Arthritis Foundation Walk 2012 Sponsorship Commitment Information

Local Presenting Partner $7,500

- Event will read as follows: **"Arthritis Walk (location) Locally Presented By (your company)"**
- Opportunity for sponsors to create promotional tie-ins surrounding the event (commercials, newspaper ads, website, etc)
- Company logo predominately placed on Nebraska Arthritis Foundation's website www.arthritis.org Keyword: Nebraska with a link to your company's website.
- Company name to appear in all media releases as the walk's presenting sponsor; inclusion wherever possible in any public service announcement or media interview.
- Premier coverage in the Arthritis Walk Newsletter to Team Captains (February – April)
- Company will be recognized in pre/post day-of-event activities.
- Banner in event main site; day-of (provided by the company)
- Company logo on signage along the route (qty = 2) (provided by Arthritis Foundation)
- Company logo predominately placed on front cover of 3,000+* Arthritis Walk brochures and 500* posters distributed throughout Nebraska
- Company logo predominately placed on the Arthritis Walk t-shirts distributed to all participants raising at least $100
- Company logo predominately placed on the EVENT website (ask staff for specific site)
- Company logo included on sponsorship banner(s) & signage at the event (provided by Arthritis Foundation)
- Opportunity to display company materials at a display booth during our Arthritis Booth Expo which is held in conjunction with each walk location (company staffs and provides materials)
- Opportunity to form a company team
- Other promotional opportunities as they become available

Gold Partner $5,000

Includes sponsoring areas such as Kids Zone, Arthritis Booth Expo, Relaxation Zone, and more. Contact the staff at your walk location for specific details the various event areas you can support.

- Company name included on (1) banner at the event for the AREA you are supporting. (provided by Arthritis Foundation).
- Company logo predominately placed on front cover of 3,000+* Arthritis Walk brochures and 500* posters distributed throughout Nebraska
- Company logo printed on Arthritis Walk t-shirts distributed to all participants raising at least $100
- Company name predominately included on partner signage at the event (provided by Arthritis Foundation)
- Company logo placed on the EVENT website (ask staff for specific site)
- Opportunity to display company materials at a display booth during our Arthritis Booth Expo which is held in conjunction with each walk location (company staffs and provides materials)
- Opportunity to form a company team

Silver Partner $2,500

- Company logo predominately placed on front cover of 3,000+* Arthritis Walk brochures and 500* posters distributed throughout Nebraska
- Company name printed on Arthritis Walk t-shirts distributed to all participants raising at least $100
- Company name predominately included on partner signage at the event (provided by Arthritis Foundation)
- Opportunity to display company materials at a display booth during our Arthritis Booth Expo which is held in conjunction with each walk location (company staffs and provides materials)
- Opportunity to form a company team

Bronze Partner $1,500

- Company logo predominately placed on front cover of 3,000+* Arthritis Walk brochures and 500* posters distributed throughout Nebraska
- Company name printed on Arthritis Walk t-shirts distributed to all participants raising at least $100
- Company name included on partner signage at the event (provided by Arthritis Foundation)
- Opportunity to display company materials at a display booth during our Arthritis Booth Expo which is held in conjunction with each walk location (company staffs and provides materials)
- Opportunity to form a company team

NEW: Billboard Partner — $3,500

Become our Billboard Partner by covering the production cost for our Lincoln area billboard and receive these benefits:

- Your company logo will be placed alongside the Arthritis Walk logo as the sponsor of that billboard
- Company logo placed on the EVENT website (ask staff for specific site)
- Opportunity to display company materials at a display booth during our Arthritis Booth Expo which is held in conjunction with each walk location (company staffs and provides materials)
- Opportunity to form a company team

NEW: Start/Finish Line Partner — $3,500

Become our Start/Finish Line Partner by underwriting the cost of the start/finish line display and receive these benefits:

- Your company logo will be predominately placed at the finish line during the Arthritis Walk of your choice
- Company logo placed on the EVENT website (ask staff for specific site)
- Opportunity to display company materials at a display booth during our Arthritis Booth Expo which is held in conjunction with each walk location (company staffs and provides materials)
- Opportunity to form a company team

Arthritis Booth Expo Partner — $250 - $1,000

- Opportunity to display company materials at a display booth during our Arthritis Booth Expo which is held in conjunction with each walk location (company staffs and provides materials)
- Company logo will be printed on Arthritis Walk t-shirts distributed to event participants who raise at least $100
- * Bonus at $500 Booth Expo Partner will have name on Arthritis Walk signage as well as EVENT website.
- * Bonus at $1000 Booth Expo Partner will have logo on Arthritis Walk signage as well as EVENT website.
- Opportunity to form a company team

NEW: Hero Partner — $250

- Sponsor a juvenile arthritis (JA) child or other adult arthritis sufferer from your community. A photo of this person will be placed along the route with signage that states, *Sponsored by XYZ Company*
- Opportunity to form a company team

Naming Opportunities — $1000/each*

- Brochure/Printing Sponsor
- Coffee Bar Sponsor
- Mile Marker Sponsor
- Kick-off Event Sponsor
- Opening Ceremony/Stage Sponsor
- Raffle Sponsor
- Entertainment Sponsor
- Water Stop Sponsor

**Please check with your local Nebraska representative for naming availabilities.*

Each sponsor/partner will have the opportunity to support arthritis patients by supplying them with a "goodie item" that will be placed in walk participant "goodie bags". Your company logo can be displayed on this item. Items TBD and vary based on which walk locations you'd like to be involved in. Items tied to arthritis or related diseases are preferred. Please contact your local Nebraska representative for further details.

**This amount varies in each walk location. Please see Arthritis Foundation staff for details.*

PRINTING DEADLINES FOR COMPANY LOGO/or NAME INCLUSION:
Walk Brochures: Monday, February 20th, 2012
Walk T-shirts: Monday, April 9th, 2012
Walk Signage/Banners: Monday, April 23rd, 2012

Want to support in another way or have questions?
Contact your Nebraska representative to discuss other ways you can be involved in your local Arthritis Walk!
Andrea Milton ● Omaha ● 402-330-6130 ● amilton@arthritis.org
Carey Collingham ● Lincoln/Greater NE ● 402-477-6136 ● ccollingham@arthritis.org
VISIT OUR EVENT WEBSITE FOR MORE DETAILS:
www.arthritiswalklincoln.kintera.org

2012 Arthritis Walk
Sponsorship Commitment Form

☐ **YES! I would like to sponsor the Arthritis Foundation's 2012 Lincoln Arthritis Walk on Saturday, May 19th, 2012.**

- ☐ **Local Presenting Partner - $7,500**
- ☐ **Gold Partner - $5,000**
- ☐ **Silver Partner - $2,500**
- ☐ **Bronze Partner - $1,500**
- ☐ **Billboard Partner - $3,500**
- ☐ **Start/Finish Line Partner - $3,500**
- ☐ **Hero Partner - $250**
- ☐ **Arthritis Booth Expo Partner:**
  - ☐ $250
  - ☐ $500
  - ☐ $1,000

- ☐ **Naming Opportunities - $1,000**
  - ☐ Brochure/Printing Sponsor
  - ☐ Coffee Bar Sponsor
  - ☐ Mile Marker Sponsor
  - ☐ Kick-off Event Sponsor
  - ☐ Opening Ceremony/Stage Sponsor
  - ☐ Raffle Sponsor
  - ☐ Entertainment Sponsor
  - ☐ Water Stop Sponsor

☐ **I am unable to sponsor, but I would like to:**

- ☐ **Make a donation of: $_____**
- ☐ **Become and Arthritis Advocate**
- ☐ **Volunteer or form a team**
- ☐ **Be contacted next year**

2012 Arthritis Walk

Company Name: _____

Company Contact: _____ **Title:** _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Fax:** _____

Email: _____

Please make checks payable to the Arthritis Foundation

Please complete the sponsorship commitment form and fax to:
(402) 330-6167, Attn: Carey Collingham
or mail to:
Arthritis Foundation, Heartland Region
Attn: Carey Collingham
600 No. 93rd Street, Ste. 206
Omaha, NE 68114

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