



**let's
move
together**SM

WALK | ARTHRITIS
FOUNDATION

SPONSORSHIP OPPORTUNITIES

May 17, 2009
9am-2pm

Washington Park
Denver, Colorado



Event Overview

The Arthritis Foundation's signature event is a fun and educational event engaging more than 350,000 people across the country walking a 5K to raise funds and awareness about arthritis, **the nation's most common cause of disability**.

The Arthritis Walk is a pledge-driven event, engaging people affected by arthritis and their friends and families to come together to focus on "total joint health" and take an important step in preventing the onset of arthritis for themselves by keeping active. Participants can walk individually or create a team of friends, family members, neighbors and coworkers.

Team captains or individuals can sign up online at <http://denverarthritiswalk.kintera.org> or host their own personal web page to conduct fundraising.

The **Fifth Annual Let's Move Together Arthritis Walk – Metro Denver** will take place at Washington Park in Denver on Sunday May 17, 2009. The event will be heavily promoted through Arthritis Foundation's channels, including email, online, flyers, brochures, and press releases to local media across the greater Denver metropolitan area. The goal for this walk is to raise over \$125,000 for the prevention, treatment, and research to find a cure for arthritis.

The Arthritis Foundation invites you to become a sponsor of the 2009 Let's Move Together Arthritis Walk. As a sponsor, you will receive exposure before, during and after the event with your company name and logo placed on marketing, registration and promotional materials as well as event-day publicity through signage and verbal recognition.

This promotional relationship will allow you to:

- Interact directly with an audience of over 1000 current or potential customers in the Denver area
- Promote your company's brand or products through marketing materials
- Provide an opportunity for your employees to give back to their community by providing resources for Arthritis Foundation programs and medical research.



DEMOGRAPHICS OF THE 2008 METRO DENVER WALKS:

- 900+ participants
- 36% male
- 64% female
- Participant average age: 34
- 21% of participants diagnosed with arthritis

THE FACTS

- 1 in 5 people afflicted by arthritis:
 - 46 million Americans total
 - More than 300,000 children suffer from arthritis
 - Over 1.3 million people in the Rocky Mountain Region have arthritis
- Arthritis is the most common cause of disability in the U.S.
- Arthritis affects women almost twice as often as men
- Arthritis costs the U.S. economy over \$128 billion annually



Sponsorship Opportunities



ROCKY MOUNTAIN ARTHRITIS WALK LEADING SPONSOR – ALL THREE WALKS: \$10,000

Benefits exclusive to this package:

- Top billing at all three 2009 Rocky Mountain Chapter Walk events in Colorado Springs, Metro Denver, and Bozeman, Montana
- Most prominent recognition in all walk materials and in guaranteed advertising
- Access to participant mailing list of all 3 walks one time pre- or post-event, such as to promote cause marketing offer or drive traffic to expo booth for special offer
- First option to choose title of one element at each event
- Designated on-site registration for company employees
- Logo included in Arthritis Foundation, Rocky Mountain Chapter promotional email tags in month leading to event

Package also includes all the promotional and recognition benefits included in Gold, Silver and Bronze sponsorship packages.

PLATINUM SPONSOR: \$7,500

Benefits exclusive to this package:

- Title sponsorship of one premium Arthritis Walk element on a first come, first served basis.
Available elements include:
 - *VIP tent*
 - *Starting line*
 - *Finish line*
 - *Registration*
- Category exclusivity
- Access to participant mailing list one time pre- or post-event, such as to promote cause marketing offer or drive traffic to expo booth for special offer
- Prominent logo placement:
 - All print materials
 - All Arthritis Foundation-produced signage
 - Verbal recognition through PA announcements and from stage
 - On Rocky Mountain Chapter website event page

- On Kintera, our online fundraising site used by most walkers and teams to raise funds and invite others to participate, including on each electronic registration receipt

- Admission of 16 guests to VIP tent
- Logo and positioning in all publicity efforts and guaranteed media, including online, print and media releases
- Editorial recognition in chapter newsletter, distributed to 5,000 Arthritis Foundation donors and supporters
- Premium Expo booth placement
- Prominent display of up to four company banners both at sponsored element and throughout course
- Positioning in Rocky Mountain Chapter's social media efforts, including YouTube, Facebook, MySpace and blogs
- Support in activation efforts
- Customized local media outreach
- Customized Kintera fundraising page for company's employees
- Prominent recognition on volunteer, committee, and participant Arthritis Walk t-shirts

Package also includes all the promotional and recognition benefits included in Gold, Silver, and Bronze sponsorship packages.

GOLD SPONSOR: \$5,000

Benefits not available to lower sponsorship levels:

- Presenting sponsorship of one major Arthritis Walk element on a first come, first served basis.
Available elements include:
 - *Arthritis Hero Program*
 - *Food and Beverage*

Promotional, Recognition and VIP Benefits:

- Major local recognition
- Admission of 10 guests to VIP tent
- Prominent display of up to three company banners both at sponsored element and throughout course
- Sponsor link and logo on Metro Denver Arthritis Walk web site, Name and logo included on all promotional posters, local team recruitment materials, and all other marketing collateral

Package also includes all the promotional and recognition benefits included in Silver and Exhibitor Plus sponsorship packages.





SILVER SPONSOR: \$3,000

Benefits not available to lower sponsorship levels:

- Presenting sponsorship of one Arthritis Walk element on a first come, first served basis. Available elements include:
 - **Entertainment**
 - **Kid's Activity Area**
 - **Canine Walk Program**
 - **Team Recruitment Program**

Promotional, Recognition and VIP Benefits:

- Admission of 6 guests to VIP tent
- Recognition on promotional materials
- Logo and link on Metro Denver Arthritis Walk website
- Verbal recognition at event
- Logo on "Save the Date" and electronic communications
- Recognition on Arthritis Foundation-produced event signage
- Display of up to two company banners both at sponsored element and throughout course
- Opportunity to sample product or distribute coupons, either through expo booth or in goodie bags
- Booth or display at the event Expo
- Recognition in local Arthritis Foundation newsletter (5,000+ Foundation members and supporters)
- Opportunity to display sponsor banner on site
- Use of the Arthritis Walk logo in sponsor's marketing, advertising and promotional efforts within Arthritis Foundation guidelines

Package also includes all the promotional and recognition benefits included in Exhibitor Plus sponsorship package.

BRONZE SPONSOR: \$1,000

- Presenting sponsorship of one major Arthritis Walk element on a first come, first served basis. Available elements include:
 - **Refreshment Station**
 - **Pet Refreshment Station**
 - **Interactive Goodie Bag Sponsor**

Promotional and Recognition Benefits:

- Admission of 4 guests to VIP tent
- One company banner brought by company for display in sponsored area
- Company name on promotional materials
- Recognition on Foundation event day banners

- Opportunity to have a employee team recruitment presentation at their workplace, on-site employee Walk registration, and/or an educational arthritis presentation
- Opportunity to contribute promotional items, product samples, literature for participant goodie bags
- Recognition on volunteer, committee, and participant Arthritis Walk t-shirts

EXHIBITOR: \$500

- Exhibit space for company to distribute promotional materials at the Post-Walk Expo. All materials are provided by exhibitor
- Verbal recognition on event day from AF leadership or celebrity representatives
- Company name displayed on event website

In-Kind Donations are also accepted and could be counted toward a sponsorship commitment.

ABOUT THE ARTHRITIS FOUNDATION:

The Arthritis Foundation is the leading health organization addressing the needs of some 46 million Americans living with arthritis. The Arthritis Foundation is the largest private, not-for-profit contributor to arthritis research in the world, funding more than \$380 million in research grants since 1948. 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, seven days a week at www.rockymountainarthritis.org or **1-800-475-6447**.

If you have ideas or requests for alternate sponsor recognition, let us know! For more information or if your business would like to commit as an Arthritis Walk sponsor, please contact:

Todd McPherson

Director of Corporate Development
 Arthritis Foundation, Rocky Mountain Chapter
 2280 S. Albion Street, Denver, Colorado 80222
 Office: 303-756-8622, ext. 245
 Fax: 303-759-4349, Email: tmcpherson@arthritis.org



Visit our website at: www.rockymountainarthritis.org.

Sponsorship Benefits

	LEADING	PLATINUM	GOLD	SILVER	BRONZE	EXHIBITOR
• Top billing at all three 2009 Rocky Mountain Chapter Walk events in Colorado Springs, Metro Denver, and Bozeman, Montana	•	•	•	•	•	•
• Most prominent recognition in all walk materials and in guaranteed advertising	•	•	•	•	•	•
• Access to participant mailing list of all 3 walks one time pre- or post-event, such as to promote cause marketing offer or drive traffic to expo booth for special offer	•	•	•	•	•	•
• First option to choose title of one element at each event	•	•	•	•	•	•
• Designated on-site registration for company employees	•	•	•	•	•	•
• Logo included in Arthritis Foundation, Rocky Mountain Chapter promotional email tags in month leading to event	•	•	•	•	•	•
• Title sponsorship of one premium Arthritis Walk element on a first come, first served basis. (<i>VIP tent, Finish line, Starting line, Registration</i>)	•	•	•	•	•	•
• Category exclusivity	•	•	•	•	•	•
• Access to participant mailing list one time pre- or post-event, such as to promote cause marketing offer or drive traffic to expo booth for special offer	•	•	•	•	•	•
• Prominent logo placement- All print materials, Foundation event signage, RMC website, and Kinera event website	•	•	•	•	•	•
• Number of guests admitted to VIP tent	•	•	•	•	•	•
• Logo and positioning in all publicity efforts and guaranteed media, including online, print and media releases	•	•	•	•	•	•
• Sponsor spotlight and editorial recognition in chapter newsletter, distributed to 5,000 Arthritis Foundation donors and supporters	•	•	•	•	•	•
• Premium Expo booth placement	•	•	•	•	•	•
• Number of company banners allowed for prominent display both at sponsored element and throughout course	•	•	•	•	•	•
• Positioning in Rocky Mountain Chapter's social media efforts, including YouTube, Facebook, MySpace and blogs	•	•	•	•	•	•
• Customized local media outreach	•	•	•	•	•	•
• Customized Kinera fundraising page for company's employees	•	•	•	•	•	•
• Prominent recognition on volunteer, committee, and participant Arthritis Walk t-shirts	•	•	•	•	•	•
• Presenting sponsorship of one major Arthritis Walk element on a first come, first served basis: (<i>Arthritis Hero Program, Food and Beverage</i>) (<i>Entertainment, Kid's Activity Area, Canine Walk Program, Team Recruitment Program</i>) (<i>Refreshment Station, Pet Refreshment Station, Interactive Goodie Bag Sponsor</i>)	•	•	•	•	•	•
• Major local recognition	•	•	•	•	•	•
• Sponsor link and logo on Metro Denver Arthritis Walk web site, Name and logo included on all promotional posters, local team recruitment materials, and all other marketing collateral	•	•	•	•	•	•
• Recognition on promotional materials	•	•	•	•	•	•
• Logo and link on Metro Denver Arthritis Walk website	•	•	•	•	•	•
• Logo on "Save the Date" and electronic communications	•	•	•	•	•	•
• Recognition on Arthritis Foundation-produced event signage	•	•	•	•	•	•
• Opportunity to sample product or distribute coupons, either through expo booth or in goodie bags	•	•	•	•	•	•
• Booth or display at the event Expo	•	•	•	•	•	•
• Recognition in local Arthritis Foundation newsletter	•	•	•	•	•	•
• Opportunity to display sponsor banner on site	•	•	•	•	•	•
• Use of the Arthritis Walk logo in sponsor's marketing, advertising and promotional efforts within Arthritis Foundation guidelines	•	•	•	•	•	•
• Support in activation efforts	•	•	•	•	•	•
• Company name on promotional materials	•	•	•	•	•	•
• Recognition on Foundation produced event day banners	•	•	•	•	•	•
• Opportunity to have an employee team recruitment presentation at their workplace, on-site employee Walk registration, and/or an educational arthritis presentation	•	•	•	•	•	•
• Opportunity to contribute promotional items, product samples, literature for participant goodie bags	•	•	•	•	•	•
• Recognition on volunteers, committee, and participant Arthritis Walk t-shirts	•	•	•	•	•	•
• Exhibit space for company to distribute promotional materials at the Post-Walk Expo. All materials are provided by exhibitor	•	•	•	•	•	•
• Company name displayed on event website	•	•	•	•	•	•
• Verbal recognition on event day from AF leadership or celebrity representatives	•	•	•	•	•	•

2009 *Let's Move Together* Sponsorship Package

Please complete the sponsorship commitment form to the right and fax to **303-759-4349** or mail to:

Todd McPherson
Director of Corporate Development
Arthritis Foundation
2280 S. Albion St.
Denver, CO 80222

For questions/additional information please contact:

Todd McPherson
tmcpherson@arthritis.org
303.756.8622 x245



COMPANY NAME		
COMPANY CONTACT	TITLE	
ADDRESS		
SUITE		
CITY	STATE	ZIP
PHONE		
EMAIL		

■ YES! We would like to be a sponsor of the 2009 Arthritis Foundation *Let's Move Together* Arthritis Metro Denver Walk at Washington Park on Sunday May 17, 2008

- Rocky Mountain Arthritis Walk Leading Sponsor – All Three Walks: \$10,000
- Platinum Sponsor: \$7,500
- Gold Sponsor: \$5,000
- Silver Sponsor: \$3,000
- Bronze Sponsor: \$1,000
- Exhibitor: \$500

■ Yes! Our company would also like to make an in-kind donation. Please contact us for details.

■ We regret that we cannot be a sponsor this year, but would like celebrate an Arthritis Hero and make a donation in the amount of \$
Arthritis Hero Honoree Name

Please make checks payable to the **Arthritis Foundation**. Your donation is tax deductible! The tax ID number for the Arthritis Foundation is: 84-0428040

CREDIT CARD:	<input type="radio"/> MASTERCARD	<input type="radio"/> VISA
CC#		
EX	SIGNATURE	