

## Identifying Potential Sponsors

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When trying to identify potential corporate sponsors, consider the following:

- All previous sponsors
- Companies where your committee members have business or personal relationships
- Retailers that can offer brochure distribution and access to potential event participants
- Companies whose target audience matches the demographic profile of Walk to Cure Arthritis participants (women, age 35+)
- Companies who currently have teams or have participated in the past \*Talk to your Arthritis Foundation staff contact for a list of current and past teams
- Companies who are new to the area and are looking for ways to be more involved in the community
- Companies who have sponsored or are currently sponsoring similar fundraising/pledge walk events in your area (and their competition)
- Companies who have products or services that are natural tie-ins with Walk to Cure Arthritis and/or the Arthritis Foundation.
- Some suggestions for potential sponsors include:
  - Hospitals
  - Grocery Stores
  - Pharmaceutical Companies
  - Fitness Equipment Companies
  - Banks
  - Pharmacies
  - Orthopedic Clinics
  - Health Clubs/Fitness Centers
  - Local Retail Stores
  - Medical Supply Companies
  - Law Firms
  - Insurance Companies
  - Assisted Living Providers
  - Medical Supply Companies
  - Orthopedic Supply Companies
  - Soft Drink Companies/Bottlers
  - TV, Radio & Print Media
  - Physical Rehabilitation Centers
  - Sporting Goods Stores
  - Sport Drink Companies
  - Health Food Companies/Retailers
  - Restaurants