



DIRC Annual Sponsorship Package

For the Diabetes Information Resource Center

Introduction

The Diabetes Information Resource Center (DIRC) is an exciting venture. The idea for DIRC came in 2002 as we listened to stakeholders in California and beyond who expressed their concerns at not being able to quickly find and use programmatic information about diabetes. Results from the 2003 California Diabetes Public Health System Assessment validated the need for a web-based tool to both collect and share a wide spectrum of information about diabetes prevention and control. Hands-on development of DIRC started in 2004 and the site was launched in March of 2005. DIRC was designed for ease of use and as a model that can be adapted for other chronic diseases. Steps are already being made towards this goal. For example, the California Diabetes Program has been consulted by other programs within and outside California about building their own resource centers modeled after DIRC, *Government Technology* magazine published a feature story on DIRC, and many partners are contributing time and information to DIRC.

Thank you for considering sponsorship of DIRC. Any level of sponsorship demonstrates a commitment to public/private partnerships, public health and the effort to create healthy, productive people enjoying full quality of life. In addition, specific benefits to your organization are listed in each sponsorship level noted on the back of this page.

Sponsorship

Founding sponsors include: California Diabetes Program, Centers for Disease Control and Prevention, LifeScan, Inc., Roche Diagnostics, Inc., Diabetes Coalition of California, California Optometric Association.

Levels of Sponsorship	Sponsors as of January 2008	
★★★★	\$50,000 and above	California Diabetes Program Centers for Disease Control & Prevention
★★★	\$25,000- 50,000	none
★★	\$10-25,000	none
★	Below \$10,000	Diabetes Coalition of California

Fiscal Agent

The fiscal agent for DIRC sponsorships is the National Association of Chronic Disease Directors (NACDD). The NACDD links chronic disease program directors in every US state and territory and provides a national forum focused on efforts to reduce the impact of chronic diseases and their risk factors on states and communities nationwide. For more information about NACDD go to <http://www.chronicdisease.org>.

Contact

If you are interested in sponsoring DIRC, please call Karen Black at (916) 552-9975 or karen.black@cdph.ca.gov.



Levels of DIRC Sponsorship

For the Diabetes Information Resource Center

★★★★ \$50,000 and above	★★★ \$25,000- 50,000	★★ \$10-25,000	★ Below \$10,000
<p>Supports:</p> <ol style="list-style-type: none"> 1. Development of new areas on DIRC 2. Technical development, hardware, software, and programming 3. Usability testing 4. Further development of established DIRC areas including: Data, Grant Seeking/Writing, Laws and Regulations, Press Room, Program Planning; Research, Tools & Materials, Training Opportunities, Partners Organizations, Diabetes Forum 5. DIRC maintenance and quality assurance 6. DIRC User and Contributor training (online and in-person) 7. Promotion of DIRC to Users and Contributors (print, professional publications, web site, events, etc.) 8. Packaging DIRC for sharing with other states, programs and topics 9. Steering Committee, Stakeholders Committee and Workgroups 	<p>Supports:</p> <ol style="list-style-type: none"> 1. Technical development, hardware, software, and programming 2. Usability testing 3. Further development of established DIRC areas including: Data, Grant Seeking/Writing, Laws and Regulations, Press Room, Program Planning; Research, Tools & Materials, Training Opportunities, Partners Organizations, Diabetes Forum 4. DIRC maintenance and quality assurance 5. DIRC User and Contributor training (online and in-person) 6. Promotion of DIRC to Users and Contributors (print, professional publications, web site, events, etc.) 7. Packaging DIRC for sharing with other states, programs and topics 8. Steering Committee, Stakeholders Committee and Workgroups 	<p>Supports:</p> <ol style="list-style-type: none"> 1. Usability testing 2. Further development of established DIRC areas including: Data, Grant Seeking/Writing, Laws and Regulations, Press Room, Program Planning; Research, Tools & Materials, Training Opportunities, Partners Organizations, Diabetes Forum 3. DIRC maintenance and quality assurance 4. DIRC User and Contributor training (online and in-person) 5. Promotion of DIRC to Users and Contributors (print, professional publications, web site, events, etc.) 6. Packaging DIRC for sharing with other states, programs and topics 7. Steering Committee, Stakeholders Committee and Workgroups 	<p>Supports:</p> <ol style="list-style-type: none"> 1. Further development of established DIRC areas including: Data, Grant Seeking/Writing, Laws and Regulations, Press Room, Program Planning; Research, Tools & Materials, Training Opportunities, Partners Organizations, Diabetes Forum 2. DIRC maintenance and quality assurance 3. DIRC User and Contributor training (online and in-person) 4. Promotion of DIRC to Users and Contributors (print, professional publications, web site, events, etc.) 5. Packaging DIRC for sharing with other states, programs and topics 6. Steering Committee, Stakeholders Committee and Workgroups
<p>Benefits:</p> <ul style="list-style-type: none"> - Listed on all DIRC promotional materials as sponsor (print, web site, email). - Sponsor of the Month – quick link from home page to organization’s web site. - Recognition in E-bulletin distributed to over 400 organizations in California and the U.S. - Listed on sponsorship page of DIRC with a link to the organization’s web site. - DIRC Partner Profile focusing on community sponsored projects, low-cost supplies and medications, with link to organization’s web site. - Ability to post free educational Resources on DIRC (no for-profit advertising). 	<p>Benefits:</p> <ul style="list-style-type: none"> - Sponsor of the Month – quick link from home page to organization’s web site. - Recognition in E-bulletin distributed to over 400 organizations in California and the U.S. - Listed on sponsorship page of DIRC with a link to the organization’s web site. - DIRC Partner Profile focusing on community sponsored projects, low-cost supplies and medications, with link to organization’s web site. - Ability to post free educational Resources on DIRC (no for-profit advertising). 	<p>Benefits:</p> <ul style="list-style-type: none"> - Recognition in E-bulletin distributed to over 400 organizations in California and the U.S. - Listed on sponsorship page of DIRC with a link to the organization’s web site. - DIRC Partner Profile focusing on community sponsored projects, low-cost supplies and medications, with link to organization’s web site. - Ability to post free educational Resources on DIRC (no for-profit advertising). 	<p>Benefits:</p> <ul style="list-style-type: none"> - Listed on sponsorship page of DIRC with a link to the organization’s web site. - DIRC Partner Profile focusing on community sponsored projects, low-cost supplies and medications, with link to organization’s web site. - Ability to post free educational Resources on DIRC (no for-profit advertising).

*Benefits of sponsorship are continuous for 12 months and may be renewed annually. A Memo of Agreement is part of sponsorship.