

# Partnership Opportunities

**2015 Jingle Bell Run/Walk  
Fort Lauderdale  
December 12, 2015**

Brittany Stolzenberg,  
Development Manager  
Arthritis Foundation  
3411 NW 9th Ave, Ste. 1206  
Fort Lauderdale, FL 33309  
bstolzenberg@arthritis.org  
[954] 319-8421



Arthritis Foundation®

# Facts about Arthritis

## Arthritis hurts someone you know

- Nearly 50 million Americans (1 in 5 people) have been diagnosed with arthritis by a doctor.
- Nearly 300,000 children under the age of 17 are affected by juvenile arthritis.
- Two-thirds of people with arthritis are under the age of 65.
- Arthritis costs our economy more than \$156 billion annually in lost wages and medical expenses, and the loss of 172 million work days.

## Arthritis affects millions of Floridians

- 4,022,000 million adults in Florida have been diagnosed with arthritis.
- Nearly 6,000 children suffer from various forms of arthritis.

## No one is immune to this disease

- The term "arthritis" encompasses more than 100 diseases and conditions that affect joints, the surrounding tissues and other connective tissues. Arthritis can cause mild to severe pain in the joints, as well as joint tenderness and swelling.
- Arthritis affects every racial and ethnic group including more than 34 million Caucasians, more than 4.6 million African-Americans and nearly 3.1 million Hispanics.
- Arthritis affects women at a much higher rate than men. Sixty percent of all people who have arthritis are female, and several of the more common forms are more prevalent in women.

## The cost to the economy is staggering

### Each year, arthritis results in:

- 44 million outpatient physician visits
- Nearly 1 million hospitalizations
- 2.2 million visits to emergency departments
- \$156 billion in costs of treatment, lost wages and other associated costs

## But the cost to American families is even worse

- Arthritis is a more frequent cause of activity limitation than heart disease, cancer or diabetes.
- Pain, fatigue, and inflammation can limit everyday activities, from simple tasks, like bathing and dressing, to the ability to maintain employment or live independently.
- Caring for a family member with a prolonged or chronic illness is stressful and draining - mentally, physically, emotionally, and financially.

**The Arthritis Foundation is committed to changing these statistics!**



# Presenting Sponsor \$15,000

## Category Exclusivity

### Media Opportunities

- Logo included in TV/Cable Spots (*pending agreements with local media partners*)
- Sponsor name mentioned in Radio Spots (*pending agreements with local media partners*)
- Logo included in all printed media (*pending agreements with local media partners*)
- Sponsor name included in all press releases
- Opportunity for company CEO to be interviewed or quoted in press release

### Pre-Event Opportunities

- Access to participant mailing list (one-time use) pre or post event
- Inclusion in Save the Date email
- Inclusion in two e-newsletters with company, tagline and link to sponsor's website
- Inclusion in one e-newsletter with CEO Spotlight
- Inclusion in one e-newsletter with company ad
- Inclusion in two social media messages
- Opportunity for logo to be included in presentations at kickoff event, recruitment event, team, and sponsor presentations
- Opportunity to host an internal kickoff or recruitment event
- Logo placement on event brochure
- Logo placement on participant t-shirt
- Logo placement on event poster
- Logo placement on event website with link to sponsor website
- Placement of promotional item in participant goodie bag

### Event Opportunities

- Opportunity to host a booth at the event
- Opportunity for CEO or company executive to address the participants at the event
- Opportunity for CEO or company executive to be interviewed by local media
- Sponsor name recognition from stage
- Opportunity to activate at the event by providing volunteers, in-kind donations and signage in 3 of the areas listed:
  - Registration Tent • Volunteer Check-In Tent • Food & Beverage Tent
  - Logo on Volunteer T-Shirts • Team Photo Area •
  - Start/Finish Line • Programs for Better Living Demonstration
- Logo placement on six route markers
- Logo placement on stage banner



# Platinum Level \$10,000

## Media Opportunities

- Sponsor name mentioned in Radio Spots (*pending agreements with local media partners*)
- Logo included in all printed media (*pending agreements with local media partners*)
- Sponsor name included in all press releases

## Pre-Event Opportunities

- Access to participant mailing list (one-time use) pre or post event
- Inclusion in Save the Date email
- Inclusion in one e-newsletters with company, tagline and link to sponsor's website
- Inclusion in one e-newsletter with company ad
- Inclusion in two social media messages
- Opportunity for logo to be included in presentations at kickoff event, recruitment event, team, and sponsor presentations
- Opportunity to host an internal kickoff or recruitment event
- Logo placement on event brochure
- Logo placement on participant t-shirt
- Logo placement on event poster
- Logo placement on event website with link to sponsor website
- Placement of promotional item in participant goodie bag

## Event Opportunities

- Opportunity to host a booth at the event
- Sponsor name recognition from stage
- Opportunity to activate at the event by providing volunteers, in-kind donations and signage in three of the areas listed:
  - Registration Tent • Volunteer Check-In Tent • Food & Beverage Tent
  - Logo on Volunteer T-Shirts • Team Photo Area •
  - Start/Finish Line • Programs for Better Living Demonstration
- Logo placement on four route markers
- Logo placement on stage banner



# Gold Level \$5,000

## Media Opportunities

- Sponsor name included in all press releases

## Pre-Event Opportunities

- Inclusion in Save the Date email
- Inclusion in one e-newsletters with company, tagline and link to sponsor's website
- Inclusion in one social media message
- Opportunity for logo to be included in presentations at kickoff event, recruitment event, team, and sponsor presentations
- Opportunity to host an internal kickoff or recruitment event
- Logo placement on event brochure
- Logo placement on participant t-shirt
- Logo placement on event website with link to sponsor website
- Placement of promotional item in participant goodie bag

## Event Opportunities

- Opportunity to host a booth at the event
- Sponsor name recognition from stage
- Opportunity to activate at the event by providing volunteers, in-kind donations and signage in three of the areas listed:
  - Registration Tent • Volunteer Check-In Tent • Food & Beverage Tent
  - Logo on Volunteer T-Shirts • Team Photo Area •
  - Start/Finish Line • Programs for Better Living Demonstration
- Logo placement on four route markers
- Logo placement on stage banner



# Silver Level \$2,500

## Pre-Event Opportunities

- Inclusion in Save the Date email
- Inclusion in one e-newsletters with company, tagline and link to sponsor's website
- Opportunity for logo to be included in presentations at kickoff event, recruitment event, team, and sponsor presentations
- Opportunity to host an internal kickoff or recruitment event
- Logo placement on event brochure
- Logo placement on event website (not linked)
- Placement of promotional item in participant goodie bag

## Event Opportunities

- Opportunity to host a booth at the event
- Sponsor name recognition from stage
- Logo placement on one route marker
- Logo placement on stage banner



# Bronze Level \$1,000

## Pre-Event Opportunities

- Logo placement on event brochure
- Logo placement on event website (not linked)
- Placement of promotional item in participant goodie bag

## Event Opportunities

- Opportunity to host a booth at the event
- Sponsor name recognition from stage



# Commitment Form

## AS A PARTNER, WHERE DOES YOUR MONEY GO?

In the field of nonprofit health care, best practice is to direct at least 75% of all funds raised toward program services. Nationally, the Arthritis Foundation exceeds that standard: 76.4% of our revenue goes directly to programs and services. Approximately 11% is spent on administration, and 12% on fundraising efforts. We pledge to be good stewards of the funds invested in our mission.

## PARTNER INFORMATION

**Yes! We will partner in the 2015 Jingle Bell Run/Walk!**

\_\_\_ Presenting Sponsor - \$15,000 \_\_\_ Platinum Sponsor - \$10,000 \_\_\_ Gold Sponsor - \$5,000  
\_\_\_ Silver Sponsor - \$2,500 \_\_\_ Bronze Sponsor - \$1,000 \_\_\_

Please email your logo in JPG, PNG, and EPS/TIF formats to Brittany Stolzenberg at [bstolzenberg@arthritis.org](mailto:bstolzenberg@arthritis.org).

**Yes! We are interested in FORMING A TEAM for the Jingle Bell Run/Walk!** \_\_\_\_\_

Company Name \_\_\_\_\_ Contact \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ St \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Email \_\_\_\_\_  
Signature \_\_\_\_\_ Date \_\_\_\_\_

### Payment Method

\_\_\_ Check enclosed (payable to The Arthritis Foundation) \_\_\_ Please invoice us at the address provided above  
\_\_\_ Please charge the following credit card number in the amount of \$ \_\_\_\_\_

Card # \_\_\_\_\_ Exp \_\_\_\_\_

Card Type  AMEX  VISA  Discover  MasterCard

Signature \_\_\_\_\_ Date \_\_\_\_\_

Arthritis Foundation, Florida Region, South Florida Area

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