

## NORTHERN COLORADO JINGLE BELL RUN CORPORATE CHAIR

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### Primary Objective:

Generate 20% of overall budget or **\$6,200** in new revenue to ensure year-over-year overall Jingle Bell Run event growth. Achieve Jingle Bell Run event goal of **\$31,000**.

### Responsibilities:

- Generate new revenue from your company's campaign
  - Sponsorship opportunity/upgrade
  - Team growth
  - Personal fundraising
- Recruit 5-7 volunteers to focus on securing new revenue through their own teams, sponsorship, new teams, and/or outreach to others
- Hosts an event to recruit peer volunteers
- Serve as a spokesperson for the event throughout the campaign & attends Jingle Bell Run event
- Assist in recruiting next year's Jingle Bell Run Leadership with staff support
- Conducts meeting or calls with revenue focused volunteers monthly or as needed
- Hold monthly progress meeting with staff

### Benefits

Chair and chair's company receive positive pre-event publicity, day-of exposure, and post success publicity:

- Pre-event press releases announcing chair
- Speaking opportunity at team captain kick off and on stage day of event
- Business networking opportunities throughout campaign
- Recognition of partnership with the Arthritis Foundation - one of the most well-known and respected charities

### Staff Partner

Molly Delphia  
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### Community Partner

Jordan Waters  
JBR Committee Chair  
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