

# ARTHRITIS FOUNDATION - HEARTLAND REGION OMAHA SPONSORSHIP OPPORTUNITIES

“Arthritis is Unacceptable.”



The Arthritis Foundation is Doing Something About It.

## JOIN THE MOVEMENT!

The Arthritis Foundation is looking out for the 50 million American adults and 300,000 children who suffer from arthritis pain. We are raising awareness about the seriousness of this debilitating and unacceptable disease, which strikes all ages, costs \$128 billion annually and is the nation's leading cause of disability. We are educating communities nationwide about proven ways to help ease the burdens of arthritis. We are working hard to find better treatments and ultimately cures. YOU are making a wise investment when you get involved and support the Arthritis Foundation's life-changing efforts. Not only will you make a world of difference NOW in the lives of people who are disabled by arthritis. You will also be paving the way for a FUTURE free of arthritis pain. Please join us.

## Our Role

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

## Our Impact Goal

By 2030, the Arthritis Foundation aims to reduce by 20 percent the number of people suffering from arthritis-related physical activity limitations.

## Our Work

- We believe the heavy toll arthritis takes is unacceptable, and that arthritis must be taken as seriously as other chronic diseases because of its devastating consequences.
- We educate people about the realities of this debilitating, progressive and potentially life-threatening disease through information and programs that improve joint health and promote pain management.
- We are 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.
- We fight for health care policies, government-funded research and federal support for increased medical training, all to improve the lives of individuals and families affected by arthritis.
- We offer arthritis expertise, physician referrals, and patient education and information, including a robust website ([www.arthritis.org](http://www.arthritis.org)), drug guide, books, brochures, our award-winning magazine Arthritis Today ([www.arthritistoday.org](http://www.arthritistoday.org)), and many more resources to help improve life with arthritis.
- We recommend seeing a doctor to get an early diagnosis, which can help prevent further joint damage and a lifetime of disability, and to follow through with an appropriate and personalized treatment plan to improve quality of life.
- We encourage, with a doctor's approval, low-impact movement like walking, bicycling and swimming on a regular basis, which is shown to have significant benefits, including arthritis pain reduction, improved physical function and decreased depression.
- We sponsor a variety of empowering educational, physical activity and self-management programs and outreach nationwide, tested and proven to change lives for the better.
- We host an array of year-round events to raise funds and create awareness, from local walks and runs to dinners, galas and other special events.
- We believe that preserving joint health is the cornerstone of an active life, and we urge people to take steps that are known to help prevent, delay or reduce the impact of arthritis.

## Where the Money Goes

In the field of nonprofit health care, best practice is to direct at least 75% of all funds raised toward program services. Nationally, the Arthritis Foundation exceeds that standard, with 76.4% of our expenses spent on improving lives.

# Omaha Arthritis Walk<sup>®</sup> Sponsorship Opportunities

Saturday, May 12, 2012 • Stinson Park

**JOIN THE MOVEMENT!** *Let's Move Together* is a nationwide movement led by the Arthritis Foundation that encourages people to move to prevent or treat arthritis. *Let's Move Together* to improve the quality of life for the 50 million people, including 370,000 Nebraskans, living with this debilitating disease.



## Local Presenting Partner - \$10,000

- Event will be titled "Omaha Arthritis Walk Locally Presented By [Your Company]"
- Opportunity for sponsors to create promotional "tie-ins" surrounding the event (commercials, newspaper ads, etc.)
- Most prominent recognition in all 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 promotional e-mail tags in months leading up to event.
- Package also includes all the promotional and recognition benefits included in Gold, Silver and Bronze sponsorship packages.

## Gold Partner - \$5,000

- Title sponsorship of one premium Arthritis Walk element (first come, first serve). Available elements:  
**VIP Tent • Arthritis Walk Booth Expo • Registration**
- Premium Company LOGO placement: Arthritis Walk Participant T-Shirts, ALL print materials, ALL Arthritis Foundation-produced signage, Omaha Arthritis Walk Event website ([www.omahawalk.org](http://www.omahawalk.org)), and Nebraska Chapter website.
- Verbal recognition through PA announcements and on stage.
- Premium Booth Expo placement and admission for 16 guests to VIP Tent.
- Prominent display of up to 4 company banners (provided by company) and logo recognition on event banners (AF produced).
- Promotion in Omaha's social media efforts, including YouTube, Facebook, Twitter and blogs.
- Package also includes all the promotional benefits included in Silver and Bronze sponsorship packages.

## Silver Partner - \$2,500

- Presenting Sponsorship of one Arthritis Walk element (first come, first serve). Available elements:  
**Food/Beverage • Arthritis Hero Booth • Canine Walk**
- Prominent Logo placement: Arthritis Walk Participant T-Shirts, Event Banners and Omaha Arthritis Walk event website.
- High Traffic location for Booth Expo placement and admission for 10 guests to VIP Tent.
- Prominent display of up to 3 company banners (provided by company) and logo recognition on event banners (AF produced).
- Package also includes all promotional and recognition benefits included in Bronze and Premier Exhibitor sponsorship packages.

## Bronze Partner - \$1,500

- Presenting Sponsorship of one Arthritis Walk element (first come, first serve). Available elements:  
**Entertainment • Doggie Hydration Station • Goodie Bags**
- Company Logo placement: Arthritis Walk Participant T-Shirts, Event Banners and Omaha Arthritis Walk event website.
- Booth Expo placement and admission for 4 guests to VIP Tent.
- Prominent display of 1 company 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 Walk registration, and/or an educational arthritis presentation.
- Opportunity to contribute promotional items, product samples, literature for participant goodie bags.
- Package also includes all promotional and recognition benefits included in Premier Exhibitor sponsorship package.

## Start/Finish Line Partner - \$2,000

- Presenting Sponsorship of the Omaha Arthritis Walk Start/Finish Line. Premium Logo placement at walk start/finish.
- Company Logo placement: Arthritis Walk Participant T-Shirts, Event Banners and Omaha Arthritis Walk event website.
- Booth Expo placement and admission for 4 guests to VIP Tent.
- Opportunity to have employee team recruitment presentation at their workplace, on-site employee Walk registration, and/or an educational arthritis presentation.

## Exhibitor Sponsor - \$500

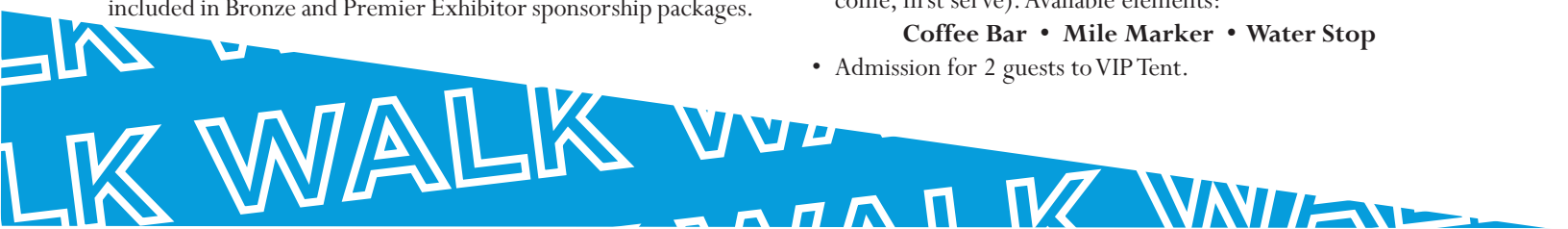
- Exhibit space for company to distribute promotional materials at the Walk Expo. All materials provided by exhibitor.
- Company name displayed on event website and Arthritis Walk participant t-shirts.
- Admission for 2 guests to VIP Tent.

## Premier Exhibitor Sponsor - \$1,000

- All above Exhibitor Sponsor benefits
- Verbal recognition on event day from AF leadership.
- Company LOGO displayed on event website and Arthritis Walk participant t-shirts.

## Naming Opportunities - \$1,000 each

- Presenting Sponsorship of one Arthritis Walk element (first come, first serve). Available elements:  
**Coffee Bar • Mile Marker • Water Stop**
- Admission for 2 guests to VIP Tent.





# Omaha Woman of the Year Gala Sponsorship Opportunities

October 2012 • Embassy Suites - LaVista

The Woman of the Year Gala is an annual event honoring a philanthropic woman of the Omaha-Metro Community. Honorees are selected by the Woman of the Year Nomination and Selection Committees, consisting of Arthritis Foundation Leadership Council Members, past honorees and significant supporters of the Arthritis Foundation.

The Woman of the Year Gala is the largest fundraising event for the Arthritis Foundation of Nebraska and has been a prestigious honor in Omaha for over 38 years. On average the gala has 350-450 guests in attendance. Our 2012 honoree will be announced by April.

## **Diamond Benefactor - \$10,000**

- Table of ten (10) at the Woman of the Year Gala.
- Entry for ten (10) guests to Patron Party prior to event.
- Premium table location at the Gala.
- Full-page advertisement in the event program.
- Mention in all event press releases & advertisements.
- Company Name and Logo recognition at event.
- Signage at event (provided by Arthritis Foundation).
- Valet parking for ten (10) guests at event.

## **Emerald Benefactor- \$5,000**

- Table of ten (10) at the Woman of the Year Gala.
- Entry for ten (10) guests to Patron Party prior to event.
- Full-page advertisement in the event program.
- Mention in all event press releases & advertisements.
- Company Name and Logo recognition at event.

## **Ruby Benefactor - \$3,000**

- Table of ten (10) at the Woman of the Year Gala.
- Entry for ten (10) guests to Patron Party prior to event.
- Half-page advertisement in the event program.
- Company Name recognition at event.

## **Sapphire Benefactor - \$1,500**

- Four (4) guest tickets at the Woman of the Year Gala.
- Entry for four (4) guests to Patron Party prior to event.
- Quarter-page advertisement in the event program.
- Company Name recognition at event.

## **Full Page Advertisement - \$350**

## **Half Page Advertisement - \$250**

## **Quarter Page Advertisement - \$200**

## **Friend/Family Congratulatory Ad - \$50/couple**



## **Past 5 Woman of the Year Honorees**

2011 - Sandy Parker

2010 - Carmen Gottschalk

2009 - Diny Landen

2008 - Anne Nelson

2007 - Lin Simmonds

# Council Bluffs Jingle Bell Run/Walk® Sponsorship Opportunities



November/December 2012  
Site TBD

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 5K Run or 1 mile fun run/walk for participants to support the Arthritis Foundation all while keeping in the holiday spirit.

## Local Presenting Partner - \$7,500

- Event titled "Council Bluffs Jingle Bell Run Locally Presented By [Your Company]"
- Opportunity for sponsors to create promotional "tie-ins" surrounding the 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 promotional e-mail tags in months leading to event.
- 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 and admission for 16 guests to VIP Tent.
- Prominent display of up to 4 company 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 promotional benefits included in Silver and Bronze sponsorship packages.

## 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 Participant T-Shirts, Event Banners and Council Bluffs JBR event website.
- High Traffic location for Booth Expo placement and admission for 10 guests to VIP Tent.
- Prominent display of up to 3 company banners (provided by company) and logo recognition on event banners (AF produced).
- Package also includes all promotional and recognition benefits included in Bronze and Premier Exhibitor sponsorship packages.

## 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 Participant T-Shirts, On-Site Event Banners and Council Bluffs JBR event website.
- Booth Expo placement and admission for 4 guests to VIP Tent.
- Prominent display of 1 company 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 contribute promotional items, product samples, literature for participant goodie bags.
- Package also includes all promotional and recognition benefits included in Santa's Workshop Exhibitor sponsorship package.

## 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 and admission for 4 guests to VIP Tent.
- 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.

## Santa's Workshop Exhibitor - \$1,000

- All above Exhibitor Sponsor benefits
- 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 2 guests to VIP Tent.

Please complete the sponsorship commitment form and fax to (402)330-6167 or mail to:

Andrea Milton  
Special Events Director  
Arthritis Foundation of Nebraska  
600 N. 93rd St, Ste. 206  
Omaha, NE 68114



For questions/additional information please contact:

Andrea Milton  
amilton@arthritis.org  
(402)330-6130

COMPANY NAME	
COMPANY CONTACT	TITLE
ADDRESS	SUITE
CITY/STATE/ZIP	
PHONE	
EMAIL	

**YES!** We would like to sponsor the **OMAHA ARTHRITIS WALK**

- |  |  |
|--|--|
| <input type="checkbox"/> Local Presenting Sponsor - \$10,000 | <input type="checkbox"/> Premier Exhibitor Sponsor - \$1,000   |
| <input type="checkbox"/> Gold Partner - \$5,000              | <input type="checkbox"/> Exhibitor Sponsor - \$500   |
| <input type="checkbox"/> Silver Partner - \$2,500            | <input type="checkbox"/> Naming Opportunities - \$1,000/each   |
| <input type="checkbox"/> Bronze Partner - \$1,500            | <input type="checkbox"/> Coffee Bar <input type="checkbox"/> Mile Marker <input type="checkbox"/> Water Stop |
| <input type="checkbox"/> Start/Finish Line Sponsor - \$2,000 |  |

**YES!** We would like to sponsor the **39th Annual WOMAN OF THE YEAR GALA**

- |  |  |
|--|--|
| <input type="checkbox"/> Diamond Benefactor - \$10,000 | <input type="checkbox"/> Ruby Benefactor - \$3,000     |
| <input type="checkbox"/> Emerald Benefactor - \$5,000  | <input type="checkbox"/> Sapphire Benefactor - \$1,500 |

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

- |   |   |
|---|---|
| <input type="checkbox"/> Local Presenting Sponsor - \$7,500         | <input type="checkbox"/> Santa's Workshop Exhibitor Sponsor - \$1,000                             |
| <input type="checkbox"/> Silver Bell Sponsor - \$2,500              | <input type="checkbox"/> Stocking Stuffer Exhibitor Sponsor - \$500                               |
| <input type="checkbox"/> Gold Bell Sponsor - \$5,000                | <input type="checkbox"/> Naming Opportunities - \$1,000/each                                      |
| <input type="checkbox"/> Bronze Bell Sponsor - \$1,500              | <input type="checkbox"/> Coffee/Hot Chocolate Bar <input type="checkbox"/> Candy Cane Mile Marker |
| <input type="checkbox"/> Start/Finish Line Sleigh Sponsor - \$2,000 | <input type="checkbox"/> Candy Cane Water Stop <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 \$ \_\_\_\_\_**

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

<input type="checkbox"/> CHECK ENCLOSED	<input type="checkbox"/> SEND INVOICE FOR PAYMENT
CREDIT CARD: <input type="checkbox"/> MASTERCARD <input type="checkbox"/> VISA	CREDIT CARD #:
3-DIGIT CODE:	SIGNATURE: