

Arthritis Foundation

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Sponsorship Opportunities

Evansville IN

December 8, 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, a three-mile fun walk and a kid's fun run 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 2010, the Jingle Bell Run/Walk for Arthritis raised over \$6.1 million.

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

Funds Raised – \$6.1 Million (2010)

Participant Profile

Female: 65%

Male: 35%

Runners 60%

Walkers 40%

Children 20%

Average Age of Adults: 39

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Presenting Sponsor \$2,500	Major Sponsor \$1,500	Event Sponsor & Santa Chase Sponsor \$1,000
<p>Name/Logo on 3000 brochures Team Recruitment Presentation Name/Logo on JBR Website Sponsor Promotional Items in participant goody bag Registration for 20 Name/Logo displayed on signage Sponsor provided banner displayed Name/Logo on T-shirt Recognition at event</p>	<p>Name/Logo on 3000 Brochures Team Recruitment presentation Name/Logo on JBR Website Name/logo on JBR gloves Sponsor Promotional Items in participant goody bag Registration for 15 Sponsor provided banner displayed Name/Logo on T-shirts Recognition at event</p>	<p>Name/Logo on 3000 brochures Team Recruitment Presentation Name/Logo on JBR Website Sponsor Promotional Items in participant goody bag Registration for 10 Name/Logo on T-Shirts Recognition at event Santa Chase Sponsor also gets Name/Logo on drawstring bags for kids</p>
T Shirt Sponsor \$500	Water Stop Sponsor \$500	Media Sponsor In Kind
<p>Name/Logo on all T-Shirts Name/Logo on JBR Website Sponsor promotional items in participant goody bag Registration for 5 Recognition at event</p>	<p>Name/logo at Water Stop Location Name/logo on all T-Shirts Registration for 5 Opportunity for your employees to man Water Stop Location</p>	<p>Media Sponsor logo on JBR Website Media Sponsor Logo on T-Shirt Thank You gift Opportunity for Media representative to Emcee JBR</p>
Gifts In Kind Sponsor	In Kind Sponsorship Opportunities Benefits Based on Value	
<p>Products in all Participant goody bags</p>	<ul style="list-style-type: none"> • Banners & Signage • Refreshments • Water • A/V Equipment • Medical Tent & Personnel • Post Event Massage Therapists 	<ul style="list-style-type: none"> • Giveaway Prizes • Holiday Costume Rental • Truck Rental • SAG Vehicle Rental and Drivers • Helium Rental for Balloons

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 EVENT COORDINATOR at preeves@arthritis.org



Commitment Form

- Presenting Sponsor
- Event Sponsor
- Major Sponsor
- Santa Chase Sponsor
- T-Shirt Sponsor
- Water Stop Sponsor
- Media Sponsor
- Gifts 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 preeves@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 _____

Signature _____

Date _____

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