



December 13, 2014
9:00 am
Peggy Notebaert Nature Museum
2430 N Cannon Dr, Chicago

2014 Chicago Jingle Bell Run/Walk Sponsorship Levels

Presenting Sponsor

\$25,000

All benefits associated with the below levels, plus:

- Cited as Presenting Sponsor on all materials
- Inclusion in all press releases and public service announcements
- Opportunity for representative to serve as emcee for event
- Opportunity for representative to speak at starting line before start of event
- Opportunity for representative to speak before awards ceremony
- Opportunity for representative to help hand out awards at awards ceremony
- Twenty (20) complimentary registrations along with t-shirts
- Logo on back of t-shirts (most prominent)
- Logo and link to company page on event registration page (most prominent)

Platinum Sponsor

\$15,000

All benefits associated with the below levels, plus:

- Recognition in Arthritis Update e-newsletter (8,500 e-mails)
- Fifteen (15) complimentary registrations along with t-shirts
- Logo on back of t-shirts (2nd most prominent)
- Logo on additional event marketing/advertising (TBD)
- Opportunity for placement in team captain information packets

Gold Sponsor

\$10,000

All benefits associated with the below levels, plus:

- Category exclusivity
- Ten (10) complimentary registrations along with t-shirts
- Logo on postcards
- Logo at bottom of all e-mails
- Sponsorship thank you on social media (Facebook/Twitter) with link to website and opportunity for

additional postings

→ Opportunity for banner placement at start/finish line

Silver Sponsor

\$5,000

All benefits associated with the below level, plus:

→ Five (5) complimentary registrations along with t-shirts

→ Logo on rackcards and posters

→ Use of Jingle Bell Run/Walk logo in sponsor's marketing, advertising and promotional efforts within AF guidelines

Bronze Sponsor

\$2,500

→ Two (2) complimentary registrations along with t-shirts

→ Opportunity for pre- and post-race 10x10 tent or table

→ Logo on back of t-shirts

→ Logo and link to company website on event registration page

→ Opportunity for placement in participant goodie bags

→ Logo on sponsor thank you banners

→ Opportunity for AF Jingle Bell Run/Walk presentation and fundraising training for team/employees

In-kind Sponsorship opportunities

Sponsorship level based on value of in-kind sponsorship

→ Site rental

→ Post-race food (bananas, oranges, bagels, granola bars, etc.)

→ Pre- and post-race water and water at aid stations

→ Sports drink (Gatorade, powerade, etc.)

→ Truck rental

→ Portable restroom rental

→ Medical personnel/ambulance

→ Stage/speakers/sound equipment

→ Banners/signage

→ Printing (postcards, rackards, posters)

→ T-shirts

→ Awards/medals

→ Holiday costumes (antlers, santa hats, etc.)

