



**WALK** | ARTHRITIS  
FOUNDATION

## University Mall Carbondale

### Partnership Opportunities

#### **Why Partner with the Arthritis Walk?**

- *It is estimated that 50 million Americans suffer from arthritis and/or chronic joint symptoms.*
- *2.3 million people in Illinois have arthritis – that is 18% of our state's population.*
- *Arthritis is the most common cause of disability among people aged 15 years and older.*
- *Arthritis costs to the U.S. economy totals more than \$128 billion annually.*
- *300,000 children in America have some form of arthritis or rheumatic disease.*
- *The mission of the Arthritis Foundation – to improve lives through leadership in the **prevention, control and cure** of arthritis and related diseases – is carried out through programs, services and research efforts that directly impact people with arthritis in this area.*

#### **Presenting Sponsor                      Cost: \$5,000 (Category Exclusive)**

- Event will be titled: **ARTHRITIS WALK...JOIN THE TEAM FOR A CURE... Locally Presented by (Company) at Southern Illinois**
- Recognition as the Local Presenting sponsor on all solicitation letters and correspondences
- Recognition as presenting sponsor on all promotional brochures, flyers and posters
  - 1000 generic brochures distributed throughout the southern Illinois area.
  - 200 recruitment pieces to past Arthritis Walk participants
  - 500 flyers distributed by the Arthritis Foundation at community events and health fairs
  - 100 event posters
  - logo placement on all weekly walk emails to participants
- Recognition and company link on Arthritis Foundation website: [www.arthritis.org](http://www.arthritis.org)
- Name to appear in all media releases as the Chapter presenting sponsor; inclusion wherever possible in any public service announcements or media interviews
- Premier coverage in Arthritis Walk Newsletter to team captains, registered participants and past participants distributed in March, April, May, September and October
- Recognition as local presenting sponsor on company provided start/finish banner
- Premier logo placement on participant shirts (estimated 300 shirts)
- Opportunity for corporate spokesperson to make pre and post-event addresses to participants
- Other promotional opportunities as they become available

## **Corporate Sponsor**

**Cost: \$2,500 and Corporate Team**

- Recognition as premier sponsor on all promotional brochures, flyers and posters
  - 1,000 brochures distributed throughout the area
  - 200 recruitment pieces to past Arthritis Walk participants
  - 500 flyers distributed by the Arthritis Foundation at community events and health fairs
  - 100 event posters
  - 25 Arthritis Walk Shirts
- Recognition and company link on Arthritis Foundation website: [www.arthritis.org](http://www.arthritis.org)
- Mention in all media releases
- Promotional booth, company staffed, to distribute information and/or samples at the event
- Opportunity for corporate spokesperson to make pre-event address to participants

## **Event Sponsor**

**Cost: \$1,000 and Corporate Team**

- Recognition as major sponsor on all promotional brochures, flyers and posters
  - 1,000 generic brochures distributed throughout the area
  - 200 recruitment pieces to past Arthritis Walk participants
  - 500 flyers distributed by the Arthritis Foundation at community events and health fairs
  - 100 event posters
  - 10 Arthritis Walk Shirts
- Mention in media releases
- Booth set up at event

## **Naming Opportunities:**

**Cost: \$750 and Corporate Team**

- Opportunity to sponsor a specific area:
  - ❖ Children's area
  - ❖ Stage area
  - ❖ Mile Marker
  - ❖ Entertainment area
  - ❖ Start/Finish area
  - ❖ Etc.....

## **Team Sponsor**

**Cost: \$ 500 and Corporate Team**

- Display company provided banner at the Health Fair area
- Signage and announcements on day of event
- Logo displayed on all participant communications, arthritis walk website, all participant brochures (if secured early enough)
- 10' x 10' booth, 8' table and 2 chairs (make this a fun attraction and hand out premium items that display your company's logo. Please clear all giveaways with the Arthritis Walk Staff. Booth staffed by participating organization)

*\*\*Sponsorship opportunities can be discussed to fit your company's needs\*\**