ARTHRITIS FOUNDATION®
Take Control. We Can Help.™

2013
Chicago Arthritis Walk
Sponsorship Packet

let's move together℠

WALK | ARTHRITIS FOUNDATION

www.letsmovetogether.org

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Arthritis impacts someone close to you.

- Nearly 50 million Americans (1 in 5 people) have been diagnosed with arthritis by a doctor.
- Nearly 300,000 children under the age of 17 are affected by juvenile arthritis.
- Arthritis is the leading cause of disability in the United States.
- Arthritis prevalence increases with age. Among adults over age 65, the prevalence of arthritis is 48%.
- 67 million people age 18 or over will have doctor-diagnosed Arthritis by 2030.

No one is immune to Arthritis.

- Arthritis affects every racial and ethnic group including more than 34 million Caucasians, more than 4.6 million African-Americans and nearly 3.1 million Hispanics.
- The term "arthritis" encompasses more than 100 diseases and conditions that affect joints, the surrounding tissues and other connective tissues. Arthritis can cause mild to severe pain in the joints, as well as joint tenderness and swelling.
- The various forms of arthritis and related conditions can affect anyone, regardless of race, gender or age.
- Arthritis affects women at a much higher rate than men. Sixty percent of all people who have arthritis are female, and several of the more common forms are more prevalent in women.

The cost of Arthritis to the economy is staggering.

Each year, arthritis results in:

- 39 million physician visits
- 744,000 hospitalizations
- 3 million visits to outpatient departments
- 2.2 million visits to emergency departments
- $128 billion in costs of treatment, lost wages and other associated costs

But the cost to American families is even worse.

- Arthritis is a more frequent cause of activity limitation than heart disease, cancer or diabetes.
- Pain, fatigue, and inflammation can limit everyday activities, from simple tasks, like bathing and dressing, to the ability to maintain employment or live independently.
- Caring for a family member with a prolonged or chronic illness is stressful and draining -- mentally, physically, emotionally, and financially.

The Arthritis Foundation helps.

The Arthritis Foundation is the largest private, not-for-profit contributor to arthritis in the world, funding more than $380 million in research grants since 1948. Through the support of more than 600,000 volunteers, the foundation helps individuals take control of arthritis by providing public health education; pursuing public policy and legislation; and conducting evidence-based programs to improve the quality of life for those living with arthritis. Information is available 24 hours a day, 7 days a week at 1-800-568-4045 or www.arthritis.org.

YOU CAN HELP TOO!

Event Overview

The Arthritis Walk® is the Arthritis Foundation's annual nationwide event that raises awareness and funds to fight arthritis, the nation's most common cause of disability. The Arthritis Walk is our biggest opportunity to impact the lives of millions of men, women and children with arthritis. That is why your participation in the Arthritis Walk is so important to us.

Participants walk in honor of a friend or family member with arthritis. People with arthritis wear blue hats to signify their action in taking control of their condition. The event features a three-mile and one-mile course, with arthritis information and activities for the entire family. Pet owners are invited to bring their dogs along for the event.

By joining your 2013 Arthritis Walk®, you become a part of the *Let's Move Together*, a nationwide movement that encourages people to move to prevent or treat arthritis. *Start moving today for better health!*

Events	Attendance	Funds Raised (2012)	Participant Profile
→ Over **130 events** nationwide (visit arthritis.org for complete listing)	→ More than **600** participate and volunteer annually for the event	→ **$6.1 million +** nationally and **over $100,000** in Chicago	→ Female: **65%** → Male: **35%** → Average Adult Age: **39**

Why Sponsor or Participate?

In 2012, the Arthritis Walk in Chicago hosted over 500 participants and raised over $100,000 to impact the lives of over 2.5 million adults and 300,000 children with arthritis in Illinois. That is why your participation or sponsorship in this event is so important to us. You are the key to the success of the Arthritis Walk and to everything the Arthritis Foundation hopes to accomplish. We thank you for your commitment to helping us find a cure for arthritis!

Current 2013 Event Sponsors

Genentech
A Member of the Roche Group

ARTHRITIS WALK® Nationally Presented by AMGEN Pfizer

National Sponsor: Nature Made TRIPLE FLEX

National Sponsor: TYLENOL ARTHRITIS PAIN

National Sponsor: Massage Envy SPA

National Sponsor: Zimmer

National Media Sponsor: Arthritis Today

Course Champion
$10,000

→Presenting Sponsor
→Category exclusivity
→ Most Prominent and largest sponsor logo placement on website
→ Public mention of event sponsorship at the event
→ Logo on event brochures
→ Logo on event day signage and banners
→ Logo on ALL THREE Chicagoland Arthritis Walk T-shirts
→ Use of the Arthritis Walk logo in sponsor's marketing, advertising and promotional efforts within Arthritis Foundation guidelines.
→ Booth for product distribution and sampling at walk
→ Mission Route Sign Sponsor
→ 15 Event T-shirts
→ Link to company website on Arthritis Walk event site
→ Sponsor provided with an employee team recruitment presentation at their workplace
→ Access to Arthritis Foundation's community programs at workplace

Super Stepper
$5,000

→ Mission Tent, Kid Zone, Registration Tent or VIP Tent sponsor
→ Second most Prominent sponsor logo placement on website
→ Public mention of event sponsorship at the event
→ Logo on event brochures
→ Logo on event day signage and banners
→ Logo on Arthritis Walk T-shirts
→ Use of the Arthritis Walk logo in sponsor's marketing, advertising and promotional efforts within Arthritis Foundation guidelines.
→ Booth for product distribution and sampling at walk
→ Mission Route Sign Sponsor
→ 10 Event T-shirts
→ Link to company website on Arthritis Walk event site
→ Sponsor provided with an employee team recruitment presentation at their workplace
→ Access to Arthritis Foundation's community programs at workplace

Promenade Promoter
$2,500

→ Public recognition for sponsorship of kick-off or wrap-up event
→ Public mention of event sponsorship at the event
→ Logo on event brochures
→ Logo on event day signage and banners
→ Logo on Arthritis Walk T-shirts
→ Use of the Arthritis Walk logo in sponsor's marketing, advertising and promotional efforts within Arthritis Foundation guidelines.
→ Booth for product distribution and sampling at walk
→ Mission Route Sign Sponsor
→ Logo on all participant event t-shirts
→ 5 Event T-shirts
→ Logo and link to company website on Arthritis Walk event site
→ Sponsor provided with an employee team recruitment presentation at their workplace
→ Access to Arthritis Foundation's community programs at workplace

Saunter Steward
$1,000

→ Logo on event brochures
→ Logo on event day signage and banners
→ Logo on Arthritis Walk T-shirts
→ Use of the Arthritis Walk logo in sponsor's marketing, advertising and promotional efforts within Arthritis Foundation guidelines.
→ Booth for product distribution and sampling at walk
→ Mission Route Sign Sponsor
→ Logo on all participant event t-shirts
→ 2 Event T-shirts
→ Logo and link to company website on Arthritis Walk event site
→ Sponsor provided with an employee team recruitment presentation at their workplace
→ Access to Arthritis Foundation's community programs at workplace

Strut Supporter
$500

→ Booth for product distribution and sampling at walk
→ Logo and link to company website on Arthritis Walk event site
→ Sponsor provided with an employee team recruitment presentation at their workplace
→ Access to Arthritis Foundation's community programs at workplace

Pedway Partner
$250

→ Water Station, Mile-Marker or Mission Route Sign Sponsor
→ Logo and link to company website on Arthritis Walk event site
→ Sponsor provided with an employee team recruitment presentation at their workplace
→ Access to Arthritis Foundation's community programs at workplace

In-Kind Sponsorship Opportunities
Benefits Based on Value

→ Banners & Signage
→ Refreshments
→ Course Water Stations
→ A/V Equipment
→ Decorations

→ Security Officers
→ Medical Tent & Personnel
→ Truck Rental
→ Tent Rental

→ Entertainment
→ Activity Stations
→ Helium Rental for Balloons
→ Port-o-Potty Rental

All sponsorships packages are designed to meet the needs of the sponsor and are negotiable.
For more information on partnering with the Arthritis Walk, please contact
Cat Smith, Director of Special Events, at catherinesmith@arthritis.org OR 312.880.4737

Commitment Form

- ☐ Course Champion
- ☐ Super Stepper
- ☐ Promenade Promoter
- ☐ Saunter Steward
- ☐ Strut Supporter
- ☐ Pedway Partner
- ☐ In-Kind Sponsor providing _____.
- ☐ We cannot be an official sponsor at this time, but please accept our contribution of $_____.

Company Name: _____

Contact Name: _____ **Title:** _____

Please email the logo you would like to use in an .eps/.tif and .jpg/.gif format to catherinesmith@arthritis.org

Address: _____

Phone: _____ **Email:** _____

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

_____

Payment Information

Once you submit this form, we will send a sponsorship contract and complete the payment process.
Please select one:

- ☐ We will submit a check to:

Greater Chicago Payment Processing Center, Chicago Arthritis Walk, PO Box 790379, St. Louis, MO 63179

- ☐ Invoice us at the address above.
- ☐ Charge credit card.

Credit Card Type: **AMEX** **VISA** **MASTERCARD** **DISCOVER**

Account Number: _____ **Exp. Date (mm/yy):** _____ **Security Code:** _____

Signature: _____ **Date:** _____

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