



November 22, 2014
8:30 am
Rockford Park District –
Indoor Sportscore Complex
(ISC)
8800 East Riverside Blvd,
Loves Park

2014 Jingle Bell Run/Walk Rock River Valley Sponsorship Levels

Presenting Sponsor

\$10,000

All benefits associated with the below levels, plus:

- Cited as Presenting Sponsor on all materials
- Inclusion in all press releases and public service announcements
- Opportunity for representative to serve as emcee for event
- Opportunity for representative to speak at starting line before start of event
- Opportunity for representative to speak before awards ceremony
- Opportunity for representative to help hand out awards at awards ceremony
- Twenty (20) complimentary registrations along with t-shirts
- Logo on back of t-shirts (most prominent)
- Logo and link to company page on event registration page (most prominent)

Platinum Sponsor

\$7,500

All benefits associated with the below levels, plus:

- Recognition in Arthritis Update e-newsletter (8,500 e-mails)
- Fifteen (15) complimentary registrations along with t-shirts
- Logo on back of t-shirts (2nd most prominent)
- Logo on additional event marketing/advertising (TBD)
- Opportunity for placement in team captain information packets

Gold Sponsor

\$3,500

All benefits associated with the below levels, plus:

- Category exclusivity
- Ten (10) complimentary registrations along with t-shirts

- Logo on postcards
- Logo at bottom of all e-mails
- Sponsorship thank you on social media (Facebook/Twitter) with link to website and opportunity for additional postings
- Opportunity for banner placement at start/finish line

Silver Sponsor

\$2,000

All benefits associated with the below level, plus:

- Five (5) complimentary registrations along with t-shirts
- Logo on rackcards and posters
- Use of Jingle Bell Run/Walk logo in sponsor's marketing, advertising and promotional efforts within AF guidelines

Bronze Sponsor

\$1,000

- Two (2) complimentary registrations along with t-shirts
- Opportunity for pre- and post-race 10x10 tent or table
- Logo on back of t-shirts
- Logo and link to company website on event registration page
- Opportunity for placement in participant goodie bags
- Logo on sponsor thank you banners
- Opportunity for AF Jingle Bell Run/Walk presentation and fundraising training for team/employees

In-kind Sponsorship opportunities

Sponsorship level based on value of in-kind sponsorship

- Site rental
- Post-race food (bananas, oranges, bagels, granola bars, etc.)
- Pre- and post-race water and water at aid stations
- Sports drink (Gatorade, powerade, etc.)
- Truck rental
- Portable restroom rental
- Medical personnel/ambulance
- Stage/speakers/sound equipment
- Banners/signage
- Printing (postcards, rackards, posters)
- T-shirts
- Awards/medals
- Holiday costumes (antlers, santa hats, etc.)

Commitment Form



- Presenting Sponsor
- Platinum
- Gold
- Silver
- Bronze
- 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 _____ City _____ ST _____ Zip _____

Phone _____ E-mail _____

Website _____

Signature _____ Date _____

Please list the company name to be used in any promotions, indicating exactly how it should appear:

Please e-mail the logo you would like used in an .eps and .jpg/.gif format to bvanacker@arthritis.org.

Payment Information

- Check enclosed. (Please make payable to Arthritis Foundation).
- Please invoice us at the address above.
- Unable to sponsor, but please accept the enclosed donation. Please charge the credit card for the amount of \$ _____.

Credit Card: AMEX VISA MASTERCARD DISCOVER

Card Number _____ Exp. Date _____ Sec. Code _____

Signature _____ Date _____

MAIL TO: Arthritis Foundation
c/o Rockford JBR
35 E Wacker Dr, Ste 2260
Chicago, IL 60601

E-MAIL TO: kkempf@arthritis.org
FAX TO: 312-372-2081