

2013
Central Illinois
Jingle Bell Run/Walk
Sponsorships



“The mission of the Arthritis Foundation is to improve lives through leadership in the prevention, control, and cure of arthritis and related diseases.”

Facts About Arthritis

- Arthritis is the nation's **leading cause of disability**, affecting individuals, families, and society as a whole in ways that need to be more widely known, recognized, and addressed.
- Arthritis affects **50 million people** in America, including 2.5 million in Illinois.
- 67 million Americans are projected to have arthritis by the year 2030.
- Two-thirds of people with arthritis are under the age of 65, including **300,000 children** under the age of 16.
- Every year, arthritis results in more than **40 million outpatient visits**, approximately a million hospitalizations and over 9,000 deaths.
- The term "arthritis" encompasses more than **100 diseases** and conditions affecting joints, the surrounding tissues and other connective tissues.
- **One in Five adults and One in 250 children** in the U.S. have reported doctor diagnosed arthritis.
- Arthritis carries a staggering price tag of **\$128 billion annually** in medical expenses, lost earnings, and reduced productivity.
- The Arthritis Foundation is the world's largest nonprofit contributor to arthritis research, investing more than **\$400 million since 1948** toward medical breakthroughs that have led to better treatments and therapies, restoring mobility in countless patients.
- Where The Money Goes: In the field of nonprofit health care, best practice is to direct at least **75 percent** of all funds raised toward programs and services. Nationally, the Arthritis Foundation exceeds that standard, with **78 percent** of our expenses spent on improving lives.

Our Role: The Arthritis Foundation is the largest nonprofit organization solely dedicated to the prevention, control, and cure of arthritis, the nation's leading cause of disability.



Event Overview

The 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.

To celebrate the holiday season, participants tie jingle bells to their shoelaces, wear festive holiday costumes and ask friends and neighbors to join them in the support of the Arthritis Foundation's mission to prevent, control, and cure arthritis and related diseases.

Throughout its 28 year history, the Jingle Bell Run/Walk for Arthritis has become the nation's largest holiday run/walk event. Peoria offers a 5k timed run, a 5k fun walk, and a kid's fun run with activities for the entire family. There are over 130 Jingle Bell Run/Walks for Arthritis nationwide with more than 115,000 participants and volunteers. In 2012, the Jingle Bell Run/Walk for arthritis raised over \$8 million.

When is the event?

December 7, 2013 10:00 am start time

Where is the event?

RiverPlex Recreation & Wellness Center
600 Northeast Water Street, Peoria, IL

How do I sign up?

www.jinglebellpeoria.org

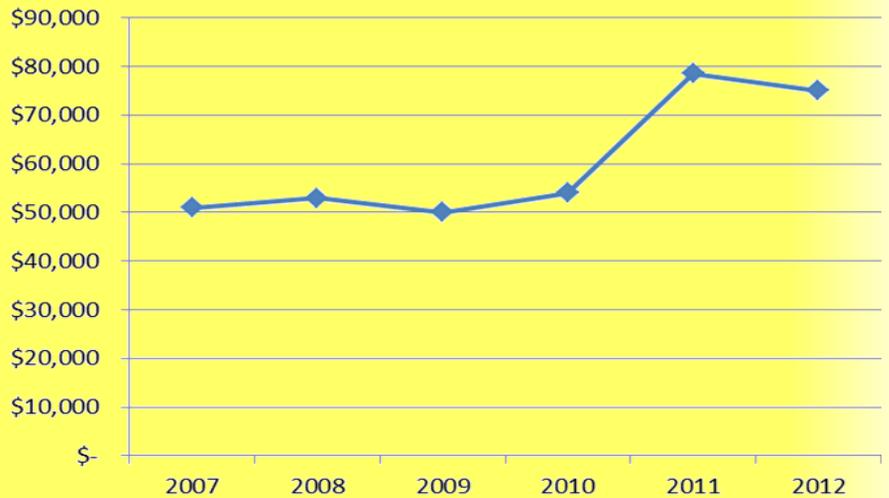


Jingle Bell Statistics

Number of Participants



Funds Raised



2013 Jingle Bell Youth Honoree



Hi, I'm Alexa Wesley, I'm 16 and I have Polyarticular Juvenile Rheumatoid Arthritis. I woke up one morning with a rash on my face and swelling around my eyes. My mom took me to the doctor where I got a steroid shot but the swelling didn't stop. Later that night I was admitted to the hospital and the next day I was transferred to the ICU at another hospital an hour away. After 2 weeks in the hospital I was diagnosed with JRA. My mom and I found Dr.

Joe Couri, a Peoria rheumatologist, and I began my journey with this disease. What people don't understand is that I may look ok on the outside but inside my body is in constant pain. With JRA, I have to plan my day and activities carefully, as arthritis is a very unforgiving disease. Kids at school don't understand that I have a disease that limits my physical activity. Because my disease is so severe, I am now homebound and can not go to school with my friends. As a 16 year old, this is not what I should be worried about. It is hard to explain to someone who doesn't have arthritis what a day in my life is like. That is why the Arthritis Foundation is important to me. Not only are they helping find a cure but they are introducing me to other kids with my disease. It is a great feeling to talk to other kids who suffer in pain and understand what I am going through. We are kids who have a painful, chronic disease that hinders some of our days but not our dreams. Kids with arthritis are like other children who hope and dream of what our future holds for us. What our future needs is a cure! Thank you for your support and because of it we are going to win this fight together!

Jingle Bell Run/Walk

Sponsorship Opportunities

Christmas wouldn't be possible for Santa without his elves, just like the Arthritis Foundation wouldn't be possible without your support.

Which elf would you like to be?

Alabaster Snowball is very important. He is the Administrator of the Naughty & Nice List

Bushy Evergreen is the inventor of the magic toy making machine

Shinny Upatree is Santa's oldest friend and cofounder of the secret village

Pepper Minstix is the guardian of the secret location of Santa's village

Sugarplum Mary is head of the sweet treats and assistant to Mrs. Clause

Santa's "Present"ing Sponsor

\$5,000

- Event title = *The 25th Annual Jingle Bell Run/Walk Locally Presented by (Your Company)*
- Logo on 100 JBR posters, 5,000 JBR brochures, and the back of 2,000 t-shirts
- Logo displayed on the website www.jinglebellpeoria.com with direct link to sponsor's website
- Full page premier recognition in Race Day Journal that is given to each participant
- 2 course signs with your logo and a message along the 5k route
- Display booth at the event
- Complimentary registration for 20 teams members
- Opportunity for two representatives to speak throughout the event and judge the costume contest
- Opportunity to provide promotional items, coupons, or information in participant goodie bags

Alabaster Snowball

\$2,500

- Logo on 100 JBR posters, 5,000 JBR brochures, and the back of 2,000 t-shirts
- Logo displayed on the website www.jinglebellpeoria.org with direct link to sponsor's website
- Full page recognition in Race Day Journal that is given to each participant
- 2 course signs with your logo and a message along the 5k route
- Complimentary registration for 20 teams members
- Opportunity for a representatives to be a judge for the costume contest
- Opportunity to provide promotional items, coupons, or information in participant goodie bags

Bushy Evergreen \$1,500

- Logo on 100 JBR posters, 5,000 JBR brochures, and the back of 2,000 t-shirts
- Logo displayed on the website www.jinglebellpeoria.org with direct link to sponsor's website
- 1/2 page recognition in Race Day Journal that is given to each participant
- 1 course sign with your logo and a message along the 5k route
- Complimentary registration for 10 teams members
- Opportunity to provide promotional items, coupons, or information in participant goodie bags

Shinny Upatree

\$1,000

- Logo on 100 JBR posters, 5,000 JBR brochures, and the back of 2,000 t-shirts
- Logo displayed on the website www.jinglebellpeoria.org with direct link to sponsor's website
- 1/4 page recognition in Race Day Journal that is given to each participant
- Complimentary registration for 5 teams members
- Opportunity to provide promotional items, coupons, or information in participant goodie bags

Reindeer Dash \$1,000 (Exclusive Sponsorship)

(150 yard dash for 3 - 8 year olds)

- Logo on the back of 2,000 JBR t-shirts
- Logo displayed on the website www.jinglebellpeoria.org with direct link to sponsor's website
- Opportunity to provide representatives to help with the dash
- Opportunity to provide promotional items, coupons, or information in participant's goodie bags
- Course signs

Pepper Minstix \$500

- Logo on the back of 2,000 JBR t-shirts
- Logo displayed on the website www.jinglebellpeoria.org with direct link to sponsor's website
- Complimentary registration for 5 teams members
- Opportunity to provide promotional items, coupons, or information in participant's goodie bags

Sugarplum Mary \$200

- Team name listed on the back of 2,000 JBR t-shirts
- Complimentary registration for 5 teams members
- Opportunity to provide promotional items, coupons, or information in participant's goodie bags

Stocking Stuffers \$150

- Opportunity to provide promotional items, coupons, or information in participant's goodie bags

In-Kind Sponsor

- Post Race Food - Printing - Goodie Bags - Post Race Refreshments

Deadline to be on all promotional material is September 15, 2013

Deadline to be on t-shirts is November 15, 2013

Programs are given to every participant at the **Bone Bash** and **Jingle Bell Run/Walk**.
If you would like to include coupons or information in the event program, fill out the form below.

2013 Program Ad Commitment Form

Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ E-Mail: _____

* Each program is 8.5 x 7 inches

Yes! I would like to reserve an ad in the **Bone Bash** program

____ Business Card (\$75) ____ Half Page (\$200)

____ Quarter Page (\$150) ____ Full Page (\$250)

Yes! I would like to reserve an ad in the **Jingle Bell Run/Walk** program

____ Business Card (\$75) ____ Half Page (\$200)

____ Quarter Page (\$150) ____ Full Page (\$250)

Yes! I would like to save \$15 and reserve an ad in both the **Bone Bash**
and **Jingle Bell Run/Walk** programs.

* Fill out sizes above under the correct event for each ad size requested.

Check Enclosed.

Please make check payable to the Arthritis Foundation.

Credit Card

Number: _____ Exp: _____

Please send invoice to address above.

**Please send completed form to the Arthritis Foundation at
2621 North Knoxville Avenue, Peoria, IL 61604, fax to 309.682.6732,
or e-mail this form and ad for the program to bstewart@arthritis.org**

2013 Jingle Bell Run/Walk Sponsorship Commitment Form

- Santa's "Present"ing Sponsor (\$5,000)
- Alabaster Snowball (\$2,500)
- Bushy Evergreen (\$1,500)
- Shiny Upatree (\$1,000)
- Reindeer Dash (\$1,000)
- Pepper Minstix (\$500)
- Sugarplum Mary (\$200)
- Stocking Stuffer (\$150)
- In - Kind Sponsor providing: _____ Valued at: \$ _____
- We cannot be an official sponsor at this time, but please accept our contribution of \$ _____



Name: _____
Company Name: _____
Address: _____
City: _____ State: _____ Zip Code: _____
Phone: _____ E-Mail: _____

Please list the name to be used in any promotions, indicating exactly how it should appear:

Please email the exact logo you would like used in a jpg, gif, or pdf format to e-mail below.

Payment Information

- Check Enclosed. Please make check payable to the Arthritis Foundation.
 - Credit Card Number: _____ Exp: _____
 - Please send invoice to address above.

**Please send completed form to the Arthritis Foundation at
2621 North Knoxville Avenue, Peoria, IL 61604, fax to 309.682.6732,
or e-mail this form and ad for the program to bstewart@arthritis.org**