMITMENT

We ensure that those with diabetes or at risk have the necessary support to lead healthier lifestyles and prevent complications.

### ACCESS FOR ALL

## HOW WE MAKE A DIFFERENCE

- Statewide Diabetes Awareness, Prevention, and Management Support
- **Support for All Types of Diabetes & At-Risk Individuals**
- Systemic Interventions in High-Risk Communities
- Focus Areas: **Awareness | Prevention | Detection | Management**
- **No Insurance Needed** – We remove barriers to care
- **Completely Free Services** – No financial burden on participants
- **No Wait Times** – Immediate access to support
- Accredited and Trusted Education Providers
- **Only Known Diabetes Navigation Program** – Unique and effective

# Our Impact

## EDUCATION

- **454** English & Spanish-speaking participants attended **42,720** minutes of classes.
- **26,580** minutes of healthy eating education with a Certified Diabetes Educator.



## RESOURCE NAVIGATION

- **3,126** participants served.



## ONGOING COMMUNITY HEALTH INITIATIVES

- A1C Screenings.
- School Nurse Education.
- Diabetes Prevention and Self-Management Bootcamps: Screening and Education Bootcamps.
- Food Pantry Interventions.
- On-Site Adult Education in Spanish.
- Senior Events.
- Community Health Fairs.
- T1D Advocacy Efforts.



## FINANCIAL ASSISTANCE

- **540,000** units of insulin provided.
- **23,300** pen needles.
- **32,100** test strips.



## COMMUNICATION OUTREACH

- **31,000** Email Subscribers - **21%** Avg. Open Rate.
- Website visited by over **100,000** end users in 2024.
- **7,000** visits per month across social media channels.





# 2025 Sponsorship Opportunities

Opportunities to put your brand front and center of those groups of people you care about most.

**POTENTIAL FOR 1 MILLION  
VIEWS PER YEAR**

## **DIAMOND SPONSOR: \$50,000**

*Four Sponsorships Available*

- **All previous sponsorship benefits below plus:**
  - Recognition as a Diamond Sponsor on all 35th Anniversary event materials as well as our 2025 advocacy campaign dedicated to engaging individuals, influencers and government officials in advocating for access to care. Includes press releases, media outreach, and social media. (Effort being supported with dedicated digital campaigns (social and Google paid ads) to drive traffic to the web page.)
  - Logo featured as sponsor of (one) DF patient education workshop series provided by a Certified Diabetes Educator for one year. Includes invitations, naming by host, PowerPoint and social media marketing.
  - Recognized/named as the lead sponsor for a community event of your choice.
  - E-newsletter banner 4x per year (1x per quarter) to database of participants and healthcare referrers.
  - Mission-driven company video or article highlighting health, wellness, or diabetes care across all media platforms (content supplied by sponsor).

## **PLATINUM SPONSOR - \$25,000**

*Four Sponsorships Available*

- **All previous sponsorship benefits below plus:**
  - Recognition as a Platinum Sponsor on all DF community awareness and education events including A1C community screenings and diabetes education, and Diabetes Bootcamps.
  - Tabling opportunity available at all Diabetes Bootcamps.
  - Product or giveaway distribution opportunities across all events.

## **GOLD SPONSOR - \$15,000**

*Three Sponsorships Available*

- **All previous sponsorship benefits below plus:**
  - Recognition as a Gold Sponsor of a DF education series for one year. Choices include Diabetes Self-Management Education and Support (DSMES), Meal Planning, Nutrition Basics, and Social Support Groups. All education provided by a Certified Diabetes Educator. Includes e-invitations, PowerPoint, and social media marketing.
  - Naming sponsor for DF's November awareness month campaign encouraging individuals to take the prediabetes risk test.

# 2025 Sponsorship Opportunities Continued

**POTENTIAL FOR 1 MILLION  
VIEWS PER YEAR**

## **SILVER SPONSOR - \$7,500**

*Three Sponsorships Available*

- **All previous sponsorship benefits below plus:**
  - Logo featured as Silver Sponsor of DF's Diabetes Awareness Month Education Events in November. Includes e-invitations, shout out by the event host, PowerPoint, and social media marketing.
  - Company logo on DF's weekly participant emails for six months.
  - FREE company wide, virtual employee diabetes prevention or healthy eating education session taught by a Certified Diabetes Educator. (A \$10,000 value.)

## **BRONZE SPONSOR - \$5,000**

*Multiple Sponsorships Available*

- **All previous sponsorship benefits below plus:**
  - Logo featured as Bronze Sponsor on weekly participant program marketing emails for one quarter.
  - Continuous invitations for employees to participate in volunteer opportunities throughout the state.
  - Logo in DF's annual impact report.

## **SUPPORTER - \$1,000**

*Multiple Sponsorships Available*

- Thank you across all social media platforms.
- Logo placement and recognition on DF's sponsor page on website.



# Additional Strategic Sponsorships Starting at \$10,000\*

Your support will empower our participants  
to achieve better health outcomes.

## T1D MANAGEMENT PROGRAM

Our Type 1 Diabetes (T1D) program provides children and adults living with diabetes the essential tools for care, including medication, supplies, education, transportation, camperships, social support groups, navigation to resources, and provider education.



## T2D MANAGEMENT PROGRAM

Our Type 2 Diabetes (T2D) program offers children and adults similar support, including medication, supplies, education, transportation, social support groups, navigation to resources, and provider education—excluding camperships. Nearly 3 million people in the state are living with T2D or prediabetes.

## COMMUNITY FOOD PROJECT

Support our pantry program and help us deliver vital health education to guests. Our goal is to ensure that individuals can make informed choices about nutrition and diabetes care. Nearly 1 million New Jersey residents experience food insecurity.





# Contact

## **GININE CILENTI**

Executive Director

[GCilenti@DiabetesFoundationInc.org](mailto:GCilenti@DiabetesFoundationInc.org)

## **Diabetes Foundation**

45 Whitney Road

Mahwah, NJ 07430

[DiabetesFoundationInc.org](http://DiabetesFoundationInc.org)

Office (201) 444-0337 ext. 101



**Diabetes**  
Foundation