



Making Business Bright

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

Jingle Bell Run
December 8, 2024
Griffith Park, Los Angeles



jbr.org/losangeles

**To win in the
marketplace you must first
win in the workplace.**

— Doug Conant



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



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 Presenting Partner: \$50,000

BRAND VALUE

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

WEBSITE

- Prominent logo placement on local event website

DIRECT MARKETING

- Inclusion in the market save the date email
- Logo on all market event email communications
- One CEO spotlight 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

- Six social media posts on California's Arthritis Foundation's Facebook page, before, during and after the event
- Inclusion on Facebook ads, when applicable

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 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 the 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 social media posts on California'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
- 10 Passes for the VIP Tent

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 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 California'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
- 8 Passes for the VIP Tent

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 local event website

DIRECT MARKETING

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

SOCIAL MEDIA

- Two social media posts on California'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
- 6 Passes for the VIP Tent

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 local event website

DIRECT MARKETING

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

SOCIAL MEDIA

- Two social media posts on California'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
- 4 Passes for the VIP Tent

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: \$3,000

BRAND ALIGNMENT

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

WEBSITE

- Logo placement on local event website

DIRECT MARKETING

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

SOCIAL MEDIA

- One social media posts on California'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
- 2 Passes for the VIP Tent
- 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