



Northeast Ohio

September 24, 2023

Today's employees are desperately craving connection

TO YOUR COMPANY



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

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

TO THEIR VALUES



Employees who don't believe their company's **core values align with their personal values**.

[State of Employee Engagement Report, Officevibe](#)

TO EACH OTHER



Employees who 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](#)

A bold entryway to connect your team

Walk to Cure Arthritis is the largest arthritis gathering in the world that unites companies, teams, individuals and families from anywhere they live and work to come together as one community to **support your 1 in 4 employees and customers living with arthritis.**

1.3 Million

Northeast Ohioans have arthritis – enough to fill First Energy Stadium more than 19 times

12,000

Children in Northeast Ohio live with arthritis

**WALK
to CURE
ARTHRITIS™**



When employees feel their company encourages them to support causes they care about, **61%** are more likely to increase their overall engagement at work.

Povaddo 2018



ROCK THE Walk to CURE Arthritis WALK



LOCATION

Cleveland Metroparks Zoo
3900 Wildlife Way, Cleveland, OH 44109

DATE

September 24, 2023

HIGHLIGHTS

- Juvenile Arthritis Activities
- Walk Route winds through the zoo

AUDIENCE

- 500+ WTCA NEO Participants
- Corporate & Family Teams



They're your
foundation;
be their rock.

Way more than a walk

Build **company-wide connection, camaraderie and community** — everywhere your employees live and work.

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

Advance your **corporate health, wellness and fitness** goals/ programs.

Support one of the most **urgent public health issues** that affects your employees and customers.

Live your **commitment to diversity, equity and inclusion** by creating a culture that stands up for people with America's #1 cause of disability.

But how? We heard you ...

IDENTIFY
and reach
new audiences



IMPROVE
employee engagement
and morale



INCREASE
your community
impact



Your benefits as a WTCA Partner

\$2,500 Exhibitor

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

\$5,000 Live Yes!

- *Exhibitor benefits plus:*
- Logo placement on event website (not linked)
- Sponsor name recognition at event (verbal, print)
- Logo on stage/arch banner and event T-shirt
- Logo on event print & email communications (not linked)
- Two group mentions on AF NEO social media

\$7,500 Champion of Yes!

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

\$15,000 Presenting

- *Champion of Yes! benefits plus:*
- Category exclusivity
- Logo included in presentations at kickoff, recruitment and sponsor 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
- 10 VIP passes (including parking)

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

*Opportunities are also available to partner in our December 10, 2023 Jingle Bell Run.

Unique Partnership Opportunities

\$7,500 VIP Experience

- Opportunity to provide high end day of experience to our top fundraisers and sponsors
- Company logo on VIP participant materials
- Logo on event t-shirt
- 6 VIP passes (including parking)

\$5,000 Festival

- Logo on event t-shirt
- 4 VIP passes (including parking)

\$5,000 Fun Zone

- Sponsor activities for kids of all ages to enjoy on walk day
- Opportunity for employees to volunteer in Fun Zone
- Logo on event t-shirt

\$3,000 Walk Team Photos

- Host photo area at the walk
- Signage or back-drop can be co-branded for a lasting impression

\$3,000 Juvenile Arthritis Walk Kick-off

- Two June, 2023 events will kick-off our walk season
- Opportunity for employees to volunteer at June events

\$2,500 Walk Route

- Receive logo recognition on signage along the route.

\$2,500 Start/Finish Line

- Receive exposure on the Start/Finish Line signage
- Provide volunteers to cheer walkers as they pass

All Unique Partnership Opportunities Include:

- Rights to promote partnership using WTCA Logos
- Walk 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

Partnership opportunities as unique as your company

TO REACH & ACQUIRE NEW AUDIENCES ...

- Reach and engage **500+ participants** before, during and after the event
- **Email acquisition opportunities** at event table or VIP tent
- Sponsor **branded photo area**, with email required to access images

TO BOOST VISIBILITY & BRAND RECOGNITION ...

- **Logo present** on event website, emails, T-shirts, signage, marketing materials and more
- **On-stage** speaking opportunities and recognition
- Co-branded **engagement areas** that align with your purpose

TO IMPROVE EMPLOYEE ENGAGEMENT & MORALE ...

- Create a Walk to Cure Arthritis **corporate team(s)**
- Engage employees in event **volunteerism**
- **Storytelling** to enhance internal communications and culture

TO INCREASE CUSTOMER BRAND EXPERIENCES ...

- Distribute **sample products** at prominent event locations
- Set up customized **product demonstrations**
- Invite **employee experts** to engage with walk participants



Partnership Agreement

o Yes! We will sponsor the 2023 Walk to Cure Arthritis

- Presenting Sponsor - \$15,000
- Champion of Yes! Sponsor - \$7,500
- Live Yes! Sponsor - \$5,000
- Exhibitor - \$2,500
- Unique Opportunity - _____

Company Name:				Contact:			
Address:							
City:		St		Zip			
Phone:				Email:			
Signature:				Date:			

Payment

- Check enclosed (payable to The Arthritis Foundation)
- Electronic Payment Will Be Issued
- Credit Card Payment

Note: Payment terms are net 30. Invoices will be issued upon commitment and payment is due 30 days after invoice date.

Please charge the following credit card number in the amount of \$_____

Account Number: _____ Exp: _____ Code: _____

Card Type: AMEX VISA Discover MasterCard

Signature _____ Date _____

Arthritis Foundation Attn: Cleveland Walk to Cure Arthritis
1355 Peachtree St NE STE 600, Atlanta, GA 30309
areitzes@arthritis.org • 330-967-2723

Sponsorship payments cannot be refunded. Your dollars are put to work immediately and enable the Arthritis Foundation to continue critical programs and services in our community.