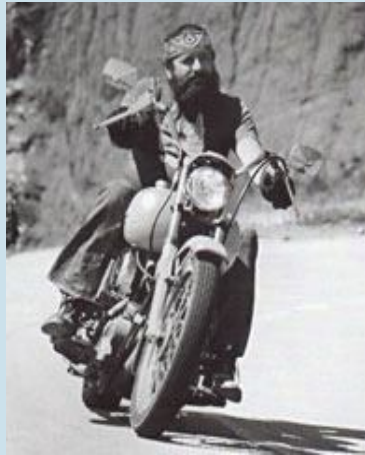


Iowa Rip's B.A.D. Ride II



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 2008, Iowa was selected to be one of seven sites for the B.A.D. Ride. Our first year, over 200 riders raised over \$50,000, this was enough to beat Missouri in their second year. But it won't be enough for 2009! Once again, Iowa riders will come together for the Iowa Rip's B.A.D. Ride II in Boone, IA. The 2009 Iowa vs Missouri challenge is on - join us, we need **your** help!

YOUTH
AMBASSADOR

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

Aidan



Aidan, 3 yrs, Fighting Type 1 diabetes since 9 months

2009 PRESENTING SPONSOR



THANK YOU TO OUR SPONSORS

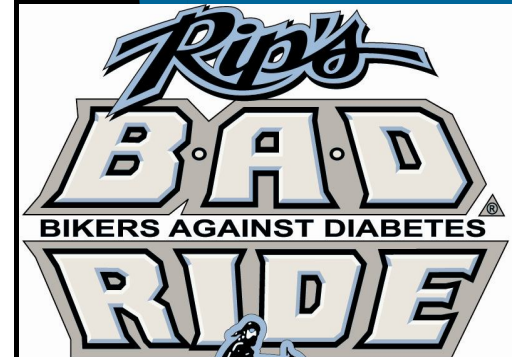


Are you **B.A.D.**
enough to make a
difference?

**Saturday
Aug. 15th, 2009**

The Gigglin Goat
628 Story St
Parking Ramp
Boone, IA

**Bike Show
Live Band &
Food Festival**



an event of

American Diabetes Association®
Cure • Care • Commitment®

2009

Sign Up At
www.ripsbadride.com
diabetes.org/badride

Presenting Sponsor



Brett Wagner
AKA "The Big Schwag"

Former host of "Monster Garage" and current host of "Pass Time" on the Speed Channel



Schwag will be joining us on the ride & as MC of 2009 Iowa B.A.D. Ride II

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

- Host a Start Site / Rally Point
- Lead your top fundraisers to festival
- Company name 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 12 VIP Party
- Listed as Future Sponsor on stage banner
- Premier Co. name placement on T-shirts sleeve
- Opportunity to promote in gift-bags
- Vendor Booths

BILLET SPONSORSHIP \$3,000

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

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
- Company name on T-shirts sleeve

T-Shirt SPONSORSHIP \$500

- Logo recognition on select materials
- 10 x 10 Vendor Booth
- 4 VIP Passes on event day and VIP Party
- Company name on T-shirts sleeve

BOOTH SPONSORSHIP \$100

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

BIKER CHALLENGE

- \$30 minimum donation per rider day of event
- \$25 minimum donation per rider if pre-registered
- \$20 minimum donation per passenger
- Bikers are challenged to raise \$100 each, earn prizes

REALLY B.A.D. PACK LEADERS

- **B.A.D. Ride**, Lapel Pin, Lunch and Festival admission
 - **Cumulative** prizes awarded the more you raise
 - \$60 **B.A.D. Ride** Bandana
 - \$75 **B.A.D. Ride** T-Shirt
 - \$125 **B.A.D. Ride** Baseball Cap or Women's Tank
 - \$250 **B.A.D. Ride** Hoodie Shirt
 - \$500 **B.A.D. Ride** Denim Jacket + **VIP Party**
- Held on August 14 for Sponsors, Committee members, and really **B.A.D.** Riders who raise \$500 or more. Dinner, entertainment, silent and exciting live auctions, and **FUN!**
- \$1000 **B.A.D. Ride** Premium Leather Clothing

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

**** Donations are Tax deductible! ****

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

<input type="checkbox"/> Future Sponsor	\$5,000
<input type="checkbox"/> Billet Sponsor	\$3,000
<input type="checkbox"/> Chrome Sponsor	\$1,500
<input type="checkbox"/> T-Shirt Sponsor	\$500
<input type="checkbox"/> Booth Sponsor	\$100
<input type="checkbox"/> Donation Only	\$ _____

We Would like to be a non cash sponsor:

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

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

Iowa Rip's B.A.D. Ride II
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
diabetes.org/badride