



Dexcom presents  
*The Carousel of Hope*



*The film, television, music, and business industries come together for one evening to support diabetes care and research:*

# *The Carousel of Hope*

Join us

**Saturday, October 5, 2024**

*as we fight to bring a cure to the 37.5 million Americans and 537 million people living with diabetes by supporting the Barbara Davis Center for Diabetes and the Children's Diabetes Foundation.*

*More than \$115 million has been raised since 1978 for the Barbara Davis Center for Diabetes, located in Aurora, Colorado, where thousands of children and adults from all over the world are treated and receive the finest care available.*

*With all of us working together, we will reach the brass ring – a cure.*

## *Informational Packet*



# MARVIN & BARBARA DAVIS

## TOGETHER WE WILL FIND A CURE

*When Barbara and Marvin's daughter Dana was diagnosed with type 1 diabetes (T1D) at the age of seven, Marvin's initial reaction to the diagnosis was for him and Barbara to "fix it." Like any caring parent, when your child is sick, you will do anything you can to take care of them.*

*With no cure and the best available care at the time located at the Joslin Center in Boston, they began to travel from Denver to the east coast regularly in order for Dana to get the care she needed.*

*They soon realized that not everyone had the ability to seek out diabetes care, particularly if doing so involved traveling across the country. They began to envision a facility with innovative research and state-of-the-art care for all, no matter their financial means. Thus, the Barbara Davis Center for Diabetes (BDC) was born.*

*"Barbara had great conceptual ideas of how to make the Barbara Davis Center the number one clinic in the world," said Marvin. "There are research teams at the BDC from all over the world making fantastic strides in the cure for diabetes."*

*Not only does the Barbara Davis Center conduct research and provide the best care to patients, but Barbara and Marvin created a community dedicated to taking care of everyone within the family of the diagnosed. Type 1 diabetes is a family disease affecting mothers, fathers, brothers, sisters, grandparents, and friends. The Barbara Davis Center works tirelessly to educate and provide support to everyone impacted by diabetes through support groups and education.*

*"Barbara and I can take care of Dana, we can take the jet, we can fly her into Joslin, we can call the doctors out, we can give donations, and we can do everything for her, but how many people can do this? Not many. Like us, there were many people with no place to go in Denver, thus the Barbara Davis Center was born."*

**- Marvin Davis**

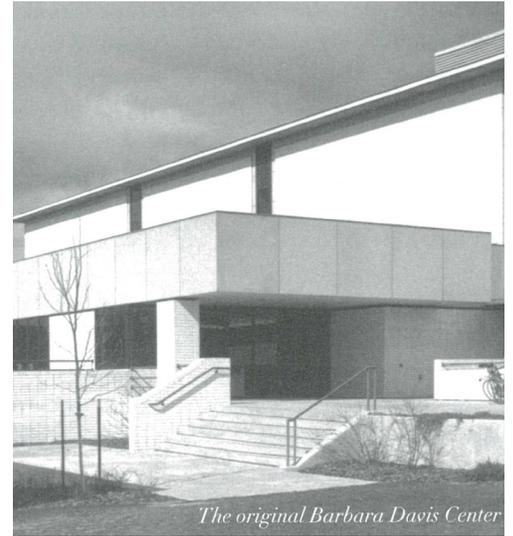


# WHAT YOUR DONATIONS HAVE FUNDED

*Because of your contributions over the last 40 years, below details the incredible progress we have made towards finding a cure and all the Barbara Davis Center for Diabetes has been able to accomplish for those with type 1 diabetes over the years.*

## WHERE WE STARTED - 1978

- *Back in 1978 diabetes affected more than 10 million Americans, one million of whom had juvenile diabetes.*
- *Diabetes was the third leading cause of death.*
- *Urine glucose and ketone testing was the only method to monitor diabetes control levels and it was far from accurate.*
- *A person with diabetes must avoid pure sugar foods and observe a low-fat diet.*
- *Young women with type 1 were discouraged to become pregnant due to poor health outcomes for mother and the baby.*
- *We had no idea how to predict who would develop type 1 diabetes.*
- *Complications such as loss of limbs, end-stage kidney disease, and blindness were thought to be inevitable.*

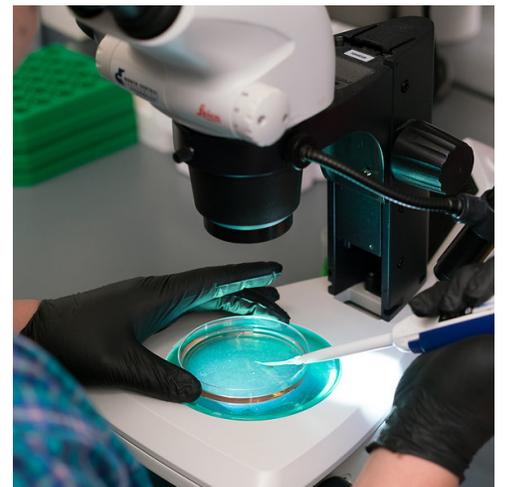


## WHERE WE ARE NOW - 2024

- *Type 1 diabetes patients use continuous glucose monitors (CGMs) that report glucose readings every one to five minute(s), which can be read on smartphones, smart watches, and shared with family members.*
- *CGM systems and insulin pumps communicate with each other to automatically give insulin with little user involvement.*
- *In 2023, diabetes affected more than 37 million Americans, 1.6 million of whom had type 1 diabetes.*
- *Diabetes dropped to number eight on the list of leading causes of death in the United States of America.*
- *There is no strong evidence that a low-carb diet is safe or beneficial for people with type 1 diabetes.*
- *Youth with type 1 diabetes are twice as likely to suffer from depression and up to four times as likely to experience disordered eating – this has not changed over the past 40 years.*
- *Everyday women with type 1 diabetes can have healthy pregnancies and create families of happy, healthy children.*
- *The FDA has approved of the first immunomodulatory drug for type 1 diabetes, Teplizumab (Tzield), to delay the onset of stage three type 1 diabetes in people with stage two (early stage with positive antibodies) type 1 diabetes.*
- *We can accurately predict who will develop type 1 diabetes. Those at the highest risk can receive monoclonal antibody (Tzield) to delay insulin need by three years, on average.*

## WHERE WE ARE HEADED

- *Within the next year, a continuous glucose monitor will be able to report both glucose and ketone levels continuously up to 15 days.*
- *We will better understand how to prevent the autoimmune attack on insulin-producing cells before it happens.*
- *We will better understand how to block and/or reverse an active autoimmune destruction of insulin.*
- *We will develop a better hybrid closed-loop system that may be a fully closed-loop system.*
- *We will replace destroyed beta cells with alternative sources of insulin-producing cells while protecting them from autoimmunity.*



# Our Purpose

*Imagine a disease that occupies your thoughts all day long without a break and requires hundreds of life-saving or life-threatening decisions a day.*

## THIS IS TYPE 1 DIABETES

*The Barbara Davis Center for Diabetes is a world-class facility providing care for adult and pediatric patients and families affected by type 1 diabetes. Additionally, the BDC supports substantial clinical and basic science research programs to prevent and ultimately cure this chronic life-threatening disease. The Children's Diabetes Foundation (CDF) raises funds to support their innovative research and outstanding patient care, as well as important education and support programs to help those living with type 1 diabetes. The Barbara Davis Center has worked in unification with the major diabetes organizations throughout the United States to focus on care, education, prevention, and the cure for diabetes.*



*The Children's Diabetes Foundation was established by Barbara and Marvin Davis in 1977 in Denver after their daughter Dana was diagnosed with type 1 diabetes at the age of seven. As a non-profit organization, the Children's Diabetes Foundation is dedicated solely to the support of research in diabetes and to providing the best possible clinical and educational programs for people with the disease. Dana was the inspiration for the Barbara Davis Center and has been at the forefront of the renowned Children's Diabetes Foundation as the Executive Director for the last nine years. Since its inception, CDF has raised over \$115 million to help sustain the important and life-saving care, research, and education programs.*

**45 STATES**

*are represented through patients at the Barbara Davis Center*

**\$20,000**

*is the average cost for the first year of a newly diagnosed patient*

**MORE THAN 90%**

*of Colorado children diagnosed with type 1 are served at the Barbara Davis Center*

**THE BARBARA DAVIS CENTER**

*has championed over 90 national research studies*





# *The History of The Carousel of Hope & The Carousel Ball*

## *Featured Performers*

Frank Sinatra ★ Sammy Davis, Jr. ★ Beyoncé ★ Sir Elton John ★ Sting ★ The Bee Gees  
Ricky Martin ★ Smokey Robinson ★ Andrea Bocelli ★ Celine Dion ★ Whitney Houston  
Stevie Wonder ★ Jennifer Lopez ★ Marc Anthony ★ Bette Midler ★ Lionel Richie  
Josh Groban ★ Sir Paul McCartney ★ Michael Jackson ★ Sir Rod Stewart ★ Neil Diamond ★ Idina Menzel  
Bob Newhart ★ Tony Bennett ★ Sir Roger Moore ★ Sir Michael Caine ★ Gladys Knight ★ Akon  
Barry Manilow ★ Don Rickles ★ Larry King ★ Plácido Domingo ★ Natalie Cole ★ Katharine McPhee Foster  
Kenny “Babyface” Edmonds ★ Jennifer Hudson ★ Usher ★ Diana Ross ★ Jonas Brothers ★ B.B. King  
Chris Mann ★ Toni Braxton ★ Charise ★ Earth, Wind & Fire ★ Faith Hill ★ Melissa Manchester  
Michael Bolton ★ Kenny Rogers ★ Phil Collins ★ Charlotte Church ★ Renee Olstead ★ Jamie Foxx  
Lenny Kravitz ★ Reba McEntire ★ Deborah Cox ★ Cynthia Erivo ★ David Foster ★ Kenny G ★ REO Speedwagon  
Adam Lambert ★ Blake Shelton ★ Sam Smith ★ Gwen Stefani ★ Pia Toscano ★ Dionne Warwick  
John Legend ★ Andy Grammer ★ Counting Crows

Host: Jay Leno ★ Producer: George Schlatter ★ Music Director: David Foster  
Music Chairmen: Clive Davis & Quincy Jones

## *Honorees Included*

Maria Shriver ★ Sir Sidney Poitier ★ Quincy Jones ★ Frank Sinatra ★ Clive Davis ★ Barbara Davis  
Halle Berry ★ Denzel Washington ★ The Honorable Hillary Rodham Clinton  
First Lady Betty Ford ★ President Gerald R. Ford ★ Earvin “Magic” Johnson ★ Kenny Rogers  
The Honorable Henry A. Kissinger ★ Bob Hope ★ John and Paige Elway ★ Stevie Wonder  
Whitney Houston ★ George Clooney ★ Lucille Ball ★ Merv Griffin ★ Sherri Shepherd  
David Foster ★ Jane Fonda ★ Sherry Lansing ★ Natalie Cole ★ Robert De Niro ★ Diane Keaton  
and more

## *Presenters Included*

President Ronald Reagan ★ Tom Hanks ★ Rita Wilson ★ Denzel Washington ★ Oprah Winfrey  
Sharon Stone ★ Shirley MacLaine ★ Kareem Abdul-Jabbar ★ Marvin Davis ★ Quincy Jones  
Carole Bayer Sager ★ Anjelica Huston ★ David Foster ★ David O. Russell ★ Mario Lopez  
Burt Bacharach ★ Sir Michael Caine ★ George Clooney ★ Dame Joan Collins ★ David Copperfield  
Clive Davis ★ Robert De Niro ★ John Elway ★ Jane Fonda ★ David Geffen ★ Jennifer Hudson  
Samuel L. Jackson ★ Jay Leno ★ Rob Lowe ★ Nigel Lythgoe ★ Lionel Richie  
Judge Judy Sheindlin ★ Maria Shriver ★ Usher ★ Diane Warren ★ Henry Winkler ★ Howie Mandel  
and more





# The Carousel of Hope

## **SPONSOR LEVELS**

*Includes Table of Ten*

*See Full Details Under "Sponsor Benefits"*

Angel Sponsor.....	\$100,000
Platinum Sponsor.....	\$50,000
Golden Sponsor.....	\$25,000
Silver Sponsor.....	\$17,000
Brass Ring Sponsor.....	\$12,000

## **TICKET LEVELS**

Angel Couple.....	\$20,000
Platinum Couple.....	\$10,000
Golden Couple.....	\$5,000
Silver Couple.....	\$3,400
Individual Ticket.....	\$1,700

*For questions about tickets, please contact [Events@ChildrensDiabetesFoundation.org](mailto:Events@ChildrensDiabetesFoundation.org).  
Visit [www.ChildrensDiabetesFoundation.org](http://www.ChildrensDiabetesFoundation.org) to purchase your tickets online.*

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## **SPONSOR BENEFITS**

### **\$100,000 – ANGEL SPONSOR**

- *Recognized as an Angel Sponsor of the Carousel of Hope*
- *One Premier Table of 10 at Carousel of Hope Ball*
- *Four passes to the VIP Reception during Carousel of Hope*
- *Two-Page Spread in first 15 pages of ad section and listing in editorial section of printed program*
- *Mention in publicity and marketing for 2024 Carousel of Hope*
- *Mention from podium during program at 2024 Carousel of Hope Ball*
- *Logo in Carousel of Hope Ball invitation, with other key sponsors*
- *Logo on Carousel of Hope step-and-repeat banners, with other key sponsors*
- *Logo on Carousel of Hope fact sheet*
- *Logo featured on CDF website's homepage and COH event webpage throughout 2024*
- *Logo inclusion in event email promotion*
- *Logo featured on event signage throughout the event*
- *Mention in post-event edition of CDF's quarterly Newsletter, NewsNotes (9,000 subscribers)*
- *Two mentions on CDF's social media channels prior to event (50,000+ followers)*

### **\$50,000 – PLATINUM SPONSOR**

- *Table of 10 with Platinum level seating*
- *Two passes to the VIP Reception during Carousel of Hope*
- *Complimentary Full-Page ad in first 15 pages of ad section of printed program*
- *Listing in editorial section of printed program*
- *Name listed in Carousel of Hope Ball invitation, with other sponsors*
- *Name listed on Carousel of Hope fact sheet*
- *Name featured on Carousel of Hope webpage throughout 2024*
- *One mention on CDF's social media channels prior to event (50,000+ followers)*

### **\$25,000 – GOLDEN SPONSOR**

- *Table of 10 with Golden level placement*
- *Complimentary Platinum Full-Page color ad in printed program*
- *Name listed on Carousel of Hope fact sheet*
- *Listing in editorial section of printed program*
- *Name mentioned on event webpage throughout 2024*

### **\$17,000 – SILVER SPONSOR**

- *Table of 10 with Silver level placement*
- *Complimentary Half-Page black and white ad in printed journal*
- *Listing in editorial section of printed program*
- *Name mentioned on event webpage throughout 2024*

### **\$12,000 – BRASS RING SPONSOR**

- *Table of 10 with Brass Ring level placement*
- *Listing in editorial section of printed program*
- *Name mentioned on event webpage throughout 2024*





# The Carousel of Hope



All Carousel of Hope Photos: © www.jensenSutta.com

**BIZBASH**

**THE Hollywood REPORTER**

THE HUFFINGTON POST

**USA TODAY**

**VARIETY**

**Forbes**

**billboard**

**msn**

**EONLINE**

**People**

**US WEEKLY**

**ACCESS HOLLYWOOD** ★

**Los Angeles Times**

**Daily Mail**

**EXPRESS.co.uk**  
Home of the Daily and Sunday Express

**ET**

**HAUTE LIVING**

**YAHOO!**



# The Carousel of Hope

## 2024 PROGRAM ADVERTISING RATES

Inside Front Cover .....	\$10,500
Inside Back Cover .....	\$10,500
Two-Page Spread in First 15 Pages of Ad Section .....	\$8,500
Two-Page Spread, Full Color .....	\$6,000
Full Page in First 15 Pages of Ad Section.....	\$5,000
Full Page, Full Color (rate indicates placement)	
Platinum Page .....	\$3,500
Gold Page.....	\$2,500
Silver Page .....	\$2,000
Brass Ring Page.....	\$1,500
Full Page, Black & White .....	\$1,000
Half Page, Black & White.....	\$750
Message Listing (text only, limit 15 words).....	\$250
Name Listing (text only).....	\$100

**Sponsors over \$25,000 receive a complimentary ad in the program. For any questions regarding sponsorship benefits, please contact [Events@ChildrensDiabetesFoundation.org](mailto:Events@ChildrensDiabetesFoundation.org).**

Trim Size: 9" X 12"  
Live Area: 8.75" X 11.75"

### **Ad Dimensions:**

Half Page: 9" x 6" or 4.5" x 12"  
Full Page: 9" x 12"  
Two-Page Spread: 18" x 12"  
Full Color Ads Must Be CMYK

### **Preferred Formats:**

PDF formats only. PDF files must have fonts embedded. Supply all fonts and needed graphics.

### **Images:**

Resolution for all artwork must be 300 dpi at 100%.  
Ads not filling specifications must be resubmitted with corrections.

**All ads must be received by September 8, 2024. To reserve your page, please contact Morgan Palmer at [Ads@ChildrensDiabetesFoundation.org](mailto:Ads@ChildrensDiabetesFoundation.org) or 303-628-5106.**



# The Carousel of Hope

## EVENTS AND SOLICITATION PERMITS

For information about this appeal, call (303) 863-1200

- THIS IS NOT AN ENDORSEMENT - FOR PUBLIC INFORMATION ONLY -

### INFORMATION CARD NO. D0428

Issued Pursuant to Los Angeles Municipal Code, Chapter IV, Article 4, Philanthropy

#### CHILDREN'S DIABETES FOUNDATION

3025 South Parker Road, Suite 110, Aurora, CO 80014

Person in charge of appeal: **Dana Davis**

Telephone number: **(303) 863-1200**

**Activity:** Live and Silent Auction with Dinner and Musical Entertainment Fundraiser on October 5, 2024 at The Beverly Hilton Hotel

**Solicitation Dates:** March 1, 2024 to October 6, 2024

**Purpose:** Net proceeds to support programs and research at the Barbara Davis Center for Diabetes.

**Previous Activity:** No activity of a similar nature was filed for the previous year, however, 2022 activity collected a total of \$1,888,668, of which \$1,179,735 (62.5%) was applied to expenses and \$708,933 was used for charitable purposes.

**DOOR-TO-DOOR SOLICITATION RESTRICTED TO THE HOURS OF 8 A.M. – 8 P.M.**

*This Information Card must be displayed or presented to all prospective donors and should not be altered in any manner.*

Cardholder registered with the Los Angeles Police Commission  
Charitable Services Section, Commission Investigation Division  
Telephone: (213) 996-1260  
E-mail Address: [pccharity@lapd.online](mailto:pccharity@lapd.online)  
Web Site: [www.lapdonline.org](http://www.lapdonline.org)

Date issued: 2/15/2024

  
SCOTT MOFFITT  
Commanding Officer  
Commission Investigation Division

**CITY OF BEVERLY HILLS**  
Beverly Hills Police Department  
Charitable Solicitations Commission  
464 North Rexford Drive  
Beverly Hills, CA 90210



**Permit Number: 2024-021**

\* NOT AN ENDORSEMENT BUT FOR INFORMATION ONLY \*

#### PERMIT TO SOLICIT

#### CHILDREN'S DIABETES FOUNDATION

Federal Tax ID #: 84-0745008

3025 S. Parker Road, Suite 110, Aurora, CO 80014

Phone: 303.863.1200  
Fax:

**EFFECTIVE DATE:** 03/01/2024

**EXPIRATION DATE:** 10/06/2024

**PERMIT TYPE:** Event Drive

**ACTIVITY:** Solicitations via mail, phone and email. Dinner to be held at The Beverly Hilton Hotel on 10/5/2024.

**PURPOSE:** Proceeds from the evening benefits programs at the Barbara Davis Center for Diabetes which provides clinical care, education, supplies and support to children and adults with type 1 diabetes and engages in research aimed at prevention, detection, and a cure.

**ANTICIPATED GROSS:** \$1,960,000

**PREVIOUS FUND-RAISING EVENT GROSS:** \$2,104,004

**ANTICIPATED EXPENSES:** \$1,333,000

**PREVIOUS FUNDRAISING EVENT EXPENSES:** \$1,279,795

**CONTACT NAME:** Dana Davis

  
\_\_\_\_\_  
For Public Welfare Director

02/15/2024  
Date

COMPLIANCE WITH OTHER APPLICABLE LAWS IS NOT WAIVED BY ISSUANCE OF THIS PERMIT.  
A FINANCIAL STATEMENT CONCERNING THIS EVENT IS DUE 60 DAYS AFTER CONCLUSION OF SOLICITATION.  
**RECOMMENDED HOURS OF SOLICITATION: 9 A.M. - 6 P.M.**

#### Relevant Beverly Hills Municipal Code Requirements Regarding Charitable Solicitations (BHMC 4-3-811)

All solicitations made by mail shall include a copy of the solicitation permit.  
Charitable events shall have a copy of the permit prominently displayed on the premises.  
Solicitors shall have a copy of this permit in their possession at all times when engaged in solicitation activities.





<p><b><i>Mail check payments and donations to:</i></b> <i>Children's Diabetes Foundation</i> <i>Dept #880505</i> <i>PO Box 29650</i> <i>Phoenix, AZ 85038-9650</i></p>	<p><b><i>Our Physical Address:</i></b> <i>Children's Diabetes Foundation</i> <i>3025 S Parker Road, Suite 110</i> <i>Aurora, CO 80014</i></p>
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***Follow us on Social Media***

*Facebook: Children's Diabetes Foundation*

*LinkedIn: Children's Diabetes Foundation*

*Instagram: @CDFdiabetes*

*X: @CDFdiabetes*