



# Jingle in July

## Partnership Opportunities

Sunday, Sept. 21, 2024  
Capital Brewery—Middleton, WI

### BIKE

50K | 25K Beginner Ride | 5K Family Ride

### FUN RUN/WALK

5K | 1-Mile

*Post Event Party with Food, Beverages, Games, Raffles & Music!*



SARA PETERSON  
EXECUTIVE DIRECTOR  
SPETERSON@ARTHRITIS.ORG  
608-577-0053



We hope you will partner with us for our  
**Jingle in July**  
to help us to raise funds and awareness to cure  
America's #1 cause of disability.

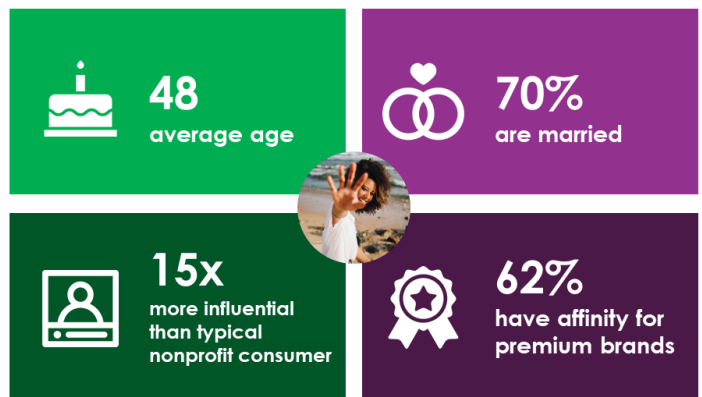
- ◆ **LOCATION:** Capital Brewery—7734 Terrace Ave, Middleton, WI 53562
- ◆ **DATE/TIME:** Sunday, July 21, 2024 | 9 am—4 pm
- ◆ **HIGHLIGHTS:**
  - ◆ Participants can choose to participate in a 50K, 25K Beginner or 5K family bike ride OR a 5K Run/Walk OR 1-Mile Walk.
  - ◆ Presentation from an area health care provider & arthritis warriors
  - ◆ Post Event Meal
  - ◆ Free Post-Event Beverage
  - ◆ Family-Friendly Kids Activities
- ◆ **AUDIENCE:** 400 People Expected



## A little more about the Arthritis Foundation...

- Largest and most trusted organization solely dedicated to ending arthritis
- Help nearly 80 million kids (6,000 in WI) and adults (1.2 million in WI) annually
- Provide day-to-day resources and a life-changing community of support while improving patient care and advancing scientific discoveries
- Nationwide footprint with staff located in Wisconsin and 7 local fundraising events

## OUR CUSTOMERS ARE YOUR CUSTOMERS



Source: Arthritis Foundation Constituent Analysis Report (Catalist, 2018)



## More than just a ride, run or walk...





# Premiere Jingles Sponsor \$7,500

(2 available)

## **NAMING RIGHTS**

***Premiere Jingles Sponsor(s) will be included in title of event in all printed and written event materials. (Jingle in July—brought to you by “company name”)***

## **BIKE JERSEY**

- ***We are reserving the side panels of our bike jersey for our Premiere Sponsors.***

## **Media Opportunities**

- Logo included in TV/Cable Spots *(subject to agreement with local media partners)*
- Sponsor name mentioned in Radio Spots *(subject to agreement with local media partners)*
- Logo included in all printed media *(subject to agreement with local media partners)*
- Sponsor name included in all press releases
- Opportunity for company CEO to be interviewed or quoted in press release

## **Pre-Event Opportunities**

- Inclusion in Save the Date email
- Logo and link to company website included in all event email communication to participants
- Prominent Logo placement on event poster & brochure
- Prominent Logo placement on event website with link to sponsor website
- Inclusion in a minimum of 6 posts across AF Wisconsin social media channels

## **Event Opportunities**

- Opportunity to host a booth at the event (with prominent placement)
- Opportunity for CEO or company executive to address the participants at the event
- Opportunity for CEO or company executive to be interviewed by local media
- Sponsor name recognition from stage
- Logo placement on route markers
- Prominent Logo placement on stage banner
- Prominent Logo Placement on Finish Line
- Prominent company logo placement on event tech shirts
- Opportunity to provide trinket or promotional material for swag bag



## Sleigh Ride Sponsor \$5,000

### Media Opportunities

- Logo included in TV/Cable Spots *(subject to agreement with local media partners)*
- Sponsor name mentioned in Radio Spots *(subject to agreement with local media partners)*
- Logo included in all printed media *(subject to agreement with local media partners)*
- Sponsor name included in all press releases

### Pre-Event Opportunities

- Inclusion in Save the Date email
- Logo and link to company website included in all event email communication to participants
- Prominent Logo placement on all event marketing materials
- Prominent logo placement on back of bike jersey and tech shirt
- Prominent Logo placement on event website with link to sponsor website
- Inclusion in a minimum of 4 posts across AF Wisconsin social media channels

### Event Opportunities

- Opportunity to host a booth at the event
- Sponsor name recognition from stage
- Logo placement on route markers
- Prominent Logo placement on stage banner
- Opportunity to provide trinket or promotional material for swag bag



## Candy Cane Sponsor \$3,000

### Media Opportunities

- Sponsor name included in all press releases

### Pre-Event Opportunities

- Inclusion in Save the Date email
- Logo placement on all event marketing material
- Logo placement on event website with link to website
- Inclusion in a minimum of 2 posts across AF Wisconsin social media channels

### Event Opportunities

- Opportunity to host a booth at the event
- Sponsor name recognition from stage
- Logo placement on sponsor banner
- Company logo on Event T-shirts
- Opportunity to provide trinket or promotional material for swag bag



## Exhibit Sponsor \$1,500

- Company logo included under “Exhibitors” on event marketing materials
- Company logo listed under “Exhibitors” on event website
- Inclusion in at least one post across AF Wisconsin social media channels
- Opportunity to host a booth at the event
- Opportunity to provide trinket or promotional material for swag bag

## Rest Stop Sponsor \$500

- Inclusion in at least one post across AF Wisconsin social media channels
- Banner with your company logo at a one rest stop along route
- Opportunity to provide trinket or promotional material at rest stop or in swag bag

## Rest Stop In-Kind Sponsor

***Provide an in-kind donation of food or beverage on rest stop along the route for our participants and receive the following benefits:***

- Inclusion in at least one post across AF Wisconsin social media channels
- Banner for your rest stop with company logo
- Opportunity to provide trinket or promotional material at rest stop or in swag bag

# Commitment Form

## AS A PARTNER, WHERE DOES YOUR MONEY GO?

In the field of nonprofit health care, best practice is to direct at least 75% of all funds raised toward program services. Nationally, the Arthritis Foundation exceeds that standard: 76.4% of our revenue goes directly to programs and services. Approximately 11% is spent on administration, and 12% on fundraising efforts. We pledge to be good stewards of the funds invested in our mission.

## PARTNER INFORMATION

### Yes! We will sponsor the 2023 Oktoberfest Ride For Arthritis

- Premiere Jingles Sponsor - \$7,500
- Santa Sponsor - \$5,000
- Candy Cane Sponsor - \$3,000
- Exhibitor Sponsor - \$1500

- In-Kind Rest Stop Sponsor  
Donation Value: \$ \_\_\_\_\_
- \$500 Rest Stop Sponsor

Please email your logo in JPG, PNG, and EPS/TIF formats to [Sara Peterson at speterson@arthritis.org](mailto:speterson@arthritis.org).

Company Name \_\_\_\_\_ Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ St \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

## Payment Method

*Note: Payment terms for all sponsorship are net 30, payment is due 30 days after invoice date.*

- Check enclosed (payable to The Arthritis Foundation)
- Please invoice us at the address provided above
- Please charge the following credit card number in the amount of \$ \_\_\_\_\_

Account Number: \_\_\_\_\_ Exp: \_\_\_\_\_

Card Type: AMEX      VISA      Discover      MasterCard

Signature \_\_\_\_\_ Date \_\_\_\_\_

Arthritis Foundation, Attn: Sara Peterson  
6666 Odana Road PMB #142 | Madison, WI 53719  
P: 608-239-4773

