

# WALK to CURE ARTHRITIS



## Partnership Opportunities

### 2017 Chicago Walk to Cure Arthritis

Saturday, June 3, 2017

10:00 a.m.

Montrose Harbor, Chicago

Brian VanAcker  
Development Manager  
Arthritis Foundation  
35 E Wacker Dr, Suite 2260, Chicago, IL 60601  
[bvanacker@arthritis.org](mailto:bvanacker@arthritis.org) | 312-880-4735



## Arthritis hurts someone you know

- More than 50 million Americans (1 in 5 people) have been diagnosed with arthritis
- Nearly 300,000 children under the age of 18 are affected by juvenile arthritis
- Arthritis is the leading cause of disability in the United States
- 2/3 of those that suffer from arthritis are under the age of 65

## Arthritis affects millions in Illinois

- Over 2.3 million adults in our state have been diagnosed with arthritis
- Nearly 13,000 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
- People of all ages are at risk
- Arthritis affects women at a much higher rate than men. 60% of all people who have arthritis are female.
- Arthritis is the most common source of chronic pain that veterinarians treat

## The cost to the economy is staggering

Each year, arthritis results in:

- 39 million physician visits
- 3 million visits to outpatient departments
- 172 million missed work days
- \$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





# PRESENTING SPONSOR

## Category Exclusivity

### Media Opportunities

- Logo included in TV/Cable spots (*pending agreement with local media partners*)
- Sponsor name mention in radio spots (*pending agreement with local media partners*)
- Logo included in all printed media (*pending agreement 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 and sponsor presentations
- Opportunity to host an internal kickoff or recruitment event
- Logo placement on Save the Date postcards
- Logo placement on event rackcards
- Logo placement on all event posters
- Logo placement on event t-shirts (most prominent)
- Logo in all event e-mails
- 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 Walk to Cure Arthritis logo in sponsor's marketing, advertising & promotional efforts within AF guidelines

### Event Opportunities

- Opportunity to host a tent/booth at the event
- Opportunity for company representative to address the participants at the event
- Sponsor name recognition from the stage
- Opportunity to activate at the event by providing volunteers, in-kind donations and signage in three of the following areas:
  - VIP Tent ▪ Team Tailgate Area ▪ Registration Tent ▪ Kids Area
  - Volunteer Check-In Tent ▪ Mission Tent ▪ Food & Beverage Tent ▪ Canine Corner
  - Start/Finish Line ▪ Water Station
- 10 VIP Passes for the VIP Tent
- Sponsor banner at stage area
- Logo on sponsor thank you banners
- Opportunity for placement in participant goodie bags

**\$25,000**





# PLATINUM LEVEL SPONSOR

## Category exclusivity

### Media Opportunities

- Sponsor name mention in radio spots (*pending agreement with local media partners*)
- Logo included in all printed media (*pending agreement 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 presentations
- Opportunity to host an internal kickoff or recruitment event
- Logo placement on event rackcards
- Logo placement on all event posters
- Logo placement on event t-shirts (2nd most prominent)
- Logo in all event e-mails
- 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 Walk to Cure Arthritis logo in sponsor's marketing, advertising & promotional efforts within AF guidelines

### Event Opportunities

- Opportunity to host a tent/booth at the event
- Sponsor name recognition from stage
- Opportunity to activate at the event by providing volunteers, in-kind donations, and signage in two of the following areas:
  - VIP Tent ▪ Team Tailgate Area ▪ Registration Tent ▪ Kids Area
  - Volunteer Check-In Tent ▪ Mission Tent ▪ Food & Beverage Tent ▪ Canine Corner
  - Start/Finish Line ▪ Water Station
- 8 VIP Passes for the VIP Tent
- Sponsor banner at start/finish line
- Logo on sponsor thank you banners
- Opportunity for placement in participant goodie bags

**\$15,000**





# GOLD LEVEL SPONSOR

## 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 presentations
- Opportunity to host an internal kickoff or recruitment event
- Logo placement on event rackcards
- Logo placement on event posters
- Logo placement on event t-shirts
- Logo in all event e-mails
- Logo placement on event website with link to sponsor website
- Use of Walk to Cure Arthritis logo in sponsors marketing, advertising & promotional efforts within AF guidelines

## Event Opportunities

- Opportunity to host a tent/booth at the event
- Sponsor name recognition from stage
- Opportunity to activate at the event by providing volunteers, in-kind donations, and signage in one of the following areas:
  - VIP Tent
  - Team Tailgate Area
  - Registration Tent
  - Kids Area
  - Volunteer Check-In Tent
  - Mission Tent
  - Food & Beverage Tent
  - Canine Corner
  - Start/Finish Line
  - Water Station
- 6 VIP Passes for the VIP Tent
- Logo on sponsor thank you banners
- Opportunity for placement in participant goodie bags

**\$10,000**



## SILVER LEVEL SPONSOR

### Pre-Event Opportunities

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

### Event Opportunities

- Opportunity to host a tent/booth at the event
- Sponsor name recognition from stage
- 4 VIP Passes for the VIP Tent
- Logo on sponsor thank you banners
- Opportunity for placement in participant goodie bags

**\$5,000**

## BRONZE LEVEL SPONSOR

### Pre-Event Opportunities

- Logo included in presentations at kickoff event, recruitment events, team and sponsor presentations
- 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 tent/booth at the event
- Logo on sponsor thank you banners
- 2 VIP Passes for the VIP Tent
- Opportunity for placement in participant goodie bags

**\$2,500**





## 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 Chicago Walk to Cure Arthritis!

- Presenting Sponsor - \$25,000
- Platinum Sponsor - \$15,000
- Gold Sponsor - \$10,000
- Silver Sponsor - \$5,000
- Bronze Sponsor - \$2,500

Please email your logo in JPG and EPS formats to Brian VanAcker at [bvanacker@arthritis.org](mailto:bvanacker@arthritis.org).

Company Name \_\_\_\_\_ Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ St \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Website \_\_\_\_\_ 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 \$ \_\_\_\_\_

Account Number: \_\_\_\_\_ Exp: \_\_\_\_\_ Sec code: \_\_\_\_\_

Card Type: AMEX VISA Discover MasterCard

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

Arthritis Foundation, Heartland Region  
 Attn: Brian VanAcker  
 35 E Wacker Dr, Suite 2260, Chicago, IL 60601  
[bvanacker@arthritis.org](mailto:bvanacker@arthritis.org) • (P) 312-880-4735 (F) 312-372-2081

