

AN ARTHRITIS FOUNDATION EVENT

Arthritis Walk®

Purdue University

Partnership Opportunities

Why Partner with the Arthritis Walk®?

- It is estimated that 50 million Americans suffer from arthritis and/or chronic joint symptoms.
- 1.4 million people in Indiana have arthritis.
- Arthritis is the most common cause of disability among people aged 15 years and older.
- Arthritis costs the U.S. economy totals more than \$128 billion annually.
- 300,000 children in America, 6,400 in Indiana alone, have some form of arthritis or rheumatic disease.
- The mission of the Arthritis Foundation – to improve lives through leadership in the **prevention, control and cure** of arthritis and related diseases – is carried out through programs, services and research efforts that directly impact people with arthritis in this area.

Presenting Sponsor

Cost: \$3,000 (Category Exclusive)

- Event will be titled: **Purdue Arthritis Walk® Presented Locally by (Company)**
- Recognition as the presenting sponsor on all solicitation letters and correspondences
- Recognition as presenting sponsor on all promotional brochures, flyers and posters
 - Brochures distributed throughout the area
 - Recruitment pieces to past Arthritis Walk® participants
 - Flyers distributed by the Arthritis Foundation and Purdue Pharmacy Students at community events and health fairs
 - Event posters
 - Logo placement on all walk emails to participants
- Recognition and company link on Arthritis Foundation and Arthritis Walk websites: www.arthritis.org and www.PurdueWalk.org
- Name to appear in all media releases as the presenting sponsor; inclusion wherever possible in any public service announcements or media interviews
- Premier coverage in Arthritis Walk Newsletter to team captains, registered participants and past participants distributed in November, December, January, February, March and April
- Recognition as local presenting sponsor on company provided start/finish banner
- Premier logo placement on participant shirts
- Promotional booth, company staffed, to distribute information and/or samples at event
- Opportunity for corporate spokesperson to make pre and post-event address to participants
- Opportunity to put information and coupons in participant goodie bags
- Other promotional opportunities as they become available

Prevention Sponsor**Cost: \$1,500 and Corporate Team**

- Recognitions as premier sponsor on all promotional brochures, flyers and posters
 - Brochures distributed throughout the area
 - Recruitment pieces to past Arthritis Walk® participants
 - Flyers distributed by the Arthritis Foundation and Purdue Pharmacy Students at community events and health fairs
 - Event posters
- Recognition and company link on Arthritis Walk website: www.PurdueWalk.org
- Mention in all media releases
- Logo placement on participant shirts
- Promotional booth, company staffed, to distribute information and/or samples at event
- Opportunity to put information and coupons in participant goodie bags

Control Sponsor**Cost: \$1,000 and Corporate Team**

- Recognitions as major sponsor on all promotional brochures, flyers and posters
 - Brochures distributed throughout the area
 - Recruitment pieces to past Arthritis Walk® participants
 - Flyers distributed by the Arthritis Foundation and Purdue Pharmacy Students at community events and health fairs
 - Event posters
- Recognition and company link on Arthritis Walk website: www.PurdueWalk.org
- Mention in all media releases
- Logo placement on participant shirts
- Promotional booth, company staffed, to distribute information and/or samples at event
- Opportunity to put information and coupons in participant goodie bags

Cure Sponsor**Cost: \$500 and Corporate Team**

- Recognitions as sponsor on promotional brochures, flyers and posters (if secured early enough)
- Recognition and company link on Arthritis Walk website: www.PurdueWalk.org
- Logo placement on participant shirts
- Promotional booth, company staffed, to distribute information and/or samples at event
- Opportunity to put information and coupons in participant goodie bags

Team Sponsor**Cost: \$250 and Corporate Team**

- Recognition and company link on Arthritis Walk website: www.PurdueWalk.org
- Logo placement on participant shirts
- Promotional booth, company staffed, to distribute information and/or samples at event
- Opportunity to put information and coupons in participant goodie bags

****Sponsorship opportunities can be discussed to fit your company's needs****

Sunday, March 24, 2013 Purdue Armory Benefiting the Arthritis Foundation, Central Indiana

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|---------------------------------------------|----------|---------------------------------------------|---------|
| <input type="checkbox"/> Statewide Sponsor | \$20,000 | <input type="checkbox"/> Presenting Sponsor | \$3,000 |
| <input type="checkbox"/> Prevention Sponsor | \$1,500 | <input type="checkbox"/> Control Sponsor | \$1,000 |
| <input type="checkbox"/> Cure Sponsor | \$500 | <input type="checkbox"/> Team Sponsor | \$250 |
| <input type="checkbox"/> In Kind Sponsors | | | |
| Type: _____ | | | |
| Value: _____ | | | |

SPECIAL LISTING INSTRUCTIONS: Please list my name or company in all advertising & publicity as:

(including capitals, abbreviations & punctuation)

- I (We) wish to Remain Anonymous I (We) decline all benefits

PLEASE PRINT OR TYPE THE FOLLOWING INFORMATION

Company (if applicable) _____

Contact Name _____

Address _____

City, State, Zip _____ **E-mail** _____

Phone _____ **Fax** _____ **Website** _____

Facebook Page: _____ **Twitter Account: @** _____

Method of Payment

- Check made payable to ARTHRITIS FOUNDATION enclosed
- Please bill my credit card Please Invoice

Cardholder's Name _____ **CVV#** _____

Credit Card Number _____ **Expiration Date** _____

Signature(Required for all sponsorship) _____

Please mail, email or fax this signed contract to:

Arthritis Foundation, Central Indiana - 615 N Alabama Street, Suite 430 - Indianapolis, IN 46204 Fax number 317.876.5608
For more information, please contact Kendall Horvatich khorvatich@arthritis.org or 317.879.0321 x2.