



let's move together

WALK | ARTHRITIS FOUNDATION

Sponsorship Proposal

Come “**MOVE**” with us at the
2009 Arthritis Walks!!

*Put your best foot forward and help **fight arthritis.***



To benefit the
Arthritis Foundation, Maryland Chapter



www.arthritis.org
www.letsmove-together.org

Sponsorship Proposal

Arthritis Foundation, Maryland Chapter

2009 Arthritis Walk

The Arthritis Walk is the Arthritis Foundation's nationwide signature event that supports public awareness and raises funds to fight arthritis, the nation's most common cause of disability. It is a tremendous opportunity to help improve the lives of the 46 million men, women and children with arthritis. Get your company involved or recruit friends and family members to form a team. Best of all, when you walk in honor of a loved one with arthritis, you know your making a difference.

The Maryland Chapter's Annual Arthritis Walks are a vital source of funds to help us meet our mission. All proceeds from the Walks will support critical arthritis research and vital community programs and services to improve the lives of people with arthritis. By joining the 2009 Arthritis Walk, you become a part of the *Let's Move Together* movement. But don't stop there...move daily for better health.

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 Walk is a community event in its truest sense. Teams from schools, churches, local businesses, civic groups & neighborhoods come together to show support for the **66 million Americans and 1.1 million Marylanders** who battle this disease.

EVENT DETAILS:

Baltimore County Arthritis Walk

Proud Partnership with: GBMC's Joint & Spine Center

Date: May 2, 2009

Place: Oregon Ridge Park, Hunt Valley

DOG WALK!!

Howard County Arthritis Walk

Date: May 16, 2009

Place: Meadowbrook Park, Ellicott City

DOG WALK!!

Harford County Arthritis Walk

Date: May 17, 2009

Place: Ripken Stadium, Aberdeen

Anticipated Community Participation = 1,500 individuals



Sponsorship Proposal

All sponsorships will be recognized with signage at the events, in our event marketing materials (brochures, flyers), in our Annual Report, on our website (www.arthritis.org and www.kintera.org) and in our quarterly newsletter, *Arthwritings*. All sponsorships are 100% tax-deductible.

\$5,000 Presenting “Sole” Sponsor

(Limited to ONE per location)

- ★ **Presenting** Sponsor at one event location
- ★ Most prominent and largest sponsor placement for event location
- ★ Sponsor name/logo will be displayed at the **Walk Start Line**
- ★ Sponsor name/logo on Arthritis Walk brochure and on T-Shirt
- ★ Sponsor name/logo on event signage
- ★ Sponsor acknowledgement by Master of Ceremonies
- ★ Opportunity to contribute promotional items for participants goodie bags
- ★ Sponsor may have a booth/display at all 3 event locations
- ★ Logo included in print advertisements surrounding event

\$3,000 Golden Walkways Sponsor

(Limited to TWO per location)

- ★ Large sponsor logo prominence on Brochure and T-Shirt
- ★ Sponsor name/logo will be displayed at the **Walk Finish Line**
- ★ Sponsor name/logo on event signage on walking path
- ★ Sponsor acknowledgement by Master of Ceremonies
- ★ Opportunity to contribute promotional items for participants goodie bags
- ★ Sponsor may have a booth/display at the event location of choice
- ★ Ability to create promotional tie-ins related to the event

\$2,500 Making Moves Sponsor

- ★ Large sponsor logo prominence on Brochure and T-Shirt
- ★ Sponsor may recruit a company team to **lead the Walk at the start line**
- ★ Sponsor acknowledgement by Master of Ceremonies
- ★ Opportunity to contribute promotional items for participants goodie bags
- ★ Logo included in print advertisements surrounding event
- ★ Sponsor may have a booth/display at all 3 event locations
- ★ Ability to create promotional tie-ins related to the event

\$1,000 Silver Sneaker Sponsor

- ★ Medium sponsor logo prominence on Brochure and event T-shirt
- ★ Sponsor acknowledgement by Master of Ceremonies
- ★ Opportunity to contribute promotional items for participants goodie bags
- ★ Logo included in print advertisements surrounding event
- ★ Sponsor may have a booth/display at the event location of choice

\$ 500 Bronze Shoelace Sponsor

- ★ Small sponsor logo prominence on Brochure
- ★ Sponsor name/logo on event T-Shirt
- ★ Logo included in print advertisements surrounding event
- ★ Opportunity to contribute promotional items for participants goodie bags
- ★ Sponsor may have a booth/display at the event location of choice



2009 Arthritis Foundation Arthritis Walk

Sponsorship/ Registration Reply Form

SPONSORSHIP DEADLINE IS FEBRUARY 1, 2009

_____ **Yes**, we would like to sponsor the 2009 Arthritis Walks and participate in providing significant funding for arthritis research and programs, which help people in Maryland, take control in their fight against arthritis.

Please reserve space at the following sponsorship level:

- \$5,000 Presenting "Sole" Sponsor**
- \$3,000 Golden Walkways Sponsor**
- \$2,500 Making Moves Sponsor**
- \$1,000 Silver Sneaker Sponsor**
- \$500 Bronze Shoelace Sponsor**

Additionally,

_____ **Yes, PLEASE SEND ME A TEAM KIT.** We would like to form a team of walkers to participate.

_____ **No**, unfortunately we cannot sponsor the Arthritis Walk.
Enclosed is our donation of _____.

Company Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax/E-Mail: _____

Contact Name: _____

Signature: _____ Date: _____

Please mail your payment/reply to:

Arthritis Foundation, Maryland Chapter
Attention: Beth Starner

9505 Reisterstown Road, Suite 1 North
Owings Mills, Maryland 21117

410-654-6570 ext. 230 (phone) 410-654-9270 (fax)

Or, email: bstarner@arthritis.org

PLEASE MAKE ALL CHECKS PAYABLE TO THE ARTHRITIS FOUNDATION, MD CHAPTER

Mission Statement

The mission of the Arthritis Foundation is to
improve lives through leadership in the
prevention, control and cure
of arthritis and related diseases.

Here's the latest on Arthritis in Maryland...

- Maryland has a population of 5.6 million people. One in five adults (nearly 1.1 million) has arthritis.
- In Baltimore City, that translates into 131,893 people with arthritis and in Baltimore County the total is 177,054.
- Because of the aging baby boomers, it is likely that the prevalence of arthritis will continue to climb. By the year 2030, the number of adults with doctor-diagnosed arthritis is projected to be nearly 67 million (or 25% of the adult population.)
- Arthritis affects people in all age groups including over 294,000 children nationwide, an estimated 5,600 children in Maryland.
- Arthritis is the nation's most common cause of disability among Americans over 15 years of age. In Maryland, that translates into a half million days of lost work per year.
- The Maryland Chapter is #1 in funding research among the other 44 chapters.
- The Maryland Chapter has funded nearly \$15 million in research in the last ten years.
- The Maryland Chapter funded nearly \$1 million in research in 2007 alone.
- Here is the saddest statistic...

Half of the Marylanders with arthritis don't think anything can be done to help.

