



# Making Business Bright

A one-of-a-kind  
experiential marketing  
opportunity to boost audience  
engagement and loyalty

Northeast Ohio  
December 7, 2024



## JINGLE BELL RUN

A nationwide, holiday themed 5K hosted by the Arthritis Foundation that brings companies, teams, and families together to support your 1 in 4 employees and customers living with daily arthritis pain

## NORTHEAST OHIO JBR

Tri-C East, Highland Hills  
December 7, 2024

## HIGHLIGHTS

- Hot Cocoa Station
- Family Fun, Music
- Mascots, Costume Contests



# This run goes the extra mile for you — and then some



Boost **employee engagement and morale** by aligning with their needs and values.



Position your company as a **community leader** committed to social responsibility and action.



**Reach a new audience** that is 15x more influential in making purchase decisions than the typical nonprofit supporter\*



Support an important public health issue that affects **1 in 4 of your employees** and customers.



Bring much-needed **hope, joy and optimism during the holidays** to your employees and workplace.

\* Arthritis Foundation Constituent Analysis Report (Catalist, 2018)

# Your benefits as a JBR Partner

## \$2,500 Exhibitor

- Rights to promote partnership using JBR logos
- Run team event participation and internal kick-off
- Event Day Table
- Free membership in Arthritis@Work (turnkey resources to add to your employee wellness program)

## \$3,500 Live Yes!

- *Exhibitor benefits plus:*
- Logo placement on event website (not linked)
- Sponsor name recognition at event (verbal, print)
- Logo on stage signage and event T-shirt
- Logo on event print & email communications (not linked)

## \$5,000 Champion of Yes!

- *Live Yes! benefits plus:*
- Logo on event website (linked to your website)
- Logo in all event ads (pending availability)

## \$7,500 Presenting

- *Champion of Yes! benefits plus:*
- Category exclusivity
- Logo included in presentations
- Company name included in all press releases
- Opportunity for CEO or company representative to speak at event, be interviewed by local media, quoted in a press release, and spotlighted in a participant email

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\*All print materials have deadlines related to printer specifications and event date.

\*Opportunities are also available to partner in our May, 2025 Silver Spoon Awards Party.

# Unique Partnership Opportunities

## \$5,000 Finisher Medal

- Logo on event t-shirt and 500 Medal Ribbons
- Opportunity for employees to pass out medals

## \$2,500 Coffee, Cocoa & Cookie Station

- Receive exposure at coffee, cocoa and cookie station
- Opportunity for employees to volunteer at station

## \$2,500 Parking Lot

- Logo on parking and directional signs
- Inclusion on dashboard thank you notes

## \$2,000 Team Photos

- Logo on signage in team photo area
- Opportunity for employees to host team photo area

## \$2,000 Run Route

- Receive logo recognition on signage along the route

## \$1,500 Water Station

- Provide water and bananas at finish line
- Opportunity for employees to volunteer at station

## \$1,500 Start/Finish Line

- Receive exposure on the Start/Finish Line signage
- Opportunity for employees to cheer walkers as they pass

### ***All Unique Partnership Opportunities Include:***

- Rights to promote partnership using JBR Logos
- Run team event participation and internal kick-off
- Company name included in event day presentation
- Custom signage with logo (in the area being sponsored)
- Logo on event materials and website (not linked)
- Free membership in Arthritis@Work
- Print materials have deadlines for inclusion

# Ready to jingle all the way? I'm here to help!

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Boldly pursuing a cure for America's #1 cause of disability while championing the fight to conquer Arthritis with life-changing science, resources, advocacy and community connections

