

AN ARTHRITIS FOUNDATION EVENT

# Arthritis Walk<sup>®</sup>

Indianapolis Arthritis Walk<sup>®</sup>  
Sponsorship Opportunities  
Saturday, May 18<sup>th</sup>, 2013  
Military Park, Downtown Indianapolis

## Why Partner with the Arthritis Walk?

- It is estimated that 50 million Americans suffer from arthritis and/or chronic joint pain.
- 1.4 million people in Indiana have arthritis – nearly a quarter of our state’s population!
- 300,000 children in America have some form of arthritis or rheumatic disease.
- Arthritis is the most common cause of disability among people aged 15 years and older.
- Arthritis costs to the U.S. economy totals more than \$128 billion annually.

*The mission of the Arthritis Foundation – to improve lives through leadership in the prevention, control and cure of arthritis and related diseases – is carried out through programs, services and research efforts that directly impact people with arthritis in this area.*

## **\$20,000 Statewide Sponsor - Ft. Wayne, Indianapolis, Purdue & Warsaw**

- State sponsor of all Indiana Arthritis Walks<sup>®</sup>
- Logo on all Indiana Arthritis Walk<sup>®</sup> brochures
- Logo on all Indiana Arthritis Walk<sup>®</sup> T-shirts
- Logo on the Indiana Arthritis Walk<sup>®</sup> website’s scroll boxes and sponsor page with a link back to your company’s website
- Complimentary team T-shirts at each Indiana Arthritis Walk<sup>®</sup>
- Opportunity for company spokesperson to speak at each Indiana Arthritis Walk<sup>®</sup>
- Opportunity to place company provided banners at the start/finish line of each event
- Opportunity to host a hospitality area and vendor table at each Indiana Arthritis Walk<sup>®</sup>
- Additional recognition opportunities provided based on your company’s needs

## **Indianapolis Arthritis Walk<sup>®</sup> Partnership Opportunities**

### **Presenting Sponsor - (Category Exclusive)**

**\$7,500**

- Cited as Presenting Sponsor on all Indianapolis Arthritis Walk<sup>®</sup> event materials  
“Indianapolis Arthritis Walk<sup>®</sup> presented locally by Your Company’s Name Here”
- Logo on all Indianapolis Arthritis Walk<sup>®</sup> marketing materials
- Logo on back of all Indianapolis Arthritis Walk<sup>®</sup> T-shirts
- Logo on the Indianapolis Arthritis Walk<sup>®</sup> website with a link to your home page
- Complimentary Indianapolis Arthritis Walk<sup>®</sup> T-shirts for five teams of 10 (50 shirts)
- Opportunity for company spokesperson to speak during pre-walk ceremonies at the Indianapolis Arthritis Walk<sup>®</sup>
- Opportunity to place company provided banners at the Indianapolis Arthritis Walk<sup>®</sup> main stage area
- Opportunity to place company provided signage along the walk route at the Indianapolis Arthritis Walk<sup>®</sup>
- Opportunity for company representative to lead the walk with the 2013 Honorees
- Opportunity to host a table at the Health & Wellness Fair at the Indianapolis Arthritis Walk<sup>®</sup>

### **Cure Arthritis Sponsor**

**\$3,000**

- Logo on all Indianapolis Arthritis Walk<sup>®</sup> marketing materials
- Logo on back of all Indianapolis Arthritis Walk<sup>®</sup> T-shirts
- Logo on the Indianapolis Arthritis Walk<sup>®</sup> website with a link to your home page
- Complimentary Indianapolis Arthritis Walk<sup>®</sup> T-shirts for three teams of 10 (30 shirts)
- Opportunity to place company provided signage along the walk route at the Indianapolis Arthritis Walk<sup>®</sup>
- Opportunity to host a table at the Health & Wellness Fair at the Indianapolis Arthritis Walk<sup>®</sup>

### **Control Arthritis Sponsor**

**\$1,500**

- Logo on back of all Indianapolis Arthritis Walk<sup>®</sup> T-shirts
- Logo on the Indianapolis Arthritis Walk<sup>®</sup> website with a link to your home page
- Complimentary Indianapolis Arthritis Walk<sup>®</sup> T-shirts for one team of 10 (10 shirts)
- Opportunity to host a table at the Health & Wellness Fair at the Indianapolis Arthritis Walk<sup>®</sup>

## **Prevent Arthritis Sponsor - (Naming Opportunities)**

**\$750**

- Opportunity to sponsor a specific area:
  - Kick Off Party
  - Kids' Zone
  - Mini Movement Demonstrations
  - Water Stops & Mile Markers
  - Health & Wellness Fair
- Logo on back of all Indianapolis Arthritis Walk<sup>®</sup> T-shirts

## **Health & Wellness Fair Booth Sponsor**

**\$300**

- Name on back of all Indianapolis Arthritis Walk<sup>®</sup> T-shirts
- Opportunity to host a table in the Health & Wellness Fair at the Indianapolis Arthritis Walk<sup>®</sup>

### **All sponsors will also receive:**

- Sponsor's name in one issue of *iMove*, the Indianapolis Arthritis Walk's monthly e-newsletter (circulation – 1,640)
- An employee team recruitment presentation at their workplace (if requested)

*Deadline for inclusion on Indianapolis Arthritis Walk<sup>®</sup> promotional tear-off stands February 8, 2013*

*Deadline for inclusion on Indianapolis Arthritis Walk<sup>®</sup> T-shirts April 26, 2013*

**For questions please contact Tammy Sander, Director of Special Events, at 317.879.0321 ext. 1 or [tsander@arthritis.org](mailto:tsander@arthritis.org)**

**All logos should be in EPS format and sent to Kendall Horvatich, Special Events Coordinator, at [khorvatich@arthritis.org](mailto:khorvatich@arthritis.org).**

# Arthritis Walk®

# Sponsorship Contract

**Saturday, May 18, 2013 Military Park  
Benefiting the Arthritis Foundation, Central Indiana**

- |  |          |  |         |
|--|----------|--|---------|
| <input type="checkbox"/> Statewide Sponsor | \$20,000 | <input type="checkbox"/> Presenting Sponsor        | \$7,500 |
| <input type="checkbox"/> Cure Sponsor      | \$3,000  | <input type="checkbox"/> Control Sponsor           | \$1,500 |
| <input type="checkbox"/> Prevent Sponsor   | \$750    | <input type="checkbox"/> Health Fair Booth Sponsor | \$300   |
| <input type="checkbox"/> In Kind Sponsors  |          |  |         |
- Type: \_\_\_\_\_
- Value: \_\_\_\_\_

**SPECIAL LISTING INSTRUCTIONS: Please list my name or company in all advertising & publicity as:**

\_\_\_\_\_

(including capitals, abbreviations & punctuation)

I (We) wish to Remain Anonymous

I (We) decline all benefits

**PLEASE PRINT OR TYPE THE FOLLOWING INFORMATION**

**Company (if applicable)** \_\_\_\_\_

**Contact Name** \_\_\_\_\_

**Address** \_\_\_\_\_

**City, State, Zip** \_\_\_\_\_ **E-mail** \_\_\_\_\_

**Phone** \_\_\_\_\_ **Fax** \_\_\_\_\_ **Website** \_\_\_\_\_

**Facebook Page:** \_\_\_\_\_ **Twitter Account: @** \_\_\_\_\_

**Method of Payment**

Check made payable to ARTHRITIS FOUNDATION enclosed

Please bill my credit card

Please Invoice

**Cardholder's Name** \_\_\_\_\_ **CVV#** \_\_\_\_\_

**Credit Card Number** \_\_\_\_\_ **Expiration Date** \_\_\_\_\_

**Signature(Required for all sponsorship)** \_\_\_\_\_

**Please mail, email or fax this signed contract to:**

Arthritis Foundation, Central Indiana - 615 N Alabama Street, Suite 430 - Indianapolis, IN 46204 Fax number 317.876.5608  
For more information, please contact Tammy Sander tsander@arthritis.org or 317.879.0321 x1.