

9th Annual Fruitcakes in the Alley Bowling Tournament

January 27-29, 2017



Sponsorship Opportunities

The Parrot Heads of Central Florida are very excited to present an opportunity for you to be a sponsor for the 9th Annual Fruitcakes in the Alley Bowling Tournament - an event that has raised over \$241,000 to date to benefit the Arthritis Foundation on behalf of Kids with Arthritis! We are seeking sponsors who will support our cause so that we can send children to special camps, family conferences, and support research to find a cure.



9-year old Trent Diebold and 17-year old Eliza Manriquez were the 2016 Event Honorees. Their juvenile arthritis (JA) journeys are similar to many other children. It took 2 years for Trent to be diagnosed from the time he first complained about pain in his knees. Eliza experienced pain in her back and joints for her entire life and was finally diagnosed just 3 ½ years ago. Both Trent and Eliza have endured taking many different medications and countless procedures including blood tests, chemo injections, biologic infusions, MRIs, X-rays, and cat scans to

find the often-elusive, best course of treatment for their particular case of JA. Through all of this, both are champions. Trent has maintained his strength and has never given up on his dream to be a professional football player. Eliza excels in school and is applying to college where she plans to study biology and hopes to become an epidemiologist.



Our Beneficiary: The Arthritis Foundation on behalf of Kids with Arthritis

The mission of the Arthritis Foundation is to improve lives through leadership in the prevention, control, and cure of arthritis and related diseases. There are approximately 53 million Americans living with some form of arthritis. Here in Florida, there are an estimated 3.7 million adults and 16,000 children with arthritis.

Juvenile Arthritis (JA) affects approximately 300,000 children under the age of 16 in the United States alone. JA is one of the most common childhood diseases in the U.S. and is usually diagnosed between the ages of two and sixteen. The disease often affects joints but can also involve other organs as well as weakening a child's immune defense system. It is an incurable autoimmune disease that can have a devastating, life-long impact on children, and in some cases can be life-threatening. The causative agent of JA is still unknown but research is ongoing to find the cause and to develop medications to treat, and hopefully prevent, this debilitating disease.



www.FruitcakesintheAlley.com





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Benefit	Sponsorship Level							
	Presenting Sponsor \$10,000	Platinum \$5,000	Gold \$3,000	Signature \$1,500	Silver \$1,000	Green Ribbon \$500	Shirt \$200	Lane \$100
1 st Place trophy named for the sponsor	✓							
Sponsor name featured in all media spots	✓	✓	✓					
Sponsor name and logo featured on event web site, with logo prominence and link to sponsor web site	✓	✓	✓	✓				
Sponsor name listed on event web site, with link to sponsor web site					✓	✓	✓	✓
Full page ad in event program (ad copy to be designed and provided by sponsor)	✓	✓	✓	✓				
Half page ad in event program (ad copy to be designed and provided by sponsor)					✓	✓		
Sponsor name listed in event program							✓	✓
Free non-bowler full registration for up to 12 people (up to \$840 value)	✓	✓						
Free non-bowler full registration for up to 6 people (up to \$420 value)			✓	✓				
Free non-bowler full registration for up to 2 people (up to \$140 value)					✓			
Ability to register additional attendees at Parrot Head member price (\$10 discount)	✓	✓	✓	✓	✓			

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	Presenting Sponsor \$10,000	Platinum \$5,000	Gold \$3,000	Signature \$1,500	Silver \$1,000	Green Ribbon \$500	Shirt \$200	Lane \$100
Sponsor name and logo featured on event shirts	✓	✓	✓	✓				
Sponsor name and logo listed on event shirts					✓	✓		
Sponsor name listed on event shirts							✓	
Opportunity to display company banner throughout event	✓	✓	✓	✓	✓			
Sponsor name and logo on lane signage	✓	✓	✓	✓	✓	✓		✓
May have a vendor table at the event to promote company and products/services	✓	✓	✓	✓	✓			
Opportunity to distribute promotional items to event participants	✓	✓	✓	✓	✓	✓		
Ability to use event logo in marketing, advertising, and promotions	✓	✓	✓	✓	✓	✓		

MATCHING SPONSORS

We are seeking a corporation or foundation to provide a full or partial match of all funds raised. Publicity and recognition for this generous commitment will be commensurate with the expected value of the commitment made. For a full match, the amount is expected to be in the range of \$40,000 - \$50,000. Partial matches are welcome and can be customized to fit your needs.





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IN-KIND REQUESTS

The following items are needed to make our event a success. In return for your generous contribution, recognition and benefits will be commensurate with the value of goods or services donated.

- *Bowling Prizes, such as Free Appetizer or Dessert Coupons, Discount Cards, Logo Merchandise, Bowling Towels*
- *Wristbands and Lanyards for Registered Participants*
- *Shirts (T-shirts, bowling shirts, or golf/polo shirts)*
- *Auction and Raffle Items: Gift Baskets, Logo Clothing, Art, Tropical Themed Merchandise, Gift Cards for Restaurants and Stores, Food and Beverage Items, Travel-Related Prizes, Concert and Sports tickets, Music-Related Prizes, and other fun items!*
- *Screen Printing or Heat Press Services*

For more information about the event, sponsorship levels, or The Arthritis Foundation, please contact:

Event and Sponsorship: George Schott at George@quietlymakingnoise.com or Lisa Schott at Lisa@quietlymakingnoise.com or call (407) 679-4688

Arthritis Foundation: Mariel Armitage at MArmitage@arthritis.org or call (407) 208-1766

