

Jingle in July Sponsorship Opportunities



What is Jingle in July?

Jingle in July is a 5K run/walk that benefits the Arthritis Foundation. Part of the popular and successful Jingle Bell Run series, Jingle in July raises funds and awareness in the fight against arthritis. Participants are provided with jingle bells and encouraged to dress in holiday attire – yes, even in July! – as they raise funds in support of the 50 million Americans and 400,000 Kansas Citizens living with arthritis.

Event Overview

Few running events are quite like this one, as it's the *only* summertime run in Kansas City to take place entirely **indoors**. This exciting corporate cave complex – also home of the Jingle Bell Run – is a boon to sponsors, as post-events survey show that nearly 75 percent of all Jingle Bell Run participants believe the visibility of event sponsors is "very good" or "good." The event is a boon to participants, too, as it's completely climate-controlled and has year-round temperatures of 68 degrees – regardless of how hot it is outside.



Event details ...

- ★ Date: Sunday, July 29, 2012
- ★ Location: Meritex Enterprises underground business complex, 17501 W. 98th St., Lenexa, KS
- ★ Participants: 500-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 have doctor-diagnosed arthritis.
- ★ Arthritis affects people of all ages, including 300,000 children.
- ★ There are more than 100 forms of arthritis and related diseases.

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Presenting Sponsor \$10,000

- ★ Recognition in all communications and correspondence as the event's **Presenting Sponsor**.
- ★ **Repeated verbal recognition** on event day by emcee.
- ★ Event-day invitation to company executive to **address the crowd**.
- ★ **Cross-promotional opportunities** with other Arthritis Foundation events: Arthritis Walk, Commitment to a Cure breakfast, 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 4,000-plus pieces.
- ★ **Sponsor logo and hyperlink** on website as the event's **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.
- ★ 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 sponsor workplace by the Arthritis Foundation.

Gold Sponsor \$5,000

- ★ **Logo placement** on event brochures, t-shirts, save-the-date cards and rack cards.
- ★ Sponsor logo included in all local **print advertising and media releases**.
- ★ **Sponsor logo and hyperlink** on 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.
- ★ **Sponsor logo and hyperlink** on 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 ...

Contact Steve Rock at 913.262.2233 or via e-mail at srock@arthritis.org.

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