



# Jingle in July Partnership Opportunities

Sunday, July 20, 2025  
Capital Brewery—Middleton, WI

Join us for a 50K ride, 5K or 10K timed run, 5K fun run/walk or 1-mile walk to support the 1 in 4 suffering from arthritis.

After your ride, walk or run,  
enjoy music, games, a beverage & brunch with the elves!



Contact:  
Sara Peterson  
Executive Director  
speterson@arthritis.org  
608.239.4773



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.

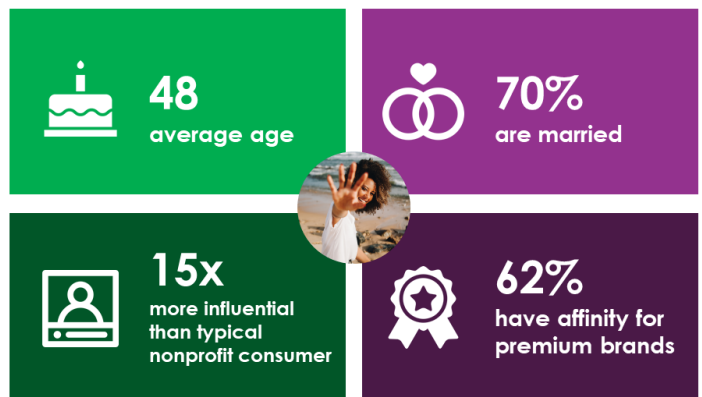
- ◆ **LOCATION:** Capital Brewery—7734 Terrace Ave, Middleton, WI 53562
- ◆ **DATE/TIME:** Sunday, July 20, 2025 | 8 am–1 pm
- ◆ **HIGHLIGHTS:**
  - ◆ Participants can choose to participate in a 50K bike ride OR 10K Run OR 5K Timed Run OR 5K Fun Run/Walk OR 1-Mile Walk.
  - ◆ Presentation from an area health care provider & arthritis warriors
  - ◆ Post Event Brunch with the Elves
  - ◆ Free Post-Event Beverage
  - ◆ Family-Friendly Kids Activities
- ◆ **AUDIENCE:** 300 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...



# Your Dollars at Work Make a Difference

\$500



## Fellowships

Help us address the shortage of rheumatologists by funding new fellowships

\$200



## Advocacy

Help us advocate to remove barriers to care: high costs of treatment, difficulty accessing medications and more

\$100



## Research

Help advance research to discover better treatments to reduce arthritis pain and increase mobility

\$50



## Juvenile Arthritis

Help address the needs of the 300,000 kids diagnosed with arthritis, and their families, through educational opportunities, camps and other resources

\$30



## Education

Help provide educational materials and online information so that 1 in 4 Americans with arthritis can fight back against this disease





# 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”)***

## **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 t-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 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
- Prominent logo placement on back of t-shirt
- 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 2025 Jingle in July

- Premiere Jingles Sponsor - \$7,500
- Sleigh Ride 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](mailto:speterson@arthritis.org) 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

