



# 2020 Partnership Opportunities

## Virtual Jingle Bell Run Arthritis Foundation | Connecticut



[www.jbr.org/connecticut](http://www.jbr.org/connecticut)

## THE ARTHRITIS IMPACT

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### You know someone who battles arthritis

- Arthritis is the nation's leading cause of disability. Today, more than 54 million Americans have arthritis—that's one of every four adults
- An estimated 300,000 children – or one in 250 – struggles with arthritis or another rheumatic condition



### Arthritis affects so many in our state

- Almost 700,000 adults in Connecticut have been diagnosed with arthritis
  - Which is over 25% of the population in the state
  - And almost 35% of those living with arthritis in Connecticut limitations
- One in three U.S. military service members and veterans has arthritis

### With arthritis, one thing can lead to another

- There are more than 100 types of arthritis attacking joints and surrounding tissues – causing pain, swelling, stiffness, decreased range of motion and diminished quality of life. Some types also affect the heart, lungs, eyes, skin and other organs
- One-third of those with arthritis have anxiety and depression
- Over 50% adults with arthritis has heart disease in the state
- Among people with arthritis, almost 35 percent have chronic respiratory conditions and 50 percent have diabetes locally – YOU can help change this!



### Arthritis takes a heavy economic toll

- Health care services worldwide face severe financial pressures as the number of people affected by arthritis and related diseases increases
- The cost directly attributed to arthritis treatment in the U.S. is more than \$156 billion – and growing.
- Annually, 172 million workdays are lost due to arthritis
- In a single year in the U.S., arthritis results in more than 100 million outpatient visits, an estimated 6.7 million hospitalizations and 1.3 million knee and hip replacements



**Join us and become a Champion of Yes**

***Together, we can fight and cure  
the nation's #1 cause of disability***

## Connecticut Jingle Bell Run

December 11-13 2020 | Virtual

<http://www.jbr.org/connecticut>

Benefits of Sponsorship	Presenting Sponsor \$10,000	Platinum Sponsor \$7,500	Gold Sponsor \$5,000	Silver Sponsor \$2,500	Bronze Sponsor \$1,500
Industry non-compete at same level sponsorship. Competitors will be encouraged to participate at lower level	X				
Company name included in official event title and logo/name branded with event title in all appearances	X				
Opportunity to name company executive or company medical professional in one of the event's leadership roles	X				
Company recognized in all local publicity efforts such as radio, television, print advertisements, social media and press releases <i>(pending agreements with local media partners/covid restrictions)</i>	X				
Opportunity to have brochures, giveaways and promotional materials sent with shirts in mail/at virtual run pick up – <i>details pending</i>	X	X			
Virtual 10 day countdown to walk - to host a 30 minute FB live (or pre-recorded) on chosen day	2 days	1 day	1 day	1 Post	
Company recognized in press release(s) and social media	X	X	X	X	
Sponsor recognition on all print marketing materials	Logo	Logo	Logo	Logo	
Sponsor recognition in participant emails	Logo	Logo	Logo	Logo	Name in text
Sponsor recognition on the official event website <a href="http://www.jbr.org/connecticut">www.jbr.org/connecticut</a>	Logo	Logo	Logo	Logo	Name in text
Sponsor provided with an employee team recruitment call for your workplace/employees	X	X	X	X	X
Sponsor recognition on all virtual event materials (12/11-12/13 promo days)	Logo	Logo	Logo	Logo	Name in text
Sponsor recognition on official Jingle Bell Run participant shirts	Logo	Logo	Logo	Logo	Name in text



## Cause Marketing Benefits Your Company

- Brings About Financial Benefits
- Boosts Employee Recruitment and Retention
- Builds Brand and Customer Loyalty
- Campaigns Improve Stakeholder Trust
- Creates an Image Boost

*Educational program partnership opportunities are also available.  
Multi-event partnership opportunities are available and customizable.*

- |  |   |
|--|---|
| <input type="checkbox"/> Presenting Sponsor - \$10,000 | <input type="checkbox"/> Platinum Sponsor - \$7,500 |
| <input type="checkbox"/> Gold Sponsor - \$5,000        | <input type="checkbox"/> Silver Sponsor - \$2,500   |
| <input type="checkbox"/> Bronze Sponsor - \$1,500      | <input type="checkbox"/> Donation \$_____           |

Company Name \_\_\_\_\_ Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

## Payment—Due Friday, October 30, 2020

- ☐ Check enclosed (payable to The Arthritis Foundation)
- ☐ Please invoice us at the address provided above

*Note: Payment terms are net 30.*

*Invoices will be issued upon commitment and payment is due 30 days after invoice date.*

- ☐ Please charge the following credit card number in the amount of \$\_\_\_\_\_

Account Number: \_\_\_\_\_ Exp: \_\_\_\_\_ CVV #: \_\_\_\_\_

Card Type:    AMEX                      VISA                      Discover                      MasterCard

Signature \_\_\_\_\_ Date \_\_\_\_\_

## CONTACT US TODAY | BECOME A CHAMPION OF YES

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[www.arthritis.org/connecticut](http://www.arthritis.org/connecticut)

