



2009 Southern Arizona Jingle Bell Run & Walk

**Saturday, December 5, 2009
Reid Park, Tucson Arizona**

The Jingle Bell Run & Walk is a 5K fun run, 5K fun walk and a 1K children's Reindeer Dash. The Jingle Bell Run & Walk focuses on teams of individuals raising money to help the Arthritis Foundation meet its mission to improve lives through leadership in the prevention, control, and cure of arthritis and related diseases. Teams of families dress up in seasonal costumes and capture the best of the holiday season by giving of themselves to help others. At the conclusion of the 5K or 1K run & walk, participants and spectators alike enjoy refreshments, music and prizes.

By joining the Arthritis Foundation as a sponsor of the Jingle Bell Run & Walk, you have the unique opportunity to promote your company to the corporate leaders who serve as team captains. In addition, partnering with the Arthritis Foundation allows you to promote to hundreds of participants in the heart of the holiday shopping season.

Sponsors of the Jingle Bell Run & Walk are committed to helping the 1.1 million people in Arizona and the 46 million Americans affected by arthritis. Your support of Jingle Bell Run & Walk will make a significant difference by helping raise much needed awareness and funds to support local programs and promising arthritis research that is critical to finding new therapies, treatments and eventually a cure.



2008 Event Pictures

2009 Southern Arizona Jingle Bell Walk/Run for Arthritis Marketing Information

The Southern Arizona Jingle Bell Walk/Run for Arthritis is the Arthritis Foundation's nationwide walk raising funds to prevent, control and cure arthritis, our nation's number one cause of disability. The event offers participants a 5K (3.2 mile) walk or timed run followed by a post walk/run celebration, featuring entertainment, food, music and health related information. Prize incentives will be offered for top fundraisers and top finishers in the run. Team participation is encouraged. We encourage corporate and family teams to enthusiastically raise vital funds for arthritis research and programs in our community.

Date: **Saturday, December 5, 2009**

Location: **Reid Park – Soccer Field on Randolph Way - Tucson AZ**

Time: **Registration begins at 9:00 a.m.**
9:45 a.m. Reindeer Dash (Kids 3-12)
10:00 a.m. Run (runners all ages)
10:10 a.m. Walkers
10:15 a.m. Strollers and Waggers

Estimated Attendance: **1,000+**

Contact Name: Susan Sweeney, Director, Jingle Bell Walk/Run (520) 917.7070

Audience Demographics/Facts

- 66% hold a Bachelor degree or higher
- Target age is 35+
- 77% are team walkers
- Arthritis is the most prevalent chronic condition in women
- Arthritis strikes women more often than men

Our Mission: The Arthritis Foundation is leading the effort to prevent, control and cure arthritis and arthritis-related diseases. The Greater Southwest Chapter and its strong volunteer corps support peer-reviewed research, children's programs, professional and public education programs, services for people with arthritis, government advocacy and fundraising events. Among the 48 chapters in the nation, the Greater Southwest Chapter is ranked No. 1 in providing research dollars and ranked No. 2 in programs and services.

100% of funds raised will be used in Tucson and Southern Arizona **to support patient education, programs and services including juvenile arthritis programs like JA Summer Camp, family activities and parent education.**

Impact of Arthritis:

- Arthritis is the most common cause of disability in the U.S.
- Nearly 70 million Americans have arthritis.
- One in three Tucsonans has some form of arthritis.
- 6,000 children in Arizona have Juvenile Arthritis
- More children suffer from juvenile arthritis than muscular dystrophy, multiple sclerosis and cystic fibrosis combined.
- Arthritis costs the U.S. economy \$124.5 billion per year in medical care and lost wages.

Sponsorship Opportunities

\$10,000 – Presenting Sponsor - Exclusive

- Official Presenting Sponsor at Southern Arizona Jingle Bell Run
- Company name and logo will be featured as Jingle Bell Run Presenting Sponsor on the Jingle Bell Run's web page with a hyperlink to company's website
- Your company logo will be featured prominently on the following promotional materials:
 - Posters distributed throughout Arizona
 - Brochures distributed throughout Arizona
 - Logo will appear on all press releases
- Company logo will appear on all run t-shirts
- Your company will receive a designated area at the event
- Your company will receive run t-shirts for you and your team and/or employees, participants need to register by November 22, 2009
- Opportunity to display up to (3) company-provided banners
- Opportunity for your company spokesperson to speak at opening ceremonies
- Opportunity for your company to provide product sampling and/or promotional materials to all participants the day of event
- Opportunity for your company to use the Jingle Bell Run logo on external and internal communications and for cross marketing

\$5,000 - Gold Bell Co-Sponsor – not exclusive

- Company name and logo will be featured on the Jingle Bell Run's web page
- Your company logo will be featured prominently on the following promotional materials:
 - Posters distributed throughout Arizona
 - Brochures distributed throughout Arizona
- Company logo will appear on all run t-shirts
- Your company will receive a designated area at the event
- Your company will receive run t-shirts for you and your team and/or employees, participants need to register by November 22, 2009
- Opportunity to display up to (2) company-provided banners
- Opportunity for your company to provide product sampling and/or promotional materials to all participants the day of event
- Opportunity for your company to use the Jingle Bell Run logo on external and internal communications and for cross marketing

\$2,500 - Silver Bell Sponsor – not exclusive

- Company name and logo will be featured on the Jingle Bell Run's web page
- Company logo will appear on all run t-shirts
- Your company will receive a designated area at the event
- Your company will receive run t-shirts for you and your team and/or employees, participants need to register by November 22, 2009
- Opportunity to display up to (1) company-provided banners
- Opportunity for your company to provide product sampling and/or promotional materials to all participants the day of event

\$1,000 - Bronze Bell Sponsor – not exclusive

- Company logo will appear on all run t-shirts
- Your company will receive a designated area at the event
- Your company will receive run t-shirts for you and your team and/or employees, participants need to register by November 22, 2009
- Opportunity for your company to provide product sampling and/or promotional materials to all participants the day of event

\$500 – Water Station Sponsor – not exclusive (up to 2)

- Sponsor provided banner at a water station
- Your company will receive a designated area at the event

\$500 – Route Marker – not exclusive

- Sponsor provided banner will be placed on run/walk route
- Your company will receive a designated area at the event

In Kind Sponsor

- Need in-kind donations for:

PR/Marketing Services
Costume Contest Prizes

Team Captain Gifts
Decorations

Incentives/Prizes
Food

- In-Kind Sponsors will receive a verbal thank you and signage at the event. Benefits are dependent on in-kind gift amount.



Sponsorship Agreement

Yes! We want to sponsor the **2009 Jingle Bell Run & Walk for Arthritis** at the following:

- _____ **\$10,000 Presenting Sponsor** _____ **\$500 Water Station Sponsor**
_____ **\$5,000 Gold Bell Co-Sponsor** _____ **\$500 Route Marker Sponsor**
_____ **\$2,500 Silver Bell Sponsor** _____ **In-kind Sponsor providing:** _____
_____ **\$1,000 Bronze Bell Sponsor**

*Please provide corporate logo in a .jpg or .tif file format to ksnyder@arthritis.org.

Name: _____ **Title:** _____

Company Name: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Day Phone: _____ **Evening:** _____

Email: _____

Coordinator of your walk team: _____ **Phone No:** _____

- Yes, we're interested in participating as a TEAM. Please send a Team Pack.
- My Company is sending a check to the Arthritis Foundation separately. Please make checks payable to: Arthritis Foundation
- I have enclosed a check or money order payable to the Arthritis Foundation OR
- Credit Card: Visa MasterCard American Express Expiration Date: _____

Credit Card Number Signature

CCV No. (3 digit code on back of credit card) Exact Name on card

THANKS FOR YOUR SUPPORT!

PLEASE RETURN NO LATER THAN AUGUST 14, 2009

For additional information call

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