



Come Jingle With Us!

Jingle Bell Run and Walk For Arthritis

Saturday, December 5, 2009

Mariposa Basin Park

6599 Taylor Ranch Road NW

Albuquerque, NM 87113

9:00 a.m. Registration

9:45 "Kids Reindeer Dash"

10:15 a.m. 5K Run/Walk

Arthritis Foundation

Greater Southwest Chapter

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www.arthritis.org



2009 Jingle Bell Walk/Run for Arthritis

Arthritis Foundation Greater Southwest Chapter

Fact Sheet

Mission: The mission of the Arthritis Foundation is to improve lives through leadership in the prevention, control, and cure of arthritis and related diseases. The Arthritis Foundation is leading the effort by funding extensive peer-reviewed research and educational programs and services for adults and children.

Service Area: The Greater Southwest Chapter serves more than 2 million people, both young and old, living with arthritis in New Mexico and Arizona.

Our Agency: The Greater Southwest Chapter and its strong volunteer corps support research, children's programs, and professional and public education programs, services for people with arthritis, government advocacy and fundraising events. Among the 47 chapters in the nation, the Greater Southwest Chapter is ranked in the top three in programs and services, and we are ranked number one in providing research dollars.

- ✓ 73% of income is retained locally. Only 4% of income is used for local administration. Only 6% of income is used for local fundraising; 27% of the income goes to research.

Impact of Arthritis:

- Arthritis is the number one cause of disability in the United States.
- One in three New Mexicans has some form of arthritis.
- Nearly 70 million Americans have arthritis.
- Anyone can get arthritis – it affects people in all age groups, including 300,000 children nationally. In New Mexico alone, more than 1,500 children have juvenile arthritis.
- Arthritis affects twice as many women as men.
- Arthritis costs the U.S. economy \$124.5 billion per year in medical care and lost wages.

2009 Jingle Bell Walk/Run for Arthritis

The **Jingle Bell Walk/Run for Arthritis** is a unique event, which offers broad community appeal, attracting many participants and spectators of all ages.

Saturday, December 5, 2009
Course: Mariposa Basin Park
Albuquerque, NM
5K (3.1 miles)

Why We Walk & Run

Imagine the sounds of hundreds of thousands of bells as people throughout the United States run and walk in the Jingle Bell Run for Arthritis. Across the country, this sound will be heard as people like you tie jingle bells to their shoelaces, don festive costumes and join neighbors in the fight against arthritis. The Arthritis Foundation is the only nationwide, nonprofit health organization helping people take control of arthritis by leading efforts to prevent, control and cure arthritis and related diseases—the nation's number one cause of disability.

Team Up to Make a Difference!

Take a step in the right direction by forming a *team* to either run or walk in the Jingle Bell Run for Arthritis.

What is a Team?

It's a group of five or more people – co-workers, friends, neighbors, family, etc. – joining together to fight arthritis.

Why Enter a Team

It's fun! Jingle Bell Run for Arthritis brings people together for an exciting and fun way to support the Arthritis Foundation while participating in a healthy activity. A team also increases your visibility in the community—it shows your company or group cares about people! You'll also be eligible for special prizes in the team category.

Team Challenge

Gather your co-workers, family and friends to join you for the ***TEAM CHALLENGE!*** The Team Challenge segment of the Jingle Bell Walk & Run for Arthritis is a festive competition where friends, colleagues and businesses try to outdo each other in a friendly rivalry to see who can raise the most money and has the largest team participate in the Jingle Bell Walk & Run for Arthritis.

It's Easy

Designate a team captain of your club or organization. The Team Captain will receive an official Team packet filled with ideas and information to help your team win the challenge.



Platinum Bell Sponsor

\$10,000

- ◆ Event will exclusively carry your corporate name in the title —
- ◆ Corporate name and logo in title on event T-Shirts, brochures (distribution 3,000), posters and other printed materials.
- ◆ Prominent placement of corporate name and logo in brochures and on T-Shirts.
- ◆ VIP sponsor booth at the event.
- ◆ Your corporate banner prominently displayed at the event.
- ◆ Opportunity for company representative to judge the costume contest.
- ◆ Inclusion in all media opportunities (including newspaper, radio and television).
- ◆ Exposure to all of the race participants and spectators.
- ◆ Opportunity to distribute product samples or promotional items in goodie bags.
- ◆ Team of 100 participants.
- ◆ Recognition in the Arthritis Foundation newsletter (circulation: 35,000+).





Gold Bell Sponsor

\$5,000

- ◆ Name and logo on event T-Shirts, brochures (distribution 3,000), posters and other printed materials.
- ◆ Corporate banner on display at the event.
- ◆ Sponsor booth at event.
- ◆ Inclusion in all media opportunities (including newspaper, radio, and television).
- ◆ Exposure to all of the race participants and spectators.
- ◆ Opportunity to distribute product samples or promotional items in goodie bags.
- ◆ Team of 50 participants.
- ◆ Recognition in the Arthritis Foundation newsletter (circulation: 35,000+).



Silver Bell Sponsor

\$3,500

- ◆ Name and logo as on event T-Shirts, brochures (distribution 3000), posters and other printed materials.
- ◆ Corporate banner on display at the event.
- ◆ Inclusion in all print advertisements.
- ◆ Sponsor booth at the event.
- ◆ Exposure to all of the race participants and spectators.
- ◆ Opportunity to distribute product samples or promotional items in goodie bags.
- ◆ Team of 35 participants.
- ◆ Recognition in the Arthritis Foundation newsletter (circulation: 35,000+).



Bronze Bell Sponsor

\$2,500

- ◆ Name and logo on event T-Shirts, brochures (distribution 3,000), posters and other printed materials.
- ◆ Sponsor booth at event.
- ◆ Exposure to all of the race participants and spectators.
- ◆ Opportunity to distribute product samples or promotional items in goodie bags.
- ◆ Team of 25 people.
- ◆ Recognition in the Arthritis Foundation newsletter (circulation: 35,000+).



Brass Bell Sponsor

\$1,000

- ◆ Name and logo on T-Shirts.
- ◆ Sponsor booth at the event.
- ◆ Exposure to all of the race participants and spectators.
- ◆ Opportunity to distribute product samples or promotional items in goodie bags.
- ◆ Team of 10 people.
- ◆ Recognition in the Arthritis Foundation newsletter (circulation: 35,000+).



Crystal Bell Sponsor

\$500

- Name and Logo on T-Shirts
- Sponsor Booth at the event
- Exposure to all of the race participants and spectators
- Opportunity to distribute product samples or promotional items in goodie bags
- Team of 5 people

