



24th Annual Indianapolis Jingle Bell Run/Walk®
Sponsorship Opportunities
Saturday, December 8, 2012

\$40,000 String of Lights (Statewide) Sponsor

- Recognition as the State Sponsor of all Indiana Jingle Bell Run/Walks®
- Logo on the front cover of all Indiana JBR brochures
- Logo on the front of all Indiana JBR T-shirts
- Logo on the Indiana JBR website's scroll boxes and sponsor page with a link to your company's website
- Complimentary run/walk registrations for up to 25 teams of 10 statewide (amount per event to be mutually agreed upon by local staff member)
- Opportunity to host a promotional table at Indianapolis packet pick-up event-NEW!
- Opportunity for company spokesperson to speak at each Indiana JBR event
- Opportunity to place company provided banners at the start/finish line of each Indiana JBR event
- Opportunity to host a hospitality area and vendor table at each Indiana JBR event
- Opportunity to participate in any statewide media/community partnerships
- Opportunity to customize a sponsorship package that best meets your needs

\$20,000 Jingle Bell (Presenting) Sponsor

- "24th Annual Indianapolis Jingle Bell Run/Walk® for Arthritis presented locally by YOUR COMPANY'S NAME"
- Recognition as the Presenting Sponsor on all Indianapolis JBR marketing materials
- Logo on the front cover of all Indianapolis JBR brochures
- Logo on the front of all Indianapolis JBR T-shirts
- Logo on the Indianapolis JBR website scroll box and sponsor page with a link to your company's website
- Logo on official Indianapolis JBR banner
- Complimentary run/walk registrations for up to 15 teams of 10
- Opportunity to host a promotional table at packet pick-up event-NEW!
- Opportunity for company spokesperson to speak at the Indianapolis JBR event
- Opportunity for company representative to be a judge for the JBR costume contest
- Opportunity to display company provided banners at the Indianapolis JBR
- Opportunity to host a promotional table at the Indianapolis JBR

\$10,000 Packet Pick-up Sponsor- NEW!

- Recognition as the Packet Pick-up Sponsor on all Indianapolis JBR marketing materials
- Logo on all Indianapolis JBR brochures
- Logo on all Indianapolis JBR T-shirts
- Logo on the Indianapolis JBR website scroll box and sponsor page with a link to your company's website
- Complimentary run/walk registrations for up to 7 teams of 10
- Opportunity to "own" Packet Pick-up and create a customized package that best meets your needs
- Opportunity to display company provided banners during Packet Pick-up Event
- Opportunity to host a promotional table at Packet Pick-up Event with prime location
- Opportunity to host a promotional table at the Indianapolis JBR

\$7,500 Santa Sponsor

- Recognition as a Santa Sponsor on all Indianapolis JBR marketing materials
- Logo on all Indianapolis JBR brochures
- Logo on all Indianapolis JBR T-shirts
- Logo on the Indianapolis JBR website scroll box and sponsor page with a link to your company's website
- Complimentary run/walk registrations for 5 teams of 10
- Opportunity for company representative to be a judge for the costume contest
- Opportunity to display company provided banners at the Indianapolis JBR
- Opportunity to host a promotional table at Packet Pick-up event- new!
- Opportunity to host a promotional table at the Indianapolis JBR

\$5,000 Mrs. Claus Sponsor

- Recognition as a Mrs. Claus Sponsor on all Indianapolis JBR marketing materials
- Logo on all Indianapolis JBR brochures
- Logo on back of all Indianapolis JBR T-shirts
- Logo on the Indianapolis JBR website scroll box and sponsor page with a link to your company's website
- Complimentary run/walk registrations for 3 teams of 10
- Opportunity to display company provided banners at the Indianapolis JBR
- Opportunity to host a promotional table at the Packet Pick-up event- NEW!
- Opportunity to host a promotional table at the Indianapolis JBR

\$2,500 Rudolph Sponsor

- Recognition as a Rudolph Sponsor on all Indianapolis JBR marketing materials
- Logo on all Indianapolis JBR brochures
- Logo on back of all Indianapolis JBR T-shirts
- Logo on the Indianapolis JBR website scroll box and sponsor page with a link to your company's website
- Complimentary run/walk registrations for 2 teams of 10
- Opportunity to display company provided banners at the Indianapolis JBR
- Opportunity to host a promotional table at the Indianapolis JBR

\$1,500 Frosty Sponsor

- Recognition as a Frosty Sponsor on all Indianapolis JBR marketing materials
- Logo on all Indianapolis JBR brochures
- Logo on back of all Indianapolis JBR t-shirts
- Logo on the Indianapolis JBR website scroll box and sponsor page with a link to your company's website
- Complimentary run/walk registrations for 1 team of 10

\$1,000 Snowflake Sponsor

- Recognition as a Snowflake Sponsor
- Name on back of all Indianapolis JBR brochures
- Name on back of all Indianapolis JBR t-shirts
- Name on the Indianapolis JBR website sponsor page with a link to your company's website

\$750 Santa Chase Sponsor

- Opportunity to "own" the Santa Chase
- Name on back of all Indianapolis JBR t-shirts
- Name on the Indianapolis JBR website sponsor page with a link to your company's website

\$500 Candy Cane Sponsor

- Name on back of all Indianapolis JBR t-shirts
- Name on the Indianapolis JBR website sponsor page with a link to your company's website

\$350 Vendor Table at Packet Pick-up

- Opportunity to host a promotional table at Packet Pick-up for the Indianapolis JBR
- Opportunity to display company provided banner at Packet Pick-up for the Indianapolis JBR
- Name on back of all Indianapolis JBR t-shirts

\$250 Elf (T-shirt) Sponsor

- Name on back of all Indianapolis JBR t-shirts

In-Kind Sponsor Opportunities

- Food Sponsor
- Incentive Prize Sponsor
- Kickoff Sponsor
- Wrap-up Sponsor
- Media Sponsor
- Print Sponsor

Kickoff and/or Wrap-up Event Sponsor(s)

- Sponsor provides venue, food and beverages for kickoff and/or wrap-up event(s)
- Sponsor receives verbal recognition at event(s) for contribution
- Sponsor's name on event(s) invitation(s)
- Sponsor's name on back of all Indianapolis JBR t-shirts

All sponsors will also receive:

- Company name in issue of Shoestring (monthly e-newsletter)
- An employee team recruitment presentation at their workplace (if requested)
- The opportunity to contribute a promotional item for 4,000 goody bags

Deadline for inclusion on Indianapolis JBR brochures August 31, 2012

Deadline for inclusion on Indianapolis JBR t-shirts November 2, 2012

**Contact Tammy Sander with any questions at 317.879.0321 ext. 203 or tsander@arthritis.org.
All logos should be eps format and sent to Kendall Horvatic kritch@arthritis.org.**



Presented Locally by: ORTHOINDY Bone, Joint, Spine & Muscle Care

Sponsorship Contract

Event Chair: Paul Richard

**Saturday, December 8, 2012 at Bankers Life Fieldhouse
Benefiting the Arthritis Foundation, Central Indiana**

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|---|----------|--|----------|
| <input type="checkbox"/> String of Lights Sponsor | \$40,000 | <input type="checkbox"/> Jingle Bell Sponsor | \$20,000 |
| <input type="checkbox"/> Packet Pick-up Sponsor | \$10,000 | <input type="checkbox"/> Santa Sponsor | \$7,500 |
| <input type="checkbox"/> Mrs. Claus Sponsor | \$5,000 | <input type="checkbox"/> Rudolph Sponsor | \$2,500 |
| <input type="checkbox"/> Frosty Sponsor | \$1,500 | <input type="checkbox"/> Snowflake Sponsor | \$1,000 |
| <input type="checkbox"/> Santa Chase Sponsor | \$750 | <input type="checkbox"/> Candy Cane Sponsor | \$500 |
| <input type="checkbox"/> Vendor Table | \$350 | <input type="checkbox"/> In Kind Sponsor | |
| <input type="checkbox"/> Elf Sponsor | \$250 | 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

Contact Name _____

Company (if applicable) _____

Address _____

City, State, Zip _____ E-mail _____

Phone - Office _____ Cell _____ 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 or fax this form 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 x203.