

Partnership Opportunities

Jolly for a Reason

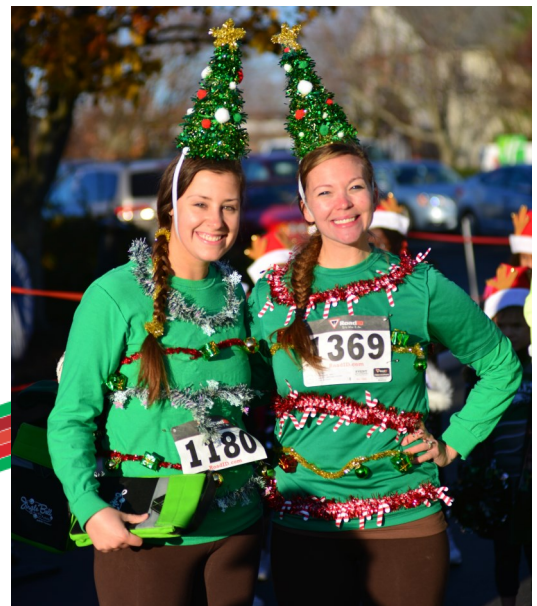
2017 Jingle Bell Run Chicago

Saturday, December 9, 2017

Soldier Field

9:00 am

www.jbr.org/Chicago



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Arthritis Foundation

**Jingle
Bell Run**



arthritis.org/JBR

Jolly for a Reason



Jingle Bell Run is the original festive 5k with a purpose: to raise money for a cure!

Jingle Bell Run is a fun way to get decked out and be festive, while racing to raise funds and awareness to cure America's #1 cause of disability. The funds raised are crucial to advance arthritis research—to discover new treatments, and a cure, faster than ever.



You know someone who battles arthritis.

- Today, more than 50 million Americans have arthritis—that's one of every four adults.
- An estimated 300,000 children – or one in 250 – struggles with arthritis or another rheumatic condition.

Arthritis affects millions in our state.

- More than 2.3 million adults in Illinois have been diagnosed with arthritis.
- Over 13,000 children in Illinois live with arthritis or a related disease.
- One in three U.S. military service members and veterans has arthritis.

With arthritis, one thing can lead to another.

- Arthritis is the number one cause of disability in the U.S.
- There are more than 100 types of arthritis attacking joints and surrounding tissues – causing pain, swelling, stiffness, decreased range of motion and diminished quality of life. Some types also affect the heart, lungs, eyes, skin and other organs.
- One-third of those with arthritis have anxiety and depression.
- Nearly one in four adults with arthritis has heart disease.
- Among people with arthritis, 19 percent have chronic respiratory conditions and 16 percent have diabetes.

Arthritis takes a heavy economic toll.

- Health care services worldwide face severe financial pressures as the number of people affected by arthritis and related diseases increases.
- The cost directly attributed to arthritis treatment in the U.S. is upwards of \$116 billion today – and growing.
- Annually, 172 million work days are lost due to arthritis.
- In a single year in the U.S., arthritis results in more than 100 million outpatient visits, an estimated 6.7 million hospitalizations and 1.3 million knee and hip replacements.

Presenting Sponsor \$25,000



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 representative to be interviewed or quoted in press release

Pre-Event Opportunities

- Cited as Presenting Sponsor on all materials
- Recognition in Arthritis Update e-newsletter (8,500 e-mails)
- Inclusion in two social media messages (Facebook & Twitter)
- Logo included in presentations at kickoff event, recruitment events, team & sponsor meetings
- Opportunity to host an internal kickoff or recruitment event
- Logo placement on Save the Date postcards
- Logo placement on event rackcards
- Logo placement on event posters
- Logo placement on participant t-shirts (most prominent)
- Logo in all event e-mail communication to participants
- Logo placement on event website with link to sponsor website (most prominent)
- Logo on additional event marketing/advertising (TBD)
- Opportunity for placement in team captain information packets
- Use of Jingle Bell logo in sponsor's marketing, advertising & promotional efforts within guidelines

Event Opportunities

- Opportunity to host a booth/table at event
- Opportunity for company rep to address participants before event & before awards ceremony
- Sponsor name recognition from stage
- Opportunity for banner placement at start/finish line
- Logo on sponsor thank you banners
- Opportunity for placement in participant goodie bags
- Opportunity to activate at the event by providing volunteers, in-kind donations and signage in 3 of the areas listed:
 - VIP Area • Registration Area • Volunteer Check-In Area • Mission Area •
 - Finish line Food/Beverage Area • Water station
- 10 VIP Passes for the VIP Area
- 20 complimentary registrations & t-shirts
- 2 parking passes at Soldier Field

Platinum Level \$15,000



Category exclusivity

Media Opportunities

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

Pre-Event Opportunities

- Recognition in Arthritis Update e-newsletter (8,500 e-mails)
- Inclusion in two social media messages (Facebook & Twitter)
- Logo included in presentations at kickoff event, recruitment events, team and sponsor meetings
- Opportunity to host an internal kickoff or recruitment event
- Logo placement on event rackcards
- Logo placement on event posters
- Logo placement on participant t-shirts (2nd most prominent)
- Logo in all event e-mail communication to participants
- Logo placement on event website with link to sponsor website
- Logo on additional event marketing/advertising (TBD)
- Opportunity for placement in team captain information packets
- Use of Jingle Bell Run logo in sponsor's marketing, advertising & promotional efforts within AF guidelines

Event Opportunities

- Opportunity to host a booth/table at the event
- Sponsor name recognition from stage
- Opportunity for banner placement at start/finish line
- Opportunity for placement in participant goodie bags
- Logo on sponsor thank you banners
- Opportunity to activate at the event by providing volunteers, in-kind donations and signage in two of the areas listed:
 - VIP Area • Registration Area • Volunteer Check-In Area • Mission Area •
 - Finish line Food/Beverage Area • Water station
- 8 VIP Passes for the VIP Area
- 15 complimentary registrations & t-shirts
- 2 parking passes at Soldier Field

Gold Level \$10,000



Media Opportunities

- Sponsor name included in all press releases

Pre-Event Opportunities

- Inclusion in one social media message (Facebook & Twitter)
- Logo included in presentations at kickoff event, recruitment events, team and sponsor meetings
- Opportunity to host an internal kickoff or recruitment event
- Logo placement on event rackcards
- Logo placement on event posters
- Logo placement on participant t-shirts
- Logo in all event e-mail communication to participants
- Logo placement on event website with link to sponsor website
- Use of Jingle Bell Run logo in sponsor's marketing, advertising & promotional efforts within AF guidelines

Event Opportunities

- Opportunity to host a booth/table at the event
- Sponsor name recognition from stage
- Logo on sponsor thank you banners
- Opportunity for placement in participant goodie bags
- Opportunity to activate at the event by providing volunteers, in-kind donations and signage in one of the areas listed:
 - VIP Area • Registration Area • Volunteer Check-In Area • Mission Area •
 - Finish line Food/Beverage Area • Water station
- 6 VIP Passes for the VIP Area
- 10 complimentary registrations & t-shirts
- 2 parking passes at Soldier Field



Silver Level \$5,000

Pre-Event Opportunities

- Logo included in presentations at kickoff event, recruitment events, team and sponsor meetings
- Opportunity to host an internal kickoff or recruitment event
- Logo placement on event rackcards
- Logo placement on event posters
- Logo placement on participant t-shirts
- Logo placement on event website with link to sponsor website

Event Opportunities

- Opportunity to host a booth/table at the event
- Opportunity for placement in participant goodie bags
- Sponsor name recognition from stage
- Logo on sponsor thank you banners
- 4 VIP Passes for the VIP Area
- 5 complimentary registrations & t-shirts
- One parking pass at Soldier Field

Bronze Level \$2,500

Pre-Event Opportunities

- Logo included in presentations at kickoff event, recruitment events, team & sponsor meetings
- Opportunity to host an internal kickoff or recruitment event
- Logo placement on participant t-shirts
- Logo placement on event website with link to sponsor website

Event Opportunities

- Opportunity to host a booth/table at the event
- Opportunity for placement in participant goodie bags
- Logo on sponsor thank you banners
- 2 VIP Passes for the VIP Area
- 2 complimentary registrations & t-shirts
- One parking pass at Soldier Field



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 2017 Jingle Bell Run!

Presenting Sponsor - \$25,000

Silver Sponsor - \$5,000

Platinum Sponsor - \$15,000

Bronze Sponsor - \$2,500

Gold Sponsor - \$10,000

Please email your logo in JPG and EPS formats to Brian VanAcker at bvanacker@arthritis.org.

Company Name _____ Contact _____

Address _____

City _____ ST _____ Zip _____

Phone _____ Email _____

Website _____ Signature/Date _____

Payment Method

Note: Payment terms for all sponsorship are net 30, payment is due 30 days after invoice date.

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 Number: _____ Exp: _____ Sec Code: _____

Card Type: AMEX VISA Discover MasterCard

Signature _____ Date _____

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