



## Arthritis Foundation Walk 2013 Sponsorship Commitment Information

### **Local Presenting Partner**

**\$7,500**

- Event will read as follows: “**Lincoln Arthritis Walk 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](http://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

**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

**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

**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 | • Opening Ceremony/Stage Sponsor |
| • Coffee Bar Sponsor        | • Raffle Sponsor                 |
| • Mile Marker Sponsor       | • Entertainment Sponsor          |
| • Kick-off Event 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 slightly annually. Please see Arthritis Foundation staff for details.*

**PRINTING DEADLINES FOR COMPANY LOGO/or NAME INCLUSION:**

**Walk T-shirts: Monday, April 15<sup>th</sup>, 2013**

**Walk Signage/Banners: Monday, April 22<sup>th</sup>, 2013**

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!

Carey Collingham • Lincoln/Greater NE • 402-477-6136 • [ccollingham@arthritis.org](mailto:ccollingham@arthritis.org)

**VISIT OUR EVENT WEBSITE FOR MORE DETAILS:**

[www.LincolnWalk.org](http://www.LincolnWalk.org)



## 2013 Arthritis Walk Sponsorship Commitment Form

**YES! I would like to sponsor the Arthritis Foundation's 2013 Lincoln Arthritis Walk on Saturday, May 11<sup>th</sup>, 2013.**

- 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 an Arthritis Advocate
  - Volunteer or form a team
  - Be contacted next year

**Make a contribution of the following items:**

**2013 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 Email to:  
 ccollingham@arthritis.org  
 or mail to:  
 Arthritis Foundation, Heartland Region  
 Attn: Carey Collingham  
 600 No. 93<sup>rd</sup> Street, Ste. 206  
 Omaha, NE 68114

**PRINTING DEADLINES FOR COMPANY LOGO/or NAME INCLUSION:**  
 Walk T-shirts: Monday, April 15<sup>th</sup>, 2013  
 Walk Signage/Banners: Monday, April 22<sup>th</sup>, 2013