



2009 Jingle Bell Run/ Walk Saturday, December 5 Courthouse Plaza Park Prescott, Arizona

The Jingle Bell Run/Walk (JBR) is a 5K fun run, 5K fun walk and a 1K children's Reindeer Dash. JBR 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 JBR, 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 1.5 million people in Arizona and the 46 million Americans affected by arthritis. Your support of JBR 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.





Sponsorship Opportunities

\$10,000 – Presenting Sponsor - Exclusive

- Official Presenting Sponsor at Prescott 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 Web site
- Your company logo will be featured prominently on the following promotional materials:
 - Posters distributed throughout Prescott/Quad City
 - Brochures/flyers distributed throughout Prescott/Quad City
 - Logo will appear on all press releases
- Company logo will appear at all run sites
- Company logo will appear on all run t-shirts
- Your company will receive a designated area at the event
- Your company will receive (20) run t-shirts for you and your team and/or employees
- 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 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 at all run sites
- Company logo will appear on all run t-shirts
- Your company will receive a designated area at the event
- Your company will receive (10) run t-shirts for you and your team and/or employees
- 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
- 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
- Your company logo will be featured prominently on the following promotional materials:
 - Posters distributed throughout Arizona
- Company logo will appear at all run sites
- Company logo will appear on all run t-shirts
- Your company will receive a designated area at the event
- Your company will receive (5) run t-shirts for you and your team and/or employees
- 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 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
- Company logo will appear at all run sites
- Company logo will appear on all run t-shirts
- Your company will receive a designated area at the event
- Your company will receive (2) run t-shirts for you and your team and/or employees
- Opportunity for your company to provide product sampling and/or promotional materials to all participants the day of event

\$500 - Brass Bell Sponsor – not exclusive

- Company name and logo will be featured on the Jingle Bell Run's web page
- Sponsor name/logo on Jingle Bell Run/Walk T-shirts.

\$500 – Water Station Sponsor – not exclusive

- Sponsor provided banner at a water station
- A sign identifying sponsor will be provided for sponsor to display information and hand-out water.
- Sponsor name/logo on Jingle Bell Run/Walk T-shirts.

\$500 – Route Marker – not exclusive

- Sign with company name will be displayed on run/walk route
- Sponsor name/logo on Jingle Bell Run/Walk T-shirts.

In Kind Sponsor

- Need in-kind donations for:
 - PR/Marketing Services
 - Team Captain Gifts
 - Incentives/Prizes
 - Costume Contest Prizes
 - Decorations
 - Food



Sponsorship Agreement

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

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

_____ We cannot be an official sponsor at this time, but please accept our contribution of \$_____.

_____ We cannot be an official sponsor at this time, but would like to form a Team for the Jingle Bell Run & Walk

Name: _____ Title: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Day Phone: _____ Evening: _____

Email: _____

Signature _____

All Sponsors: Please list name to be used in advertising materials, indicating exactly how it should appear, including capitals and abbreviations.

***Please provide corporate logo in a .jpg or .eps file format no later than November 13, 2009.**

Please make checks payable to: Arthritis Foundation

Please send sponsorships to: **Arthritis Foundation, Attn: Bridgette Haley, 1313 E. Osborn, Ste. 200, Phoenix, AZ 85014** Phone: (800) 477-7679 ext. 9912, Fax: (602) 264-0563, email: bhaley@arthritis.org