

Jingle Bell Run Sponsorship Opportunities



What is the Jingle Bell Run?

The Jingle Bell Run/Walk is the Arthritis Foundation's nationwide holiday run/walk event to raise funds and awareness in the fight against arthritis. Participants are provided with jingle bell necklaces and dress in festive, holiday attire. This year marks the 25th anniversary of the Jingle Bell Run, setting up the 2013 event as the biggest Jingle Bell Run in Kansas City history. A holiday tradition since 1989, the Jingle Bell Run is a joyous holiday rite for families, individuals, companies and community teams.

Event Overview

Few runs in the country are quite like this one, as the Jingle Bell Run/Walk takes place entirely *underground*. More than 1,500 people avoid the frigid December conditions and enjoy 68-degree temperatures in this unique, man-made corporate cave complex. The event is a boon to sponsors, too, as the sponsorship area is located in the primary hub of activity. Post-event surveys show that nearly *80 percent* of attendees believe visibility and availability of event sponsors is "very good" or "good."

Event details ...

- Date: Sunday, December 15, 2013
- Location: Meritex underground business complex, 17501 W. 98th St., Lenexa
- Participants: 1,500
- 49 percent of all participants are between the ages of 25-44, with an average age of 29
- The average household income of participants is \$55,000-plus.

Arthritis Foundation

The Arthritis Foundation is a national health organization whose mission is to improve lives through leadership in the prevention, control and cure of arthritis and other related diseases. With 52 chapters across the United States, the Foundation supports research of arthritis and offers programs and services for those with arthritis and related diseases.

Arthritis facts ...

- Arthritis is the nation's No. 1 cause of disability.
- More than 50 million Americans suffer from doctor-diagnosed arthritis.
- Arthritis affects people of all ages, including 300,000 children.
- There are more than 100 forms of arthritis and related diseases.

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Presenting Sponsor \$7,500

- Recognition in all communications and correspondence as the event's **Presenting Sponsor**.
- **Repeated verbal recognition** on event day by emcee.
- Event-day invitation for company executive to **address the crowd**.
- **Cross-promotional opportunities** with other Arthritis Foundation events: Arthritis Walk, Commitment to a Cure breakfast, Jingle in July, Art for Arthritis.
- **Logo placement and identification as the Presenting Sponsor** on event brochures, t-shirts, posters, save-the-date cards and rack cards – a combined total of 8,000-plus pieces.
- **Sponsor logo and hyperlink** on the event-specific website as the **Presenting Sponsor**.
- **Sponsor logo and hyperlink** on the Kansas City chapter electronic newsletter, which is distributed to 7,000-plus e-mails in the Kansas City area.
- Sponsor logo included in all local **print advertising and media releases**.
- **Display booth** at the event to be located at the sponsor's preferred location.
- Two (2) sponsor-provided **banners** at the event.
- Invitation to include **promotional items** in participant goodie bags.
- **Twenty (20) free registrations** to be used as seen fit by the sponsor.
- **Employee team recruitment presentation** at your company workplace by the Arthritis Foundation.



Gold Sponsor \$5,000

- **Logo placement** on event brochures, t-shirts, save-the-date cards and rack cards – a combined total of 7,000-plus pieces.
- Company name included in all local **print advertising and media releases**.
- **Sponsor logo and hyperlink** on the event-specific website, which had **more than 11,000** unique visitors and **nearly 56,000 page-views** in 2012.
- **Sponsor logo and hyperlink** on the Kansas City chapter electronic newsletter, which is distributed to 7,000-plus e-mails in the Kansas City area.
- **Display booth** at the event.
- Two (2) sponsor-provided **banners** at the event.
- Invitation to include **promotional items** in participant goodie bags.
- **Ten (10) free registrations** to be used as seen fit by the sponsor.

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Silver Sponsor \$2,500

- **Logo placement** on event brochures and t-shirts – a combined total of 3,500-plus pieces.
- **Sponsor logo and hyperlink** on the event-specific website, which had **more than 11,000** unique visitors and **nearly 56,000 page-views** in 2012.
- **Sponsor logo and hyperlink** on the Kansas City chapter electronic newsletter, which is distributed to 7,000-plus e-mails in the Kansas City area.
- **Display booth** at the event.
- Two (2) sponsor-provided **banners** at the event.
- Invitation to include **promotional items** in participant goodie bags.
- **Eight (8) free registrations** to be used as seen fit by the sponsor.

Bronze Sponsor \$1,000

- **Logo placement** on event brochures.
- Company name spelled out on **event T-shirts**.
- **Display booth** at the event.
- One (1) sponsor-provided **banner** at the event.
- Invitation to include **promotional items** in participant goodie bags.
- **Five (5) free registrations** to be used as seen fit by the sponsor.



Booth Sponsor \$500

- **Display booth** at the event.
- Invitation to include **promotional items** in participant goodie bags.
- **Three (3) free registrations** to be used as seen fit by the sponsor.

For More Information ...

Please contact Steve Rock at 913.262.2233, ext. 106 or srock@arthritis.org.
The Arthritis Foundation is located at 1900 W. 75th St., suite 200, Prairie Village, KS 66208.