



## 2013 Council Bluffs/Omaha-Metro Jingle Bell Run/Walk SPONSORSHIP OPPORTUNITIES

This annual nationwide event began in 1984, to raise awareness of America's most common cause of disability, while also raising desperately needed funds for research, health education and government advocacy to improve the lives of people with arthritis. The Jingle Bell Run/Walk is a 10K Run, 5K Run, and 1 mile fun run/walk for participants to support the Arthritis Foundation all while keeping in the holiday spirit. It will be held on **December 7, 2013 at River's Edge Park in Council Bluffs, IA.**

### LOCAL PRESENTING PARTNER - \$7,500

- Event titled "Council Bluffs Jingle Bell Run Locally Presented By [Your Company]"
- Opportunity to create promotional "tie-ins" surrounding event (commercials, newspaper ads, etc.)
- Most prominent recognition in all Run/Walk materials and in guaranteed advertising. (posters, event banners, mile markers, etc.)
- Designated on-site registration for company employees
- Logo included in Arthritis Foundation of Nebraska's promotional e-mail tags leading up to event.
- Premium Booth Expo placement, admission for 20 guests to VIP Tent and 10 complimentary race entries. (*minus additional VIP admission & race entries*)
- Package also includes all the promotional and recognition benefits included in Gold, Silver and Bronze sponsorship packages.

### GOLD BELL SPONSOR - \$5,000

- Title sponsorship of one premium Jingle Bell Run element (first come, first serve). Available elements:  
*VIP Tent • JBR Booth Expo • Registration*
- Premium Company LOGO placement: JBR Participant T-Shirts, ALL print materials, ALL Arthritis Foundation-produced signage, Council Bluffs JBR Event website, and Local AF website.
- Verbal recognition through PA announcements and on stage.
- Premium Booth Expo placement, admission for 16 guests to VIP Tent and 8 complimentary race entries.
- Prominent display of 4 banners (*provided by company*) and logo recognition on event banners (*AF produced*).
- Promotion in social media efforts, including YouTube, Facebook, Twitter and blogs.
- Package also includes all the benefits in Silver and Bronze sponsorship packages (*minus additional VIP admission & race entries*)

### SILVER BELL SPONSOR - \$2,500

- Presenting Sponsorship of one Jingle Bell Run element (first come, first serve). Available elements:  
*Food/Beverage • Arthritis Hero Booth • Santa Dash*
- Prominent Logo placement: JBR T-Shirts, Event Banners and Council Bluffs JBR event website.
- High Traffic location for Booth Expo placement, admission for 10 guests to VIP Tent and 5 complimentary race entries.
- Prominent display of up to 3 company banners (provided by company) and logo recognition on event banners (AF produced).
- Package also includes all the benefits in Bronze and Premier Exhibitor sponsorship packages. (*minus additional VIP admission & race entries*)

### BRONZE BELL SPONSOR - \$1,500

- Presenting Sponsorship of one Jingle Bell Run element (first come, first serve). Available elements:  
*Entertainment • Goodie Bags*
- Company Logo placement: JBR T-Shirts, On-Site Event Banners and Council Bluffs JBR event website.
- Booth Expo placement, admission for 4 guests to VIP Tent and 2 complimentary race entries.
- Prominent display of 1 banner (*provided by company*) and logo recognition on event banners (*AF produced*).
- Company name on promotional materials.
- Opportunity to have employee team recruitment presentation at their workplace, on-site employee Run/Walk registration, and/or an educational arthritis presentation.
- Opportunity to provide promotional items, product samples, and more for participant goodie bags.
- Package also includes all the benefits in Santa's Workshop Exhibitor package. (*minus additional VIP admission & race entries*)

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## START/FINISH LINE SLEIGH SPONSOR - \$2,000

- Title Sponsorship of the Council Bluffs Jingle Bell Run/Walk. Premium Logo placement at walk start/finish.
- Company Logo placement: JBR Participant T-Shirts, On-Site Event Banners and Council Bluffs JBR event website.
- Booth Expo placement, admission for 4 guests to VIP Tent and 4 complimentary race entries.
- Opportunity to have employee team recruitment presentation at their workplace, on-site employee Run/Walk registration, and/or an educational arthritis presentation.

## STOCKING STUFFER EXHIBITOR - \$500

- Exhibit space for company to distribute promotional materials at the Booth Expo. All materials provided by exhibitor.
- Company name on event website and JBR participant T-shirts.
- Admission for 2 guests to VIP Tent and 2 complimentary race entries.

## SANTA'S WORKSHOP EXHIBITOR - \$1,000

- All Stocking Stuffer Exhibitor benefits (*minus additional VIP admission & race entries*)
- Admission for 3 guests to VIP Tent and 3 complimentary race entries.
- Verbal recognition on event day from AF leadership.
- Company LOGO on event website and JBR participant T-shirts.

## NAMING OPPORTUNITIES - \$1,000 EACH

- Presenting Sponsorship of one Jingle Bell Run element (first come, first serve). Available elements:  
*Coffee/Hot Chocolate Bar • Candy Cane Mile Marker  
Opening Ceremony • Sugar Plum Water Stop*
- Admission for 3 guests to VIP Tent and 3 complimentary race entries.

## YES! We would like to sponsor for COUNCIL BLUFFS/OMAHA JINGLE BELL RUN/WALK

- |  |   |
|--|---|
| <input type="checkbox"/> Local Presenting Sponsor - \$7,500<br><input type="checkbox"/> Silver Bell Sponsor - \$2,500<br><input type="checkbox"/> Gold Bell Sponsor - \$5,000<br><input type="checkbox"/> Bronze Bell Sponsor - \$1,500<br><input type="checkbox"/> Start/Finish Line Sleigh Sponsor - \$2,000 | <input type="checkbox"/> Santa's Workshop Exhibitor Sponsor - \$1,000<br><input type="checkbox"/> Stocking Stuffer Exhibitor Sponsor - \$500<br><input type="checkbox"/> Naming Opportunities - \$1,000/each<br><input type="checkbox"/> Coffee/Hot Chocolate Bar <input type="checkbox"/> Candy Cane Water Stop<br><input type="checkbox"/> Candy Cane Mile Marker <input type="checkbox"/> Opening Ceremony |
|--|---|
- YES! Our Company would also like to make an in-kind donation. Please contact us for details.**
- We regret that we cannot be a sponsor this year, but would like to celebrate an Arthritis Hero and make a donation in the amount of \$ \_\_\_\_\_**

COMPANY NAME	
COMPANY CONTACT	TITLE
ADDRESS	
CITY/STATE/ZIP	
PHONE	
EMAIL	
SIGNATURE	DATE

Please make checks payable to the **Arthritis Foundation**. Your donation is tax deductible, our **Tax ID # is 26-4639290**.

Arthritis Foundation, Nebraska  
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