



2012 Arthritis Walk Sponsorship Opportunities

Who is the Arthritis Foundation?

The mission of the Arthritis Foundation 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.

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

Some Facts About Arthritis:

- Arthritis is the nation's leading cause of disability
- 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

What is the Arthritis Walk?

The Arthritis Walk is the Arthritis Foundation's annual nationwide event that raises awareness and funds to fight arthritis. It is a tremendous opportunity to help improve the lives of millions of people who live every day with the burden of arthritis. Participants are encouraged to recruit co-workers, friends, neighbors and family members to form fundraising walk teams and join *Let's Move Together*, the nationwide movement led by the Arthritis Foundation that encourages people to move to prevent or treat arthritis.

Event Overview

This year's Arthritis Walk is the *only* run and/or walk to take place at **Worlds of Fun** in Kansas City. Worlds of Fun, the premier amusement park of the Midwest, promises to be an eclectic setting for the Arthritis Foundation's signature event. We'll inhabit the Planet Snoopy area - a perfect setting for families and children! - and we'll have access to two of the area's children's rides. That's why we believe the 2012 Arthritis Walk - the first to take place at this exciting venue - will be one of the largest in Kansas City history

Event details:

- Date: Saturday, May 5, 2012 at 8 a.m.
- Location: Worlds of Fun
- Participation: 400+
- This event brings together a mixed demographic of families, professionals (medical and otherwise), students, seniors, young adults and teens.



2012 Arthritis Walk Sponsorship Categories

\$5,000 Presenting Sponsor

- Recognition on all promotional materials as the event's **exclusive** Presenting sponsor.
- Recognition by the event emcee the day of the event.
- Invitation to the **2012 Walk Team Captain Kick-Off event** for a company representative.
- Event day opportunity for a company representative to address the crowd of 400+ walkers.
- **Logo and hyperlink** on the Arthritis Walk website.
- **Logo and hyperlink** on the Foundation's regional electronic newsletter, which is distributed monthly to nearly 10,000 unique e-mail addresses in the Kansas City area.
- **One (1)** display booth in a prominent area.
- **One (1)** prominently displayed sponsor-provided banner at the Arthritis Walk. This banner will be displayed all weekend along the midway at Worlds of Fun, providing prominent exposure to 20,000-plus people.
- Company logo affixed to 200-plus event T-shirts.
- Invitation to include promotional items in participant goodie bags at the Arthritis Walk.
- Company logo affixed to 200-plus event T-shirts.

\$2,500 Partnership Sponsor

- Recognition on all promotional materials as one of the event's Partnership sponsors.
- Recognition by the event emcee the day of the event.
- **Logo and hyperlink** on the Arthritis Walk website.
- **Logo and hyperlink** on the Foundation's regional electronic newsletter, which is distributed monthly to nearly 10,000 unduplicated e-mail addresses in the Kansas City area.
- Display booth the day of the event.
- **One (1)** prominently displayed sponsor-provided banner at the event. This banner will be displayed all weekend along the midway at Worlds of Fun, providing prominent exposure to 20,000-plus people.
- Company logo affixed to 200-plus event T-shirts.
- Invitation to include promotional items in participant goodie bags at the Arthritis Walk.

\$1,500 Supporting Sponsor

- Recognition on all promotional materials as one of the event's Supporting sponsors.
- Display booth the day of the event.
- **One (1)** prominently displayed sponsor-provided banner at the event. This banner will be displayed all weekend along the midway at Worlds of Fun, providing prominent exposure to 20,000-plus people.
- Company logo affixed to 200-plus event T-shirts.
- Invitation to include promotional items in participant goodie bags at the Arthritis Walk and Jingle in July.
- Supporting Sponsors will also have the opportunity to participate in an upcoming educational seminar put on by the Arthritis Foundation. More details are available.

\$500 Contributing Sponsor

- Display booth the day of the event.
- Invitation to include promotional items in participant goodie bags.

Thank you for your thoughtful consideration of sponsorship of the 2012 Kansas City Arthritis Walk. Our partners and sponsors are vital to the success of this organization. Thank you!

Contact Steve Rock at 913.262.2233 or srock@arthritis.org.



Let's Move Together!
www.letsmoveotogether.org