



# Making Business Bright

A one-of-a-kind  
experiential marketing  
opportunity to boost audience  
engagement and loyalty

**Northeast Ohio  
December 3, 2023**

# Today's employees need and expect more



## 1 in 3

employees **feel disconnected from their employer**. Disengaged employees cost companies \$450 to \$550 billion a year.

[Perceptyx HR Benchmark Database; The Engagement Institute](#)



Employees who feel their employers make a positive impact on the world are:

**11X more likely**  
to stay with their organizations

**14X more likely**  
to look forward to coming to work

[Great Place to Work](#)



## 56%

of employees say their teams are **poorly connected and aligned** on a personal level. One in 3 don't think they have enough **social interaction** with their colleagues.

[Atlassian's State of Teams Study; State of Employee Engagement Report, Officevibe](#)





## JINGLE BELL RUN

A nationwide, holiday themed 5K hosted by the Arthritis Foundation that brings companies, teams, and families together to support your 1 in 4 employees and customers living with daily arthritis pain

## NORTHEAST OHIO JBR

Legacy Village, Lyndhurst  
December 3, 2023

## HIGHLIGHTS

- Hot Cocoa Station
- Family Fun Zone
- Mascots, Costume Contests
- Music, Food Trucks





# This run goes the extra mile for you — and then some



**Boost employee engagement and morale** by aligning with their needs and values.

Position your company as a **community leader** committed to social responsibility and action.

**Reach a new audience** that is 15x more influential in making purchase decisions than the typical nonprofit supporter\*

Support an important public health issue that affects **1 in 4 of your employees** and customers.

Bring much-needed **hope, joy and optimism during the holidays** to your employees and workplace.

\* Arthritis Foundation Constituent Analysis Report (Catalist, 2018)

# Your benefits as a JBR Partner



## \$2,500 Exhibitor

- Rights to promote partnership using JBR logos
- Run team event participation and internal kick-off
- Event Day Table
- Free membership in Arthritis@Work (turnkey resources to add to your employee wellness program)

## \$5,000 Live Yes!

- *Exhibitor benefits plus:*
- Logo placement on event website (not linked)
- Sponsor name recognition at event (verbal, print)
- Logo on stage signage and event T-shirt
- Logo on event print & email communications (not linked)
- Two group mentions on AF NEO social media

## \$7,500 Champion of Yes!

- *Live Yes! benefits plus:*
- Logo on event website (linked to your website)
- Logo in all event ads (pending availability)
- 6 VIP passes (including preferred parking)

## \$15,000 Presenting

- *Champion of Yes! benefits plus:*
- Category exclusivity
- Logo included in presentations at kickoff, recruitment and sponsor presentations
- Company name included in all press releases
- Opportunity for CEO or company representative to speak at event, be interviewed by local media, quoted in a press release, and spotlighted in a participant email
- 10 VIP passes (including preferred parking)

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\*All print materials have deadlines related to printer specifications and walk date.

\*Opportunities are also available to partner in our May, 2024 Silver Spoon Awards Party.

# Unique Partnership Opportunities



## \$7,500 VIP Experience

- Opportunity to provide high end day of experience to our top fundraisers and sponsors
- Company logo on VIP participant materials
- Logo on event t-shirt
- 6 VIP passes (including preferred parking)

## \$5,000 Festival

- Logo on event t-shirt
- 4 VIP passes (including preferred parking)

## \$5,000 Family Fun Zone

- Sponsor activities for kids of all ages to enjoy at event
- Opportunity for employees to volunteer in Fun Zone
- Logo on event t-shirt

## \$3,000 Team Photos

- Host photo area at the run
- Receive logo recognition on signage in team photo area

## \$3,000 Hot Cocoa & Cookie Station

- Receive exposure at hot cocoa and cookie station
- Opportunity for employees to volunteer at station

## \$2,500 Run Route

- Receive logo recognition on signage along the route

## \$2,500 Start/Finish Line

- Receive exposure on the Start/Finish Line signage
- Provide volunteers to cheer walkers as they pass

### ***All Unique Partnership Opportunities Include:***

- Rights to promote partnership using JBR Logos
- Run team event participation and internal kick-off
- Company name included in event day presentation
- Custom signage with logo (in the area being sponsored)
- Logo on event materials and website (not linked)
- Free membership in Arthritis@Work
- Print materials have deadlines for inclusion

# Ready to jingle all the way? I'm here to help!



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Boldly pursuing a cure for America's #1 cause of disability while championing the fight to conquer Arthritis with life-changing science, resources, advocacy and community connections

