

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.)

Commitment Form

Commit	ment Forr	n			
☐ Presen☐ Platinu☐ Gold☐ Silver	ting Sponsor ım		0	Run/Walk Arthritis Arthritis Foundation) n®
☐ Bronze☐ In-Kind☐ We can	Sponsor provid	ling al sponsor at this a corporate team	time, but please acce	ept our contribution of	-
Company Name					_
Contact Name			Title		_
Address			_ City	ST Zip	-
Phone		E-1	mail		_
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Signature			Date		
Please list the co	mpany name to be	e used in any promot	ions, indicating exactly h	ow it should appear:	
Please e-mail the	e logo you would li	ke used in an .eps an	d .jpg/.gif format to bvar	nacker@arthritis.org.	-
Payment	Information	n			
□ Please□ Unable	invoice us at the a to sponsor, but p	address above.		se charge the credit card for	
Credit Card:	AMEX	VISA	MASTERCARD	DISCOVER	
Card Number			Exp. Date	Sec. Code	
Signature			Date		

E-MAIL TO: bvanacker@arthritis.org

FAX TO: 312-372-2081

MAIL TO: Arthritis Foundation c/o Jingle Bell Run/Walk 35 E Wacker Dr, Suite 2260

Chicago, IL 60601