



Making Business Bright

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

Metro DC - Dec 3

Join us as a sponsor!

Everyone has a stake in the 2023 Jingle Bell Run. We hope you, as a corporate leader who understands the importance of healthy employees and customers, will join us and sponsor this event.

Your sponsorship will elevate your company's visibility and provide high-level engagement opportunities for your employees and customers.



Today's employees need and expect more



1 in 3

employees **feel disconnected from their employer**. Disengaged employees cost companies \$450 to \$550 billion a year.

[Perceptyx HR Benchmark Database; The Engagement Institute](#)



Employees who feel their employers make a positive impact on the world are:

11X more likely to stay with their organizations

14X more likely to look forward to coming to work

[Great Place to Work](#)



56%

of employees say their teams are **poorly connected and aligned** on a personal level. One in 3 don't think they have enough **social interaction** with their colleagues.

[Atlassian's State of Teams Study; State of Employee Engagement Report, Officevibe](#)

Winning in the workplace starts here

Jingle Bell Run is a nationwide, holiday-themed 5K run hosted by the Arthritis Foundation that brings companies, teams, and families together during November and December to **support your 1 in 4 employees and customers living with daily arthritis pain.**

28,000
participants
of all abilities

75+
events

ONE
cause



LOCATION + DATE

Pentagon Row

December 3, 2023

HIGHLIGHTS

- Monster Energy + Giant Food bring the fun
- iHeart Radio brings the beats
- Dunkin brings the coffee
- Exciting Vendor Village
- USATF-certified 5k course + 100m Kids Dash
- Prizes for runners, best dressed, and more!

AUDIENCE

- 500+ participants
- Participants from DC and over 5 surrounding counties in both VA and MD
- Includes individuals as well as teams ranging from family/friends to healthcare providers to companies from various industries



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 Signature Partner: \$25,000

BRAND ALIGNMENT

- Rights to promote partnership using Jingle Bell Run logo
- Opportunity to host internal kickoff or recruitment event

WEBSITE

- Prominent logo placement on local event website

DIRECT MARKETING

- Inclusion in market save the date email
- Logo on all market event email communications
- One CEO spotlight in market event email to participants
- Digital activation and coupon for all race participants and volunteers
- Name included in market advertising (radio/TV) pending agreement with market media partners

SOCIAL MEDIA

- Four boosted social media posts on Metro DC's Arthritis Foundation's Facebook page, before, during and after the event

EVENT PRESENCE

- Logo included on event T-shirt
- Opportunity to host a booth
- Opportunity for CEO or company representative to address participants
- Verbal recognition from stage
- Logo on event signage, stage banner and mile markers

ARTHRITIS@WORK

- Free membership in Arthritis@Work, which provides you turnkey resources to offer to your employees living with arthritis as part of your existing wellness programs



Your benefits as a Platinum Partner: \$15,000

BRAND ALIGNMENT

- Rights to promote partnership using Jingle Bell Run logo
- Opportunity to host internal kickoff or recruitment event

WEBSITE

- Logo placement on the local event website

DIRECT MARKETING

- Inclusion in the market save the date email
- Logo on all market event email communications
- Digital activation and coupon for all race participants and volunteers

SOCIAL MEDIA

- Three social media posts on Metro DC's Arthritis Foundation's Facebook page, before, during and after the event

EVENT PRESENCE

- Logo included on event T-shirt
- Event booth
- Verbal recognition from stage
- Logo on mile markers and stage banner

ARTHRITIS@WORK

- Free membership in Arthritis@Work, which provides you turnkey resources to offer to your employees living with arthritis as part of your existing wellness programs



Your benefits as a Gold Partner: \$10,000

BRAND ALIGNMENT

- Rights to promote partnership using Jingle Bell Run name
- Opportunity to host internal kickoff or recruitment event

WEBSITE

- Logo placement on the local event website

DIRECT MARKETING

- Logo on select market email communications
- Digital activation and coupon for all race participants and volunteers

SOCIAL MEDIA

- Two boosted social media posts on Metro DC's Arthritis Foundation's Facebook page, before, during and after the event

EVENT PRESENCE

- Logo included on event T-shirt
- Opportunity to host a booth
- Verbal recognition from stage
- Logo on mile markers and stage banner

ARTHRITIS@WORK

- Free membership in Arthritis@Work, which provides you turnkey resources to offer to your employees living with arthritis as part of your existing wellness programs

Your benefits as a Silver Partner: \$5,000

BRAND ALIGNMENT

- Rights to promote partnership using Jingle Bell Run name
- Opportunity to host internal kickoff or recruitment event

WEBSITE

- Logo placement on the local event website

DIRECT MARKETING

- Logo on select market event email communications
- Digital activation and coupon for all race participants and volunteers

SOCIAL MEDIA

- Two social media posts on Metro DC's Arthritis Foundation's Facebook page, before, during and after the event

EVENT PRESENCE

- Name recognition on event T-shirt
- Opportunity to host a booth
- Verbal recognition from stage
- Logo placement on a sponsor banner

ARTHRITIS@WORK

- Free membership in Arthritis@Work, which provides you turnkey resources to offer to your employees living with arthritis as part of your existing wellness programs

Your benefits as a Bronze Partner: \$2,500

BRAND ALIGNMENT

- Rights to promote partnership using Jingle Bell Run name
- Opportunity to host internal kickoff or recruitment event

WEBSITE

- Logo placement on the local event website

DIRECT MARKETING

- Logo on select market event email communications
- Digital activation and coupon for all race participants and volunteers

SOCIAL MEDIA

- One social media posts on Metro DC's Arthritis Foundation's Facebook page, before, during and after the event

EVENT PRESENCE

- Name recognition on event T-shirt
- Opportunity to host a booth
- Verbal recognition from stage
- Logo placement on a sponsor banner

ARTHRITIS@WORK

- Free membership in Arthritis@Work, which provides you turnkey resources to offer to your employees living with arthritis as part of your existing wellness programs

Sponsor benefits can also be fun and creative!

Additional event activation opportunities:

- Lead warm-up stretches for runners
- Judge costume contest for people or pups
- Brand water station
- Be the exclusive host for an event area such as:
 - Kids Zone
 - Photos with Santa
 - Arthritis Warrior Welcome Tent



A little more about us

WE ARE THE CHAMPION OF YES

(You can be, too!)

- Largest and most trusted organization solely dedicated to ending arthritis
- Help nearly 80 million kids and adults annually
- Provide day-to-day resources and a life-changing community of support while improving patient care and advancing scientific discoveries
- Nationwide footprint with 38 market offices and hundreds of local events across the country
- The Metro DC Market serves over 1 million constituents in metro DC, Northern VA, and Western and Southern Maryland, with multiple educational events, fundraising walks and runs, and an annual gala!

OUR CUSTOMERS ARE YOUR CUSTOMERS



48
average age



70%
are married



15x
more influential
than typical
nonprofit consumer



62%
have affinity for
premium brands

What happens after YES?



Prepare

Schedule a planning session to discuss benefits activation, team goals, team captain appointments, employee communication, website presence, employee engagement, team kick-off, and more.



Promote

Begin your employee and patient engagement campaign to support your team goals.



Participate

Come together as a united team for a powerful day of connection, community and fun holiday-themed costumes!



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

