

32ND ANNUAL EVENING AT POPS

May 11, 2018

LEONARD BERNSTEIN CENTENNIAL TRIBUTE

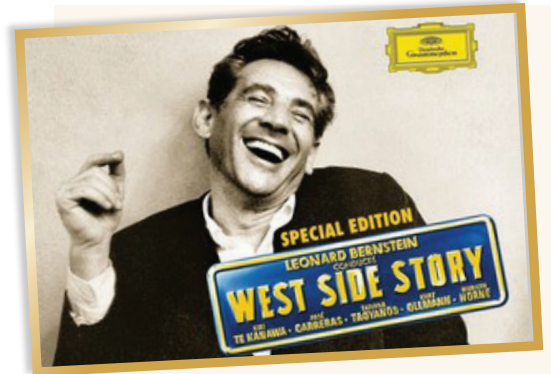
6:00PM VIP RECEPTION | 8:00PM CONCERT | SYMPHONY HALL, BOSTON

PRESENTING

THE FRANK AND JEAN RING MEMORIAL AWARD IN THE FIGHT AGAINST DIABETES
AMELIA "MIA" ALLEN AND HER BIG SISTER, OLIVIA GRACE ALLEN

Join us for a special evening with the Boston Pops and Keith Lockhart for a "Leonard Bernstein Centennial Tribute."

One of America's most famous maestros, Leonard Bernstein would have turned 100 in 2018. A Massachusetts born composer-conductor, Bernstein was the youngest director ever to lead the New York Philharmonic and the genius behind the score to "West Side Story." He spent four decades guest-conducting the Boston Symphony and this year, the Boston Pops will honor his legacy.



FRANK AND JEAN RING
MEMORIAL AWARD
IN THE FIGHT AGAINST DIABETES



This year Joslin will present the *Frank and Jean Ring Memorial Award in the Fight Against Diabetes* to Joslin pediatrics patient, Amelia "Mia" Allen and her big sister, Olivia Grace Allen.

We are inspired by Mia's love for musical theater and dance and how she has never let diabetes hold her back from performing in a single show – proudly wearing her pump and sensor with her costumes. Every step of the way, big sister Olivia has been there for Mia. Diabetes is a disease that affects the whole family and Olivia has been a constant support and cheerleader for Mia, even during the tough times. Managing diabetes is nothing new to the Lanka Allen family. As a Joslin patient, their mother has lived with diabetes for more than 35 years and was able to successfully manage her diabetes through her two pregnancies due to the incomparable care she received from the Joslin-Beth Israel Pregnancy Program. Olivia and Mia represent what it is to have "High Hopes" and we are proud to honor them at this year's Evening at Pops.



ABOUT POPS

This special evening is much like the first event created in 1985 by dedicated parents and patients of Joslin Diabetes Center. Today, as it did back then, it brings the Joslin community together to enjoy the rich tradition of the Boston Pops Orchestra while also supporting the High Hopes Fund of Joslin Diabetes Center.

The proceeds from this event support vital diabetes clinical care programs and ground-breaking research initiatives at Joslin Diabetes Center. The High Hopes Fund makes it possible for Joslin to ensure that the essential parts of our mission remain adequately funded while providing much needed hope for a world without diabetes and its complications to our patients and families.

www.joslin.org/pops

ABOUT JOSLIN

JOSLIN DIABETES CENTER IS
WORLD-RENOWNED FOR ITS DEEP
EXPERTISE IN DIABETES TREATMENT
AND RESEARCH. JOSLIN IS DEDICATED
TO FINDING A CURE FOR DIABETES
AND ENSURING THAT PEOPLE WITH
DIABETES LIVE LONG, HEALTHY LIVES.
WE DEVELOP AND DISSEMINATE
INNOVATIVE PATIENT THERAPIES AND
SCIENTIFIC DISCOVERIES THROUGHOUT
THE WORLD. JOSLIN IS AN INDEPENDENT,
NON-PROFIT INSTITUTION AFFILIATED
WITH HARVARD MEDICAL SCHOOL,
AND ONE OF ONLY 11 NIH-DESIGNATED
DIABETES RESEARCH CENTERS IN THE U.S.

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SPONSORSHIP OPPORTUNITIES

Symphony *\$25,000*

- Receives 50 priority floor seats at the concert
- V.I.P. Reception
- Full page, four-color inside back cover AD in the program book
- Acknowledgment during the reception
- Corporate logo on event signage

Grand Piano *\$10,000*

- Receives 20 priority floor seats at the concert
- V.I.P. Reception
- Full page, four-color AD in the program book
- Acknowledgment during reception
- Corporate logo on event signage

Cello *\$5,000*

- Receives 10 priority floor seats at the concert
- V.I.P. Reception
- Half-page, four-color AD in the program book
- Acknowledgment during the reception

Violin *\$2,500*

- Receives 5 floor seats at the concert
- V.I.P. Reception
- Half-page, black & white AD in the program book

Pops Family Pack *\$1,000*

- Receives 4 floor seats at the concert
- V.I.P. Reception
- Half-page, black & white AD in the program book

Flute *\$750*

- Receives 2 floor seats at the concert
- V.I.P. Reception
- Listing in the program book

Individual Floor Ticket *\$250*

(Includes V.I.P. Reception)

Individual Balcony Ticket *\$100*

(Pops Concert Only)

ADVERTISING OPPORTUNITIES

Full page, four-color AD	\$500
Full page, black & white AD	\$400
Half page, four-color AD	\$200
Half page, black & white AD	\$100



Full page AD
5" x 8"



Half page AD
5" x 3.78"

**All artwork must be received by
Friday, April 13, 2018.**

Please email high resolution PDFs
to caitlin.enright@joslin.harvard.edu.
Be sure to embed all photos, fonts,
logos, etc.

Questions?

Phone Caitlin Enright at 617-309-2531 or
email caitlin.enright@joslin.harvard.edu

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SPONSORSHIP / ADVERTISEMENT COMMITMENT FORM

Please print sponsor name exactly as you wish
to be listed on promotional materials:

Sponsor _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____

Email _____

Please charge payment to my:

American Express MasterCard Visa

Name on Card _____

Card Number _____

Exp. Date _____ / _____

Signature _____

Payment by check:

I have enclosed a check made payable to: Joslin Diabetes Center

Please return this form and payment to:

Joslin Diabetes Center
One Joslin Place, Suite 745
Boston, MA 02215

or fax to: 617-309-2692

For more information, please contact:

Caitlin Enright at 617.309.2531 or caitlin.enright@joslin.harvard.edu

SPONSORSHIP OPPORTUNITIES

<input type="radio"/> Symphony	\$25,000
<input type="radio"/> Grand Piano	\$10,000
<input type="radio"/> Cello	\$5,000
<input type="radio"/> Violin	\$2,500
<input type="radio"/> Pops Family Pack	\$1,000
<input type="radio"/> Flute	\$750
<input type="radio"/> Individual Floor Ticket	\$250
<input type="radio"/> Individual Balcony Ticket	\$100

ADVERTISING OPPORTUNITIES

<input type="radio"/> Full page, four-color AD	\$500
<input type="radio"/> Full page, black & white AD	\$400
<input type="radio"/> Half page, four-color AD	\$200
<input type="radio"/> Half page, black & white AD	\$100



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AUCTION & RAFFLE COMMITMENT FORM

Yes, I/we would like to donate an item to the Auction and Raffle!

Item description: _____

Item Value: _____

Receive the following AD opportunities or recognition with your donation:

Items valued at \$1,000+	Full page AD in the program book
Items valued at \$500-\$999	½ page AD in the program book
Items valued at \$250-\$499	¼ page AD in the program book
Items valued at \$100-\$249	Business card sized AD in the program book
Items valued below \$100	Listing in the program book

Contact Information:

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

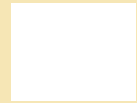
Phone _____

Email _____

ADVERTISEMENT SIZES



Full page AD
5" x 8"



Half page AD
5" x 3.78"



Quarter Page AD
2.5" x 3.78"



Business Card Size AD
3.5" x 2"

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Please email high resolution PDFs to caitlin.enright@joslin.harvard.edu. Be sure to embed all photos, fonts, logos, etc.

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