

Partnership Opportunities

Jolly for a Reason

2017 Jingle Bell Run Charlotte

Saturday, December 9, 2017



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Jolly for a Reason



Jingle Bell Run is the original festive 5K with a purpose: to raise money for a cure!

Jingle Bell Run is a fun way to get decked out and be festive, while racing to raise funds and awareness to cure America's #1 cause of disability. The funds raised are crucial to advance arthritis research—to discover new treatments, and a cure, faster than ever.



You know someone who battles arthritis.

- Today, more than 50 million Americans have arthritis—that's one of every four adults.
- An estimated 300,000 children – or one in 250 – struggles with arthritis or another rheumatic condition.

Arthritis affects millions in our state.

- Nearly 2 million adults in North Carolina have been diagnosed with arthritis.
- Over 8,400 children in North Carolina live with arthritis or a related disease.
- One in three U.S. military service members and veterans has arthritis.

With arthritis, one thing can lead to another.

- Arthritis is the number one cause of disability in the U.S.
- There are more than 100 types of arthritis attacking joints and surrounding tissues – causing pain, swelling, stiffness, decreased range of motion and diminished quality of life. Some types also affect the heart, lungs, eyes, skin and other organs.
- One-third of those with arthritis have anxiety and depression.
- Nearly one in four adults with arthritis has heart disease.
- Among people with arthritis, 19 percent have chronic respiratory conditions and 16 percent have diabetes.

Arthritis takes a heavy economic toll.

- Health care services worldwide face severe financial pressures as the number of people affected by arthritis and related diseases increases.
- The cost directly attributed to arthritis treatment in the U.S. is upwards of \$116 billion today – and growing.
- Annually, 172 million work days are lost due to arthritis.
- In a single year in the U.S., arthritis results in more than 100 million outpatient visits, an estimated 6.7 million hospitalizations and 1.3 million knee and hip replacements.

Presenting Sponsor \$15,000



CATEGORY EXCLUSIVITY

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
- 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
- Inclusion in two e-newsletters with company, tagline and link to sponsor's website
- Inclusion in one e-newsletter with CEO Spotlight
- Inclusion in one e-newsletter with company ad
- Inclusion in two social media messages
- Logo included in presentations at kickoff event, recruitment event, team, and sponsor presentations
- Opportunity to host and 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 activate at the event by providing volunteers, in-kind donations and signage in 3 of the areas listed: Start/Finish Line · Hero Tent/JA Families · Registration Tent · Santa's Village · Mission Tent · Team Tailgate/VIP Area · Food & Beverage Tent · Pet Water Station · Team Photo Area · Logo on Volunteer T-Shirts
- 10 VIP Passes for the VIP Tent with VIP Parking
- Logo placement on six route markers
- Logo placement on stage banner

Platinum Level \$10,000



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 one social media message (with logo)
- 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: Start/Finish Line · Hero Tent/JA Families · Registration Tent · Santa's Village · Mission Tent · Team Tailgate/VIP Area · Food & Beverage Tent · Pet Water Station · Team Photo Area · Logo on Volunteer T-Shirts
- 8 VIP Passes for the VIP Tent with VIP Parking
- Logo placement on route markers
- Logo placement on sponsor banner

Gold Level \$5,000



Media Opportunities

- Sponsor name included in all press releases

Pre-Event Opportunities

- Inclusion in Save the Date email
- Inclusion in one e-newsletters with company, tagline and link to sponsor's website
- Inclusion in one social media message
- Logo included in presentations at kickoff event, recruitment event, team, and sponsor presentations
- Opportunity to host and internal kickoff or recruitment event
- Logo placement on event brochure
- Logo placement on participant t-shirt
- 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 activate at the event by providing volunteers, in-kind donations and signage in three of the areas listed: Start/Finish Line · Hero Tent/JA Families · Registration Tent · Santa's Village · Mission Tent · Team Tailgate/VIP Area · Food & Beverage Tent · Pet Water Station · Team Photo Area · Logo on Volunteer T-Shirts
- 6 VIP Passes for the VIP Tent with VIP Parking
- Logo placement on four route markers
- Logo placement on stage banner



Silver Level \$2,500

Pre-Event Opportunities

- Inclusion in Save the Date email
- Inclusion in one e-newsletters with company, tagline and link to sponsor's website
- Logo included in presentations at kickoff event, recruitment event, team, and sponsor presentations
- Opportunity to host and internal kickoff or recruitment event
- Logo placement on event brochure
- Logo placement on event website (not linked)

Event Opportunities

- Opportunity to host a booth at the event
- Sponsor name recognition from stage
- 4 VIP Passes for the VIP Tent with VIP Parking
- Logo placement on one route marker
- Logo placement on stage banner

Bronze Level \$1,500

Pre-Event Opportunities

- Logo placement on event brochure
- Logo placement 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 with VIP Parking



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 2017 Jingle Bell Run!

- Presenting Sponsor - \$15,000
- Platinum Sponsor - \$10,000
- Gold Sponsor - \$5,000

- Silver Sponsor - \$2,500
- Bronze Sponsor - \$1,500

Please email your logo in JPG, PNG, and EPS/TIF formats to Kristina Aquilone at kaquilone@arthritis.org.

Company Name _____ Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Signature _____ Date _____

Payment Method

Note: Payment terms for all sponsorship are net 30, payment is due 30 days after invoice date.

- 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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