Identifying Potential Sponsors

When trying to identify potential corporate sponsors, consider the following:

- All previous sponsors
- Companies where your committee members have business or personal relationships
- Retailers that can offer brochure distribution and access to potential event participants
- Companies whose target audience matches the demographic profile of Walk to Cure Arthritis participants (women, age 35+)
- Companies who currently have teams or have participated in the past *Talk to your Arthritis Foundation staff contact for a list of current and past teams
- Companies who are new to the area and are looking for ways to be more involved in the community
- Companies who have sponsored or are currently sponsoring similar fundraising/pledge walk events in your area (and their competition)
- Companies who have products or services that are natural tie-ins with Walk to Cure Arthritis and/or the Arthritis Foundation.

Some suggestions for potential sponsors include:

- Hospitals
- Grocery Stores
- Pharmaceutical Companies
- Fitness Equipment Companies
- Banks
- Pharmacies
- Orthopedic Clinics
- Health Clubs/Fitness Centers
- Local Retail Stores
- Medical Supply Companies
- Law Firms
- Insurance Companies
- Assisted Living Providers
- Medical Supply Companies
- Orthopedic Supply Companies
- Soft Drink Companies/Bottlers
- TV, Radio & Print Media
- Physical Rehabilitation Centers
- Sporting Goods Stores
- Sport Drink Companies
- Health Food Companies/Retailers
- Restaurants