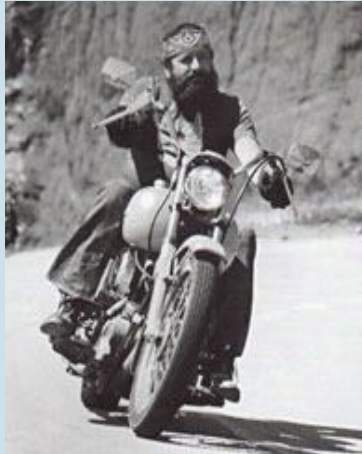


The Story of Rip Rose and his dream for B.A.D. Ride



Rip Rose, a biker and photojournalist for Easyrider, had a dream of the Biker Nation rallying to fight diabetes. Rip passed away in 2000 and his legacy lives on as Rip's B.A.D. Ride has grown. In 2005, inaugural rides were held in Arizona and Northern California. In 2006, there were three opportunities to be B.A.D. B.A.D. Ride IX in Southern California, Arizona B.A.D. Ride II and NorCal B.A.D. Ride II. 2008 brings the announcement that Central Iowa is one of only seven sites in the country to hold this exciting event!

AMBASSADOR

ARE YOU B.A.D. ENOUGH TO MAKE A DIFFERENCE?

Aidan



Aidan, 2 yrs, fighting Type 1 diabetes since 9 months

2008 PRESENTING SPONSOR



THANK YOU TO OUR CURRENT SPONSORS

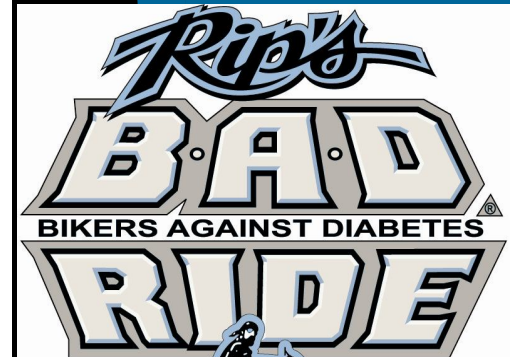


Are you B.A.D. enough to make a difference?

Saturday
Sept. 27th, 2008

Central Iowa Expo
Boone, IA
North of Intersection
Highway 30 and 17

Bike Show
Live Band &
Food Festival



an event of
American Diabetes Association®
Cure • Care • Commitment®

2008

Sign Up At
www.ripsbadride.com

Presenting Sponsor



**PRESENTING SPONSORSHIP
\$ 10,000**

- Host Official Start Site / Rally Point
- Arrive to festival last for grand entrance
- Company logo on printed materials & website
- Listed as Presenting Sponsor on Welcome Rider Kits, posters and B.A.D. Ride banner at all events
- Media Exposure—mentioned in all PSA's
- 50 VIP Passes on event day & VIP Party
- Listed as Presenting Sponsor on stage banner
- Prominent logo placement on T-shirts
- Opportunity to promote in gift-bags
- Two Vendor Booths
- CEO may address crowd at kick-off and wrap party

**FUTURE BIKER/AIDAN'S
SPONSORSHIP \$ 5,000**

- Host a Start Site / Rally Point
- Lead your top fundraisers to festival
- Company logo on printed materials & website
- Listed as Supporting Sponsor on Welcome Rider Kits, posters and B.A.D. Ride banner at all events
- Media Exposure—mentioned in some PSA's
- 25 VIP Passes on event day & VIP Party
- Listed as Future Sponsor on stage banner
- Premier logo placement on T-shirts
- Opportunity to promote in gift-bags
- Vendor Booths

**BILLET SPONSORSHIP
\$ 3,000**

- Host a Start Site / Rally Point
- Lead your top fundraisers to festival
- Logo on printed materials & website
- Logo on banner and Vendor Booth
- 15 VIP Passes on event day and VIP Party
- Significant logo placement on T-shirts

**CHROME SPONSORSHIP
\$ 1,500**

- Host a Start Site / Rally Point
- Lead your top fundraisers to festival
- Logo on printed materials & website
- 10 x 10 Vendor Booth
- 8 VIP Passes on event day and VIP Party
- Logo on T-shirts

CUSTOM SPONSORSHIP \$ 500

- Logo recognition on select materials
- 10 x 10 Vendor Booth
- 4 VIP Passes on event day and VIP Party

BOOTH SPONSORSHIP \$ 100

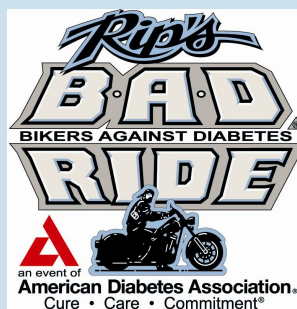
- 10 x 10 Vendor Booth
- 2 VIP Passes on event day

BIKER CHALLENGE

- \$25 minimum donation per rider day of event
- \$20 minimum donation per rider pre registered
- Bikers are challenged to raise \$100 each

**REALLY B.A.D. PACK
LEADERS**

- Cumulative prizes awarded the more you raise
- Riders who raise \$500 and Up requested to ride at the front of the pack leading into festival site



RIP'S B.A.D. RIDE RESPONSE FORM

Yes sign us up to be really B.A.D.

- | | |
|---|----------|
| <input type="checkbox"/> Presenting Sponsor | \$10,000 |
| <input type="checkbox"/> Future Sponsor | \$5,000 |
| <input type="checkbox"/> Billet Sponsor | \$3,000 |
| <input type="checkbox"/> Chrome Sponsor | \$1,500 |
| <input type="checkbox"/> Custom Sponsor | \$500 |
| <input type="checkbox"/> Booth Sponsor | \$100 |

We Would like to be a non cash sponsor:

- Auction item sponsor with a donation of: _____
- In Kind / Prize Sponsor with a donation of: _____

Name

Company

Address / City / Zip

Phone Cell

Email

- I would like to participate in the ride ___ # of riders**

Method of Payment

- Check
- Bill Me
- Visa
- MasterCard
- American Express

Credit Card # Exp. date

Authorized Signature

**Fax form to: Karen Shattuck
FAX #: (515) 251-5831**

**Rip's B.A.D. Ride
Central Iowa
2600 72nd Street, Suite 0
Des Moines, IA 50322**

**For Information or to register call
1-888-DIABETES, Ext. 6865
E-mail: kshattuck@diabetes.org
www.ripsbadride.com**