



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
- 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
- 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