

**WALK TOWARDS A BETTER
TOMORROW**



**Seneca Park Zoo
Rochester, NY
September 26, 2009**

National Kidney Foundation Serving Upstate New York 2009 Kidney Walk

Mission Statement:

The National Kidney Foundation Serving Upstate New York's mission is to prevent kidney and urinary tract diseases, improve the health and well-being of individuals and families affected by these diseases, and to increase the availability of all organs for transplantation.

We cover the nine counties of Chemung, Livingston, Monroe, Ontario, Schuyler, Seneca, Steuben, Wayne and Yates.

Facts about Kidney Disease in New York State:

- 1 in 8 New York State residents has Chronic Kidney Disease (CKD)
- Diabetes and high blood pressure are the leading causes of Kidney Disease
- More than 300 patients in Upstate New York are waiting up to 5 years for a kidney transplant
- Over 6,000 people in New York State are awaiting a kidney transplant
- Expenditures for kidney failure in the U.S. exceed \$20 billion

Professional Education:

The NKF Serving Upstate New York supports continuing education programs and professional associations for physicians and allied health professionals in kidney-related fields to better diagnose and treat kidney disease.

Public Education:

Educating the public about the prevention, early detection and treatment of CKD and organ donation awareness is a top priority of the NKF Serving Upstate New York.

Our Public Education efforts include:

- Screening over 1,200 people through the Kidney Early Evaluation Program (KEEP). 66% of those participants were notified that they may have kidney disease
- Increasing community awareness of kidney disease through participation in community health events
- Partnering with a coalition of churches to provide resources to assess and address congregational health related needs
- Kidney Foundation newsletter reaching 40,000 people

National Kidney Foundation Serving Upstate New York 2009 Kidney Walk

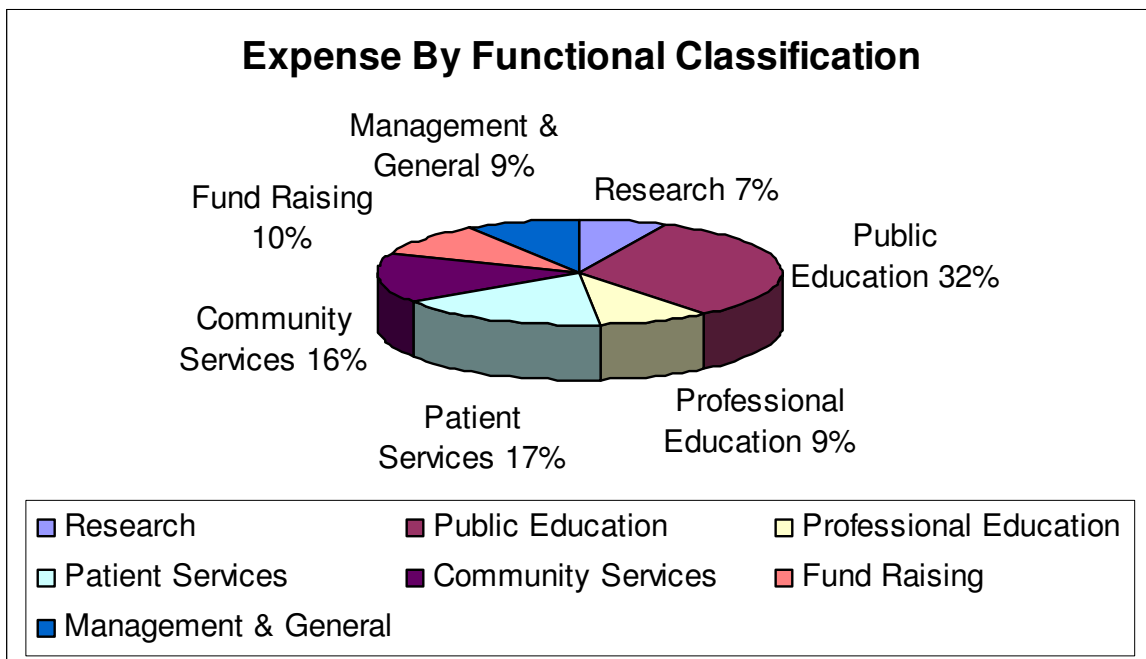
Patient Services:

The NKF Serving Upstate New York sponsors a wide variety of patient programs, including the following:

- Emergency Financial Assistance – over \$40,000 awarded annually
- “How To Keep Your Kidneys Going Strong” workshops
- Free nutritional supplements
- Annual patient scholarships for post-secondary education
- Annual Patient Education Conference
- Education literature display in all nephrology, transplant and dialysis clinics

The National Kidney Foundation Serving Upstate New York Dollar of 2007-2008:

- 81% of total expenditures was on programs and services for the community
- Only 19% of total expenditures went towards management and general fundraising





SPONSORSHIP & WELLNESS OPPORTUNITIES

PRESENTING SPONSOR (exclusively available)

\$5,000

- *Elmira Kidney Walk Presented By "...**Company Name**..."*
- Company Name and Logo on the following:
 - Displayed prominently on all Walk Tee Shirts
 - Kick-Off Party invitations, Save the Date cards and NKF website
 - Local television and radio ads, if applicable
 - Kidney Walk website
 - All individual on-line fundraising pages
 - All posters and brochures
- Company will be featured in September 2009 edition of the E-Kidney Newsletter which reaches over 5,000 people
- Recognition in NKF newsletter which is distributed to over 10,000 people
- Opportunity for company representative to speak at the Kick-Off Party and at the Walk
- Opportunity to display corporate banner at the event
- Opportunity to staff a corporate display booth
- Sponsor may distribute product and promotional materials at the Walk
- Employee volunteer opportunities

- Health Benefits For Your Employees: (optional)
 - On-site kidney health screening workshop
 - On-site classes on "How To Keep Your Kidneys Going Strong"
 - On-site blood pressure checks
 - Corresponding Consumer Health Literature



SPONSORSHIP & WELLNESS OPPORTUNITIES

PLATINUM SPONSOR

\$3,500

- Company Name and Logo on the following:
 - Walk Tee Shirts
 - NKF website
 - Kidney Walk website
 - All posters and brochures
- Company will be featured as the sponsor of the August 2009 edition of the E-Kidney Newsletter which reaches over 5,000 people
- Opportunity to display corporate banner at the event
- Opportunity to staff a corporate display booth
- Sponsor may distribute product and promotional materials at the Walk
- Employee volunteer opportunities

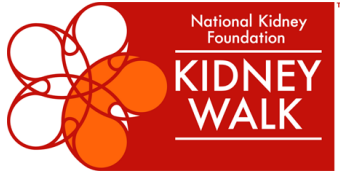
- Health Benefits For Your Employees: (optional)
 - On-site kidney health screening workshop
 - On-site classes on "How To Keep Your Kidneys Going Strong"
 - On-site blood pressure checks
 - Corresponding Consumer Health Literature

GOLD SPONSOR

\$2,500

- Company Name and Logo on the following:
 - Walk Tee Shirts
 - NKF website
 - Kidney Walk website
 - All posters and brochures
- Opportunity to display corporate banner at the event
- Opportunity to staff a corporate display booth
- Sponsor acknowledgement in E-Kidney Newsletter which reaches over 5,000 people
- Sponsor may distribute product and promotional materials at the Walk
- Employee volunteer opportunities

- Health Benefits For Your Employees: (optional)
 - On-site classes on "How To Keep Your Kidneys Going Strong"
 - On-site blood pressure checks
 - Corresponding Consumer Health Literature



SPONSORSHIP & WELLNESS OPPORTUNITIES

SILVER SPONSOR

\$1,500

- Company Name and Logo on the following:
 - Walk Tee Shirts
 - NKF website
 - Kidney Walk website
 - All posters and brochures
- Sponsor acknowledgement in E-Kidney Newsletter which reaches over 5,000 people
- Opportunity to display corporate banner at the event
- Opportunity to staff a corporate display booth
- Sponsor may distribute product and promotional materials at the Walk
- Employee volunteer opportunities

BRONZE SPONSOR

\$1,000

- Company Name and Logo on the following:
 - Walk Tee Shirts
 - NKF website
 - Kidney Walk website
 - All posters and brochures
- Opportunity to display corporate banner at the event
- Sponsor may distribute product and promotional materials at the Walk

COMMUNITY SPONSOR

\$500

- Company logo on Walk Tee Shirt
- Company name recognized on NKF & Kidney Walk website
- Employee volunteer opportunities
- Sponsor may distribute product and promotional materials at the Walk

WALK ROUTE SPONSOR

\$250

- Company name & logo displayed on sign along the Walk route
- Company name recognized on NKF & Kidney Walk website
- Employee volunteer opportunities



GET INVOLVED

In addition to being a corporate sponsor, your business may support the Kidney Walk in many other ways!

- Corporate Team
- Dress Down Days
- Kidney Pin Ups

Corporate Team: Form a corporate walk team and raise money for the Kidney Walk. Teams can be as small as one or two people, or as large as 100+ people. This team building experience will demonstrate your commitment to your community.

Dress Down Days: Hold a dress down day(s) at your office. Participants receive a “Casual For Kidneys” sticker showing support for the NKF. If your office dress attire is casual everyday, theme based dress days are a great alternative.

Kidney Pin Ups: Available for sale are “I Love You With All My Kidney” pin ups to employees or customers. Charge one dollar and personalize the “kidney”. This will show your employees, as well as customers, that you support your local community.



2009 SPONSORSHIP OPPORTUNITIES

_____	Presenting Sponsor	\$5,000
_____	Platinum Sponsor	\$3,500
_____	Gold Sponsor	\$2,500
_____	Silver Sponsor	\$1,500
_____	Bronze Sponsor	\$1,000
_____	Community Sponsor	\$500
_____	Walk Route Sponsor	\$250
_____	Other Donation Amount	\$_____

Company Name: _____

Street Address: _____

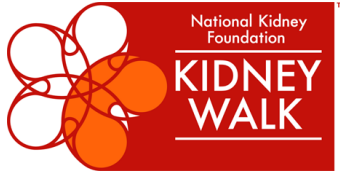
City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Web: _____

Contact Person: _____



2009 SPONSORSHIP OPPORTUNITIES

CHECK:

Make Check Payable To: The National Kidney Foundation

Please Mail To: NKF Serving Upstate New York
15 Prince Street
Rochester, NY 14607
Attn: Rochester Kidney Walk

CREDIT CARD:

Date: _____ Amount of Charge: \$ _____

Type of Card: VISA MC DISCOVER AM EX

Card Number: _____

Exp. Date: _____

Name On Card: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

PAYMENT DUE BY SEPTEMBER 8, 2009 UNLESS OTHERWISE NOTED

***Please email company logo to Ben.Rossi@kidney.org as a JPG, GIF, or EPS file.**