

Arthritis Foundation

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5K Run/Walk • 1 Mile Walk • Tot Trot Sponsorship Opportunities

St. Louis, MO

November 18, 2012



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.
- Arthritis is the leading cause of disability in the United States.
- Arthritis prevalence increases with age. Among adults over age 65, the prevalence of arthritis is 48%.

No one is immune to this disease.

- 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.
- 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.
- The various forms of arthritis and related conditions can affect anyone, no matter what your race, gender or age.
- 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:

- 39 million physician visits
- 744,000 hospitalizations
- 3 million visits to outpatient departments
- 2.2 million visits to emergency departments
- \$128 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 helps.

The Arthritis Foundation is the largest private, not-for-profit contributor to arthritis in the world, funding more than \$380 million in research grants since 1948. Through the support of more than 600,000 volunteers, the foundation helps individuals take control of arthritis by providing public health education; pursuing public policy and legislation; and conducting evidence-based programs to improve the quality of life for those living with arthritis. Information is available 24 hours a day, 7 days a week at 1-800-568-4045 or www.arthritis.org.

And so can you!



Event Overview

The annual nationwide event began in 1984, to raise awareness of America's most common cause of disability, while also raising desperately needed funds for research, health education and government advocacy to improve the lives of people with arthritis.

To celebrate the holiday season, participants tie jingle bells to their shoelaces, wear festive holiday costumes and ask friends and neighbors to join them in support of the Arthritis Foundation's mission to prevent, control and cure arthritis and related diseases.

Throughout its twenty-seven year history, the Jingle Bell Run/Walk for Arthritis has become the nation's largest holiday run/walk event. Most events offer a three-mile timed run/walk, a one mile walk and a tot trot with activities for the entire family. There are over 130 Jingle Bell Run/Walks for Arthritis nationwide with more than 115,000 participants and volunteers. In 2011, the Jingle Bell Run/Walk for Arthritis raised over \$6.5 million.

Join us on **Sunday, November 18, 2012**, at Harrah's Casino in Maryland Heights, MO. This event will benefit the Missouri Chapter of the Arthritis Foundation. Registration is from 7:00 – 7:45 a.m. **Tot Trot line up at 7:40 a.m. The 5K Run/Walk & 1 Mile Walk start at 8:00 a.m.**

Participants are encouraged to join individually or to create a Jingle Bell Run team by recruiting five or more friends, family members, neighbors and/or co-workers. T-shirts and jingle bell bracelets go to the first 1,800 participants.

2012 Key Facts

Events

- Over 130 events nationwide (visit arthritis.org for complete listing)

Attendance

- More than 115,000 participants and volunteers annually
- More than 5400 friend/family, community, and corporate teams
- **Locally 1,820 participants in 2011, and more than 2,000 are expected in 2012**

Funds Raised – \$6.5 Million (2011)

- **Locally raised \$65,000 in 2011, and the 2012 goal is \$100,000**

Participant Profile

Female: 65%

Male: 35%

Runners 60%

Walkers 40%

Children 20%

Average Age of Adults: 39



Presenting Partner \$10,000	Refreshment Partner \$7,500	Award Partner \$5,000
<ul style="list-style-type: none"> ◆ Designated as the Presenting Partner for the Jingle Bell Run/Walk for Arthritis ◆ Logo on front of Registration Brochure (5,000) ◆ Logo on all printed materials ◆ Named as Presenting Partner in all media promotion (106.5 the Arch, Media Sponsor) Value \$7,500 ◆ Named as presenting partner in all media releases ◆ Recognition and company link on Event website: www.jinglebellrunstl.org ◆ Logo/company name prominently displayed (top center and larger than all other logos) on long-sleeve T-shirt (2,000) ◆ Company information in race packet (information provided by Presenting Partner) ◆ Company banner displayed from top of the Start/Finish Line Arch. ◆ Logo scrolls along with Refreshment and Award Partners on big screen in banquet room during post event activities ◆ Corporate Team entry- Team of 10 (Employees of the company only) ◆ Booth space in the pre/post race area, 6' table and 2 chairs (Make this a fun attraction and hand out premium items that display your company's logo. Booth staffed by Presenting Partner) ◆ Top recognition throughout the event 	<ul style="list-style-type: none"> ◆ Logo on Registration Brochure (5,000) ◆ Mention in media promotion (106.5 the Arch, Media Sponsor) Value \$3,750 ◆ Recognition and company link on Event website: www.jinglebellrunstl.org ◆ Logo/company name displayed on long-sleeve T-shirt shared with other partners (2,000) ◆ Company information in race packet (information provided by Refreshment Partner) ◆ Banner displayed prominently in banquet room during post event activities ◆ Logo scrolls along with Premier and Award partners on big screen in banquet room during post event activities ◆ Booth space in the pre/post race area, 6' table and 2 chairs (Make this a fun attraction and hand out premium items that display your company's logo. Booth staffed by Refreshment Partner) ◆ Corporate Team entry- Team of 7 (Employees of the company only) ◆ Day of recognition by Emcee 	<ul style="list-style-type: none"> ◆ Logo on Registration Brochure (5,000) ◆ Mention in media promotion (106.5 the Arch, Media Sponsor) Value \$1,875 ◆ Recognition and company link on Event website: www.jinglebellrunstl.org ◆ Logo/company name displayed on long-sleeve T-shirt shared with other partners (2,000) ◆ Signage on stage during Award Ceremony ◆ Logo scrolls along with Premier and Refreshment Partners on big screen in banquet room during post event activities ◆ Booth space in the pre/post race area, 6' table and 2 chairs (Make this a fun attraction and hand out premium items that display your company's logo. Booth staffed by Award Partner) ◆ Corporate Team entry – Team of 5 (Employees of the company only) ◆ Day of recognition by Emcee
Finish Line/Start Line	Race Day/ Booth	Mile Marker



Partner \$2,500	Partner \$1,000	Partner \$750
<ul style="list-style-type: none"> ◆ Banner at Start/Finish Line ◆ Logo/company name displayed on long-sleeve T-shirt shared with other partners (2,000) ◆ Booth space in the pre/post race area, 6' table and 2 chairs (Make this a fun attraction and hand out premium items that display your company's logo. Booth staffed by Finish Line/Start Line Partner) ◆ Day of recognition by Emcee 	<ul style="list-style-type: none"> ◆ Booth space in the pre/post race area, 6' table and 2 chairs (Make this a fun attraction and hand out premium items that display your company's logo. Booth staffed by participating organization) ◆ Logo/company name displayed on long-sleeve T-shirt shared with other partners (2,000) ◆ Day of recognition by Emcee 	<ul style="list-style-type: none"> ◆ Signage at Mile Marker – "this mile sponsored by YOUR COMPANY NAME" ◆ Logo/company name displayed on long-sleeve T-shirt shared with other partners (2,000) ◆ Day of recognition by Emcee
T-Shirt Partner \$500	In-Kind Donations	Team Opportunities
<ul style="list-style-type: none"> ◆ Logo/company name displayed on long-sleeve T-shirt shared with other partners (2,000) ◆ Day of recognition by Emcee 	<ul style="list-style-type: none"> ◆ Refreshments (bagels, bananas, oranges, yogurt, coffee, hot chocolate, orange juice, pastries) ◆ Awards (medals, trophies, plaques) ◆ Attendance prizes 	<p style="text-align: center;"><u>Benefits of forming a team</u></p> <ul style="list-style-type: none"> ◆ Team participation increases your visibility in the community and demonstrates that your company cares about people! ◆ Team participation is great for building morale! ◆ Participating in the Jingle Bell Run builds team spirit and a sense of camaraderie! ◆ Teams promote teamwork!

All sponsorships packages are designed to meet the needs of the sponsor and are negotiable. For more information on partnering with the Arthritis Foundation's Jingle Bell Run/Walk, please contact Donna Henderson at dhenderson@arthritis.org or (314) 447-4883



Commitment Form

- Presenting Partner - \$10,000
- Refreshment Partner - \$7,500
- Award Partner - \$5,000
- Finish Line/Start Line Partner - \$2,500
- Race Day/Booth Partner - \$1,000
- Mile Marker Partner - \$750
- T-Shirt Partner - \$500
- In-Kind Sponsor providing _____
- We cannot be an official sponsor at this time, but please accept our contribution of \$_____.
- We would like to form a corporate team.

Company Name _____

Contact Name _____

Title _____

Address _____

Phone _____

Email _____

Please list the name to be used in any promotions, indicating exactly how it should appear:

Please email the exact logo you would like used in an .eps/.tif and .jpg/.gif format to ejackson@arthritis.org.

Payment Information

- Check enclosed. (Please make payable to Arthritis Foundation.)
- Please invoice us at the address above.
- Please charge the credit card for the amount of \$_____.

Credit Card:

AMEX

VISA

MASTERCARD

DISCOVER

Account Number _____

Exp. Date _____

Security Code _____

Signature _____

Date _____

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