

# Ale for Arthritis

Partnership Opportunities



O'Connor Brewing Company | Norfolk, Virginia

Sunday, September 11th, 2016

1pm - 4pm



Staff Partner:

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# Champion of Yes.

Arthritis is a thief. People with arthritis know this full well. It steals everyday joys and long-term dreams. It isolates and ostracizes. It is painful. It induces a spirit of “No.” As people close to the Arthritis Foundation, we know that it doesn’t have to be this way. We are in a unique place of authority and action, with the purpose of finding a cure, but also fighting for the everyday victories.

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## We Exist to Conquer Arthritis

The Arthritis Foundation is focused on finding a cure and championing the fight against arthritis with life-changing information, advocacy, science and community.

## Plan for Yes

We chart the course for the arthritis community, helping families develop personalized plans for saying yes—day after day.

Arthritis Foundation

## Our Voice Resonates Loud and Clear

### All-In

We are all driven by a passion and commitment to work that goes beyond the call of duty.

### Expert

We continually strengthen our longstanding track record of leadership, and apply our authority to initiatives that are escalating technological, medical and scientific advancements every day.

### Bold

We are tenaciously and aggressively attacking arthritis and its effects, with a loud voice and loyal persistence that will never back down.

### Ever Present

We are here for the long-haul—when, where and how people need us—maintaining relevance in every field and facet that affects arthritis.

### Brave

Together, in the face of darkness, we possess an optimistic outlook and winning spirit that courageously leads us.

Arthritis.org

You are the key.

# Ale for Arthritis

## The Arthritis Foundation's social fundraising event

This new and exciting event will be held on Sunday, September 11th from 1-4 pm at the O'Connor Brewing Company in Downtown Norfolk. Families will experience a fun day of local craft brews, impeccable local cuisine, dancing, live music, games, and a silent auction to help raise funds to help find a cure for arthritis and related diseases.

Over 1.5 million Americans suffer from Rheumatoid Arthritis, a disease which typically begins in the 20s or 30s and is highly prevalent in women. According to a 2014 study in the spring issue of Arthritis & Rheumatism states, "two to four beers per week can cut women's odds for the disease by nearly a third". That's something to say we all can **"Cheers"** too!

## We need your help.

The Arthritis Foundation is the world's leader in the search for a cure for arthritis, which strikes one in every five adults and 300,000 children nationwide. In order to conquer this painful, debilitating disease, we need your support more than ever to continue to provide education, research, and advocacy. Promising therapies are being developed every day through our innovative research grants and by funding young investigators.

Real progress toward a cure has been made, but the lives of young people and adults with arthritis unacceptable. We urgently need your support to fulfill our mission and help extend the lives of those with this disease.



# 2016 Partner Opportunities | Ale for Arthritis

## TITLE - \$10,000

### PARTICIPATION BENEFITS

20 event tickets

2 beer tickets per guest ticket

Invitation to attend *Chairman's Auction Preview -Reception* before event

Industry Exclusivity

Custom Marketing Opportunities

### RECOGNITION BENEFITS

Representative to welcome guests from the stage

Signage stating "Presented by" with company logo at event

Corporate name and logo on all pre and post event promotional materials

Full-page color ad and welcome letter in the program book

Logo on all printed materials as "Title Sponsor"

Podium and on-screen recognition and speech during event

Solicitation in take home goodie bags for guests

Logo on t-shirt and event website

## PLATINIUM- \$7,500

### PARTICIPATION BENEFITS

Fourteen event tickets

2 beer tickets per guest ticket

Invitation to attend *Chairman's Auction Preview Reception* before event

Custom Marketing Opportunities

### RECOGNITION BENEFITS

Corporate name and logo on all pre and post event promotional materials

Podium and on-screen recognition during the event

One full page color ad program book

Solicitation in take home goodie bags for guests

Logo on t-shirt and event website

## **GOLD - \$5,000**

### **PARTICIPATION BENEFITS**

Ten event tickets

Two beer tickets per guest ticket

### **RECOGNITION BENEFITS**

Corporate name and logo on all pre and post promotional materials

Invitation to attend *Chairman's Auction Preview Reception* before event

Signage with company logo at event

Half page color ad in program book

On-screen recognition during event

Solicitation in take home goodie bag for guests

Logo on t-shirt and event website

## **SILVER - \$2,500**

### **PARTICIPATION BENEFITS**

Six event tickets

2 beer tickets per guest ticket

### **RECOGNITION BENEFITS**

Corporate name identification on night event materials

Half page (B/W) acknowledgement in program book

On-screen recognition during event

Solicitation in take home goodie bag for guests

Logo on t-shirt and event website

## **BRONZE - \$1,500**

### **PARTICIPATION BENEFITS**

Four event tickets

2 beer tickets per guest ticket

### **RECOGNITION BENEFITS**

Quarter (B/W) page company acknowledgement in program

Solicitation in take home goodie bag for guests

Logo on t-shirt and event website

# 2016 Ale for Arthritis Commitment Form

## Exclusive Sponsorship Opportunities

Title Sponsor: \$10,000  
Platinum Sponsor: \$7,500  
Gold Sponsor: \$5,000  
Silver: Sponsor: \$2,500  
Bronze Sponsor: \$1,500

## Limited Sponsorship Opportunities:

Beer Sponsor: \$1,500 - 1/4 page ad in program and banner at event  
Band Sponsor: \$1,000 - banner on stage  
Valet Sponsor: \$750 - leave behind in cars  
Dessert Sponsor: \$500 - logo at dessert table  
Banner Sponsor: \$500 - Display banner at event  
Logo or name on Ale For Arthritis T-shirt : \$250

**ALE FOR ARTHRITIS EVENT TICKETS: \$55 PER TICKET OR \$100 A PAIR - INCLUDES 2 DRINK TICKETS PER EVENT TICKET**

## PARTNER INFORMATION

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

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

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

All sponsors, please email your logo in .eps/.tif and .jpg/.gif format to Kim Hudson at khudson@arthritis.org

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

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

Account Number: \_\_\_\_\_ Exp: \_\_\_\_\_

Credit Card: AMEX VISA Discover MasterCard

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

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