

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. Now in its 24th year in Kansas City, the Jingle Bell Run is a joyous holiday tradition 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*. Nearly 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 showed that nearly *80 percent* of attendees in 2011 thought visibility and availability of event sponsors was "very good" or "good."

Event details ...

- Date: Sunday, Dec. 9, 2012
- 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.

The Kansas City office of the Arthritis Foundation serves 10 counties on the Missouri side (Bates, Carroll, Cass, Clay, Henry, Jackson, Johnson, Lafayette, Platte, Ray) and 2 counties on the Kansas side (Johnson, Wyandotte).

Jingle Bell Run Sponsorship Opportunities



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 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.
- Sponsor logo included in all local **print advertising and media releases**.
- **Sponsor logo and hyperlink** on the event-specific website.
- **Sponsor logo and hyperlink** on 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.
- **Sponsor logo and hyperlink** on 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. 109 or srock@arthritis.org.
The Arthritis Foundation is located at 1900 W. 75th St., suite 200, Prairie Village, KS 66208.