

Identifying Potential Sponsors

When trying to identify potential corporate sponsors, consider the following:

- All previous sponsors
- Companies where your committee members have business or personal relationships
- Retailers that can offer brochure distribution and access to potential event participants
- Companies whose target audience matches the demographic profile of Walk to Cure Arthritis participants (women, age 35+)
- Companies who currently have teams or have participated in the past *Talk to your Arthritis Foundation staff contact for a list of current and past teams
- Companies who are new to the area and are looking for ways to be more involved in the community
- Companies who have sponsored or are currently sponsoring similar fundraising/pledge walk events in your area (and their competition)
- Companies who have products or services that are natural tie-ins with Walk to Cure Arthritis and/or the Arthritis Foundation.
- Some suggestions for potential sponsors include:
 - Hospitals
 - Grocery Stores
 - Pharmaceutical Companies
 - Fitness Equipment Companies
 - Banks
 - Pharmacies
 - Orthopedic Clinics
 - Health Clubs/Fitness Centers
 - Local Retail Stores
 - Medical Supply Companies
 - Law Firms
 - Insurance Companies
 - Assisted Living Providers
 - Medical Supply Companies
 - Orthopedic Supply Companies
 - Soft Drink Companies/Bottlers
 - TV, Radio & Print Media
 - Physical Rehabilitation Centers
 - Sporting Goods Stores
 - Sport Drink Companies
 - Health Food Companies/Retailers
 - Restaurants