

C'MON

KidneyWalk.org



National
Kidney
Foundation®



Anthony Gomera,
Kidney transplant recipient.
Read his story at KidneyWalk.org/stories

2018 Bay Area Kidney Walks

Silicon Valley

Sunday, June 3, 2018
Cityview Plaza, San Jose

East Bay

Sunday, June 3, 2018
Bishop Ranch, San Ramon

San Francisco

Sunday, June 10, 2018
Justin Herman Plaza, SF

Partnership Opportunities



2018 BAY AREA KIDNEY WALK PARTNERSHIP OPPORTUNITIES

PRESENTING SPONSOR – \$50,000 (Exclusive Opportunity)

- Recognition in the Silicon Valley, San Francisco & East Bay Kidney Walk Opening Ceremonies
- Company representative has opportunity to make remarks on stage at beginning of Kidney Walks
- Company recognized as official sponsor of the three Kidney Walk Kickoff Luncheons
- Company logo prominently recognized as Presenting Sponsor on the following:
 - ✓ Kidney Walk Brochure (30,000 printed)
 - ✓ Kidney Walk Posters (3,000 printed)
 - ✓ Kidney Walk Kickoff Luncheon invitations (1,300 printed)
 - ✓ Large Sponsor Thank You Banner at Kidney Walk sites on day of events
 - ✓ Bay Area Kidney Walk email blast newsletters
 - ✓ Bay Area Kidney Walk web pages with link to company home page
 - ✓ Event t-shirts (distributed to 1,000+ Top Fundraisers)
 - ✓ www.kidney.org/nca
- On-site 10x20' tent at all three Bay Area Kidney Walks with prime visibility
- Opportunity to brand Kidney Walk photo booth with a Step and Repeat featuring company logo
- Opportunity to hand out information and/or samples to participants at Bay Area Kidney Walks
- Spotlight article in Northern California NKF newsletter, with link to company home page
- Company name cited on at least 6 Northern California NKF Facebook or Twitter Walk posts
- Company added to NKF Champion Circle
- Special recognition at the Northern California NKF Annual Meeting (March 2018)
- 15 invitations to attend VIP Breakfast at the Kidney Walks
- First right of refusal for following year

PREMIER SPONSOR – \$25,000

- Verbal recognition in the Silicon Valley, San Francisco & East Bay Kidney Walk Opening Ceremonies
- Company logo prominently recognized as Premier Sponsor on the following:
 - ✓ Kidney Walk Brochure (30,000 printed)
 - ✓ Kidney Walk Posters (3,000 printed)
 - ✓ Kidney Walk Kickoff Luncheon invitations (1,300 printed)
 - ✓ Large Sponsor Thank You Banner at Kidney Walk sites on day of events
 - ✓ Bay Area Kidney Walk email blast newsletters
 - ✓ Bay Area Kidney Walk web pages with link to company home page
 - ✓ Event t-shirts (distributed to 1,000+ Top Fundraisers)
 - ✓ www.kidney.org/nca
- On-site 10x10' tent at all three Bay Area Kidney Walks
- Opportunity to hand out information and/or samples to participants at Bay Area Kidney Walks
- Company name cited on at least 4 Northern California NKF Facebook or Twitter Walk posts
- Company added to NKF Champion's Circle
- 8 invitations to attend VIP Breakfast at the Kidney Walks
- Spotlight article in Northern California NKF newsletter, with link to company home page

DIAMOND SPONSOR – \$15,000

- Verbal recognition in the Silicon Valley, San Francisco & East Bay Kidney Walk Opening Ceremonies
- Company logo prominently recognized as Diamond Sponsor on the following:
 - ✓ Kidney Walk Brochure (30,000 printed)
 - ✓ Kidney Walk Posters (3,000 printed)
 - ✓ Kidney Walk Kickoff Luncheon invitations (1,300 printed)
 - ✓ Large Sponsor Thank You Banner at Kidney Walk sites on day of events
 - ✓ Bay Area Kidney Walk email blast newsletters
 - ✓ Bay Area Kidney Walk web pages with link to company home page
 - ✓ Event t-shirts (distributed to 1,000+ Top Fundraisers)
 - ✓ www.kidney.org/nca
- On-site 10x10' tent at all three Bay Area Kidney Walks
- Opportunity to hand out information and/or samples to participants at Bay Area Kidney Walks
- Company name cited on at least 4 Northern California NKF Facebook or Twitter Walk posts
- 6 invitations to attend VIP Breakfast at the Kidney Walks



PARTNERS PARTICIPATING AT THE \$15,000 LEVEL & UP RECEIVE CUSTOMIZED SPONSOR BENEFITS

Examples of customization include branded sponsorship of:

Hydration Station, Top Fundraisers Club & Express Lane, Kids Zone, "Why I Walk" Station & Spirit Tent



PLATINUM SPONSOR – \$10,000

- Company logo recognized as Platinum Sponsor on the following:
 - Kidney Walk Brochure (30,000 printed)
 - Kidney Walk Posters (3,000 printed)
 - Kidney Walk Kickoff Luncheon invitations (1,300 printed)
 - Large Sponsor Thank You Banner at Kidney Walk sites on day of events
 - Bay Area Kidney Walk email blast newsletters
 - Bay Area Kidney Walk web pages with link to company home page
 - Event t-shirts (distributed to 1,000+ Top Fundraisers)
 - www.kidney.org/nca
- On-site 10x10' tent at all three Bay Area Kidney Walks
- Opportunity to hand out information and/or samples to participants at Bay Area Kidney Walks
- 4 invitations to attend VIP Breakfast at the Kidney Walks

GOLD SPONSORSHIP – \$5,000

- Company logo recognized as Gold Sponsor on the following:
 - Kidney Walk Brochure (30,000 printed)
 - Kidney Walk Kickoff Luncheon invitations (1,300 printed)
 - Large Sponsor Thank You Banner at Kidney Walk sites on day of events
 - Bay Area Kidney Walk email blast newsletters
 - Bay Area Kidney Walk web pages with link to company home page
 - Event t-shirts (distributed to 1,000+ Top Fundraisers)
- On-site 10x10' tent at one of the Bay Area Kidney Walks (sponsor's choice)
- Opportunity to hand out information and/or samples to participants at Kidney Walk of choice

SILVER SPONSORSHIP – \$2,500

- Company name listed on Kidney Walk Brochure (30,000 printed)
- Company name listed on Kidney Walk Sponsor Banner, e-newsletters and web pages
- On-site 10x10' tent at one of the Bay Area Kidney Walks (sponsor's choice)
- Opportunity to hand out information and/or samples to participants at Kidney Walk of choice

2018 BAY AREA KIDNEY WALK

SAN FRANCISCO | SILICON VALLEY | EAST BAY

SPONSORSHIP AGREEMENT FORM

Please select your company's commitment level:

- | | |
|---|---|
| <input type="checkbox"/> Bay Area Presenting Sponsor - \$50,000 | <input type="checkbox"/> Gold Sponsor - \$5,000 |
| <input type="checkbox"/> Premier Sponsor - \$25,000 | <input type="checkbox"/> Silver Sponsor - \$2,500 |
| <input type="checkbox"/> Diamond Sponsor - \$15,000 | <input type="checkbox"/> Other Sponsor - \$_____ |
| <input type="checkbox"/> Platinum Sponsor - \$10,000 | <input type="checkbox"/> Our Company is interested in forming a Walk Team |

Please check if your company will match gifts submitted by employees:

- Our company is a matching gifts corporation and will match funds our Walkers raise up to_____.

* Logos should be sent electronically (in .JPG or .EPS format) to Angela Smith at Angela.Smith@kidney.org.

Contact/ Representative_____

Position/Title_____

Company / Organization_____

Address_____

City / State / Zip_____ Phone_____

Email_____

Payment Information

- Please invoice our company Our check is enclosed for \$_____

Checks should be made payable to: **National Kidney Foundation**

- Please bill my credit card for \$_____ AMEX Discover MC VISA

Card #: _____ Exp: _____

Signature _____ Date _____

Please return a completed form via mail, fax or email to:

National Kidney Foundation
717 Market Street, Suite 450, San Francisco, CA 94105
T: (415) 543-3303 | F: (415) 543-3331 | Angela.Smith@kidney.org
NON-PROFIT TAX ID # 13-1673104