

Partnership Opportunities

Come **Jingle** With Us!

2019 Jingle Bell Run, Pacific Grove

Saturday, December 14, 2019

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arthritis.org/JBR



Facts about Arthritis



Arthritis hurts someone you know

- More than 50 million Americans (one in five) have been diagnosed with arthritis.
- An estimated 300,000 children are affected by juvenile arthritis.
- Two-thirds of people with arthritis are under the age of 65.
- Arthritis costs our economy more than \$156 billion annually in lost wages, medical expenses, and the loss of 172 million work days.



Arthritis affects millions of Californians

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 members of all racial and ethnic groups.
- In the general population, arthritis is more common among women (26%) than men (19%) in every age group.
- A third of obese adults have arthritis.
- One in three U.S. military service members and veterans has arthritis.

The cost to our economy is staggering

Each year, arthritis results in:

- 44 million outpatient physician visits
- Nearly 1 million hospitalizations
- Almost 10,000 deaths
- More than \$156 billion in treatments, lost wages and other associated costs

But the cost to families in the United States 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.

The Arthritis Foundation is committed to conquering arthritis once and for all!

Presenting Sponsor \$10,000



Media Opportunities

- Logo included in TV/Cable Spots (*pending agreements with local media partners*)
- Sponsor name mentioned in Radio Spots (*pending agreements with local media partners*)
- Logo included in all printed media (*pending agreements 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

- 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 two social media messages
- Logo included in presentations at kickoff event, recruitment event, team, and sponsor presentations.
- Opportunity to host an internal kickoff or recruitment event
- Logo placement on event brochure
- Logo placement on participant t-shirt
- Logo placement on event poster
- Logo placement on event website with link to sponsor website

Event Opportunities

- Opportunity to host a booth at the event
- 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
- Opportunity to include company logo on signage at each of the areas listed:
Hero Area • VIP Tent • Registration Tent • Kids Play Area • Volunteer Check-In Tent
Mission Tent • Food & Beverage Tent • Logo on Volunteer T-Shirts • Team Photo Area
Pet Water Station • Start/Finish Line • Programs for Better Living Demonstration
- 10 VIP Passes for the VIP Tent
- Logo placement on route markers
- Logo placement on stage banner

Platinum Level \$7,500



Media Opportunities

- Sponsor name mentioned in Radio Spots (*pending agreements with local media partners*)
- Logo included in all printed media (*pending agreements with local media partners*)
- Sponsor name included in all press releases

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
- Logo included in presentations at kickoff event, recruitment event, team, and sponsor presentations.
- Opportunity to host an internal kickoff or recruitment event
- Logo placement on event brochure
- Logo placement on participant t-shirt
- Logo placement on event poster
- Logo placement on event website with link to sponsor website

Event Opportunities

- Opportunity to host a booth at the event
- Sponsor name recognition from stage
- Opportunity to include company logo on signage at three of the areas listed:
Hero Area • VIP Tent • Registration Tent • Kids Play Area • Volunteer Check-In Tent
Mission Tent • Food & Beverage Tent • Logo on Volunteer T-Shirts • Team Photo Area
Pet Water Station • Start/Finish Line • Programs for Better Living Demonstration
- 6 VIP Passes for the VIP Tent
- Logo placement on route markers
- Logo placement on stage banner

Gold Level \$5,000



Media Opportunities

- Sponsor name included in all press releases

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 event, recruitment event, team, and sponsor presentations.
- Opportunity to host an internal kickoff or recruitment event
- Logo placement on event brochure
- Logo placement on participant t-shirt
- Logo placement on event posters
- Logo placement on event website (not linked to company website)

Event Opportunities

- Opportunity to host a booth at the event
- Sponsor name recognition from stage
- Opportunity to include company logo on signage at two of the areas listed:
Hero Area • VIP Tent • Registration Tent • Kids Play Area • Volunteer Check-In Tent
Mission Tent • Food & Beverage Tent • Logo on Volunteer T-Shirts • Team Photo Area
Pet Water Station • Start/Finish Line • Programs for Better Living Demonstration
- 4 VIP Passes for the VIP Tent
- Logo placement on route marker
- Logo placement on stage banner

Silver Level \$2,500



Pre-Event Opportunities

- Inclusion in Save the Date email
- Company name included in all email communication to participants
- Logo included in presentations at kickoff event, recruitment event, team, and sponsor presentations.
- Opportunity to host an internal kickoff or recruitment event
- Company name included on event brochure
- Company name included on event posters
- Logo placement on event website (not linked)

Event Opportunities

- Opportunity to host a booth at the event
- Sponsor name recognition from stage
- 3 VIP Passes for the VIP Tent
- Logo placement on stage banner

Bronze Level \$1,500

Pre-Event Opportunities

- Opportunity to host an internal kickoff or recruitment event
- Company name on event website (not linked)

Event Opportunities

- Opportunity to host a booth at the event
- Sponsor name recognition from stage
- 2 VIP Passes for the VIP Tent
- Company name included on stage banner



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 partner in the 2019 Jingle Bell Run/Walk!

- Presenting Sponsor - \$10,000
- Platinum Sponsor - \$7,500
- Gold Sponsor - \$5,000
- Silver Sponsor - \$2,500
- Bronze Sponsor - \$1,500

Please email your logo in JPG, PNG, and EPS/TIF formats to [Stephanie Sorensen](mailto:ssorensen@arthritis.org) at ssorensen@arthritis.org.

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 \$ _____

Card # _____ Exp _____

Card Type AMEX VISA Discover MasterCard

Signature _____ Date _____

Arthritis Foundation, Great West Region

Central Coast-North

Stephanie Sorensen

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