

# FALL HUSTLE



## Sponsorship

**1st Annual Fall Hustle**

**Windsor Heights, IA**

**Walk/Run**

**September 25, 2021**

Location: Colby Park

Start Time: 10 a.m.

Web Site: [arthritis.org/FallHustleIowa](http://arthritis.org/FallHustleIowa)



# FACTS ABOUT ARTHRITIS

## Arthritis hurts someone you know

- More than 50 million Americans (1 in 5 people) have been diagnosed with arthritis
- Nearly 300,000 children under the age of 18 are affected by juvenile arthritis
- Arthritis is the leading cause of disability in the United States
- 2/3 of those that suffer from arthritis are under the age of 65

## Arthritis affects millions of Iowans

- More than 500,000 adults in Iowa have been diagnosed with arthritis
- Nearly 3,000 children in Iowa suffer from various forms of arthritis

## No one is immune to this disease

- The term "arthritis" encompasses more than 100 diseases and conditions that affect joints, the surrounding tissues and other connective tissues. Arthritis can cause mild to severe pain in the joints, as well as joint tenderness and swelling
- Arthritis affects every racial and ethnic group including more than 34 million Caucasians, more than 4.6 million African-Americans and nearly 3.1 million Hispanics
- People of all ages are at risk
- Arthritis affects women at a much higher rate than men, as 60% of all people who have arthritis are female
- Arthritis is the most common source of chronic pain that veterinarians treat

## The cost to the economy is staggering

Each year, arthritis results in:

- 39 million physician visits
- 3 million visits to outpatient departments
- 172 million missed work days
- \$156 billion in costs of treatment, lost wages and other associated costs

## But the cost to American families is even worse

- Arthritis is a more frequent cause of activity limitation than heart disease, cancer or diabetes
- Pain, fatigue, and inflammation can limit everyday activities, from simple tasks, like bathing and dressing, to the ability to maintain employment or live independently
- Caring for a family member with a prolonged or chronic illness is stressful and draining - mentally, physically, emotionally, and financially

# PRESENTING SPONSOR

## \$7,500

### Category Exclusivity

- Industry non-compete at same level sponsorship. Competitors will be encouraged to participate at lower levels.

### Media Opportunities

- Logo included in TV and/or radio spots (*pending agreement with local media partners*)
- Logo included in all printed media (*pending agreement with local media partners*)
- Sponsor name included in all press releases
- Opportunity for company executive to be interviewed (*pending agreement with media partners*)

### Pre-Event Opportunities

- Access to participant mailing list (one-time use) pre- or post-event
- Inclusion in save-the-date email
- Logo and link to company website included in all event email communication to participants
- Inclusion in one e-newsletter with CEO spotlight
- Inclusion in numerous social media messages
- Logo included in presentations at kickoff, recruitment, team, and sponsor presentations
- Opportunity to host an internal kickoff or recruitment event
- Prominent logo placement on event brochure
- Prominent logo placement on event t-shirt
- Prominent logo placement on event website (linked to company website)
- Prominent recognition on the Fall Hustle web site as the Presenting Sponsor

### Event-Day Opportunities

- Prominent signage at Colby Park on event day
- Invitation to have a display booth in a high-traffic area on event day
- Invitation to include promotional material and/or branded trinkets in goody bags that will be distributed to all participants
- Repeated recognition from event emcee
- Special featurette on your company or your 60-second video included in one weekly email to all participants with link
- 60-second video feature in our local virtual event program shared via Facebook

# PLATINUM LEVEL SPONSOR

## \$5,000

### Pre-Event Opportunities

- Access to participant mailing list (one-time use) pre- or post-event
- Inclusion in save-the-date email
- Logo included in all event email communication to participants, one to include link to company website
- Inclusion in two social media messages
- Opportunity to host an internal kickoff or recruitment event
- Prominent logo placement on event brochure
- Prominent logo placement on event t-shirt
- Logo placement on event website (linked to company website)
- Prominent recognition on the Fall Hustle web site as a Platinum Sponsor

### Event-Day Opportunities

- Invitation to have a display booth in a high-traffic area on event day
- Invitation to include promotional material and/or branded trinkets in goody bags that will be distributed to all participants
- Recognition from event emcee
- 30-second video feature to be shared on Facebook

# GOLD LEVEL SPONSOR

## \$2,500

### Pre-Event Opportunities

- Inclusion in save-the-date email
- Logo included in all event email communication to participants (not linked)
- Inclusion in one social media message
- Logo included in presentations at kickoff, recruitment, team, and sponsor presentations
- Opportunity to host an internal kickoff or recruitment event
- Logo placement on event brochure
- Logo placement on event t-shirt
- Logo placement on event posters
- Logo placement on event website

### Event-Day Opportunities

- Invitation to have a display booth in a high-traffic area on event day
- Invitation to include promotional material and/or branded trinkets in goody bags that will be distributed to all participants
- 15-second video feature to be shared on Facebook

# SILVER LEVEL SPONSOR

## \$1,500

### Pre-Event Opportunities

- Inclusion in save-the-date email
- Company name included in all email communication to participants
- Opportunity to host an internal kickoff or recruitment event
- Logo placement on event t-shirt
- Company name included on event brochures
- Logo placement on event website

### Virtual Event Opportunities

- Invitation to have a display booth on event day
- Invitation to include promotional material and/or branded trinkets in goody bags that will be distributed to all participants

## COVID DISCLAIMER

We will only have a live, in-person event if we can do so safely with little or no risk to our attendees. Strict social distancing guidelines will apply, and sponsorship benefits listed above may be adjusted.



## 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.

## PARTNER INFORMATION

**Yes! We will partner in the 2021 Fall Hustle!**

- Presenting Sponsor - \$7,500
- Platinum Sponsor - \$5,000
- Gold Sponsor - \$2,500
- Silver Sponsor - \$1,500

Company Name \_\_\_\_\_ Contact \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ St \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Email \_\_\_\_\_  
 Signature \_\_\_\_\_ Date \_\_\_\_\_

### Payment Method

- 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 \_\_\_\_\_

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