

# C'MON

**KidneyWalk.org**



National  
Kidney  
Foundation®



Anthony Gomera,  
Kidney transplant recipient.  
Read his story at [KidneyWalk.org/stories](https://KidneyWalk.org/stories)

*KIDNEY WALK SPONSORSHIP AGREEMENT*

**Central Ohio Kidney Walk**

Sunday, September 20, 2020

Otterbein University Stadium



# Kidney Walk

## WHAT IS THE NATIONAL KIDNEY FOUNDATION?

The National Kidney Foundation is the largest, most comprehensive, and longstanding organization dedicated to the awareness, prevention, and treatment of kidney disease.

## WHAT IS KIDNEY WALK?

The National Kidney Foundation's Kidney Walk is the nation's largest walk to fight kidney disease. Held in nearly 100 communities, the event raises awareness and funds lifesaving programs that educate and support patients, their families and those at risk.

This noncompetitive 3- to 5-mile walk brings together kidney donors, recipients, and donor families who come together to walk, fundraise, celebrate the gift of life and each other.

Since its inception in 2008, more than 463,000 walkers have raised nearly \$80 million for the fight against kidney disease.

## NATIONWIDE:

**\$80 million**

raised for the fight against kidney disease

**463,000 walkers**

Kidney patients, friends and family members of people affected by kidney disease.

**45,000 teams**

who share determination to end kidney disease

## WHY BECOME A SPONSOR?

1 in 3 people is at risk for kidney disease. 1 in 9 people have it, but only 10% know it. With your help, we can change the daily lives of millions of people for the better.

- Sponsorship can broaden your competitive edge by improving your company's image, prestige and credibility.
- It provides a means of accessing a wide audience, including community leaders, businesses, and customers.



## WHAT DO KIDNEY WALKS SUPPORT?

Eighty-one cents of every dollar we raise directly supports programs and services like these:

### KEEP Healthy

*KEEP Healthy* is a community-based educational initiative. Participants receive a brief health survey, blood pressure and BMI measurements, educational information and clinician consultation.

### NKF Cares

*NKF Cares* is our toll-free phone and email patient help line. Trained professionals provide information, support and resources to people affected by CKD (patients, family members) on a wide variety of topics.

### Peer Support

*NKF PEERS* is our free, national telephone-based support program that connects those experiencing chronic kidney disease, dialysis, or transplant with an NKF-trained mentor who has been through a similar experience.

### Advocacy Efforts

We advocate in Washington D.C. to improve the quality of life for kidney patients and reducing transplant waiting times. We're working to pass the Living Donor Protection Act that would end many forms of insurance discrimination facing living donors and extend job security.

### Research

NKF's Research Grant funds beginning scientists through the Young Investigator Grant designed to expand the knowledge base of kidney disease and its treatment.

### Your Kidneys and You

*Your Kidneys and You* is a volunteer-led presentation on kidneys, risk factors and preventative action steps, with a focus on where to turn for more information. Volunteers are trained by NKF local offices to deliver this presentation to the general public, corporate audiences and at-risk populations.

### Educational Programs and Resources

The NKF delivers patient and professional programs and resources in print, online, and in meetings. This includes our Kidney Living magazine for dialysis patients, smartphone apps, CME/CE programs, Spring Clinical meetings, and professional journals.



## 2020 PARTNERSHIP OPPORTUNITIES

Benefits Provided by the Foundation	Presenting Sponsor \$10,000	Gold Sponsor \$7,500	Silver Sponsor \$5,000	Bronze Sponsor \$3,500
<b>Pre-Event</b>				
Company name cited in all media promotions and press releases (where applicable).	X	X	X	X
Company logo included on Kidney Walk posters (approx. 500)	X	X	X	X
Company logo included on local Kidney Walk web page.	X	X	X	X
Verbal recognition at internal Kick-off events.	X	X	X	X
Verbal recognition at Corporate Walk Reception and Kick-off.	X	X	X	X
Company logo included on local Kidney Walk email blasts.	X	X	X	X
Company logo included on Kidney Walk Brochure (approx. 3,500)	X	X	X	
Company logo included on Kidney Walk Save the Date postcard (approx. 2,000)	X	X		
Company name cited on local social media messages regarding the Walk	X			
Opportunity for company representative to speak at the Kick-off Event.	X			
<b>Day of Event</b>				
Company logo included on 8 x 5 banners that will hang on site day of event.	X	X	X	X
Verbal recognition in the Kidney Walk opening ceremony.	X	X	X	X
Company logo included on Event t-shirts	X	X	X	
One company booth provided at the Kidney Walk where information and/or samples may be distributed to participants (recommended give-a-ways, approx. 1,000)	10x10 tent	10x10 tent	Table	
Company logo included on Kidney Walk route signage (24"x30")	X	X		
Opportunity for company representative to cut opening ceremony ribbon with walk chairs to kick-off the start of the walk.	X			
<b>Post Event</b>				
Recognition on the NKF's local website, indicating post-walk results	X	X	X	X
Recognition in the NKF's local newsletter (if applicable).	X	X	X	X
Partnership Impact Report presented within 60 days of the Walk.	X	X	X	X
Company cited in Kidney Walk press release.	X	X	X	
Right of refusal for following year.	X			

## 2020 PARTNERSHIP OPPORTUNITIES

### Presenting Sponsor – \$10,000 (1 Opportunity Available)

#### Pre-Event

- Company name cited as Presenting Sponsor throughout the Kidney Walk Campaign in all media promotions and new press releases (where applicable).
- Company logo will be included on the following:
  - Kidney Walk Save the Date postcard (approximately 2000)
  - Kidney Walk Brochure (approximately 3,500).
  - Kidney Walk posters (approximately 500).
  - Walk email blast newsletters.
  - Kidney Walk web page.
- Company name cited on local social media messages regarding the Walk.
- Opportunity for a company representative to speak at the Kick-off Event.
- Verbal recognition at internal Kick-off Events held in local corporations to rally their employees.
- Verbal recognition at the Corporate Walk Reception and the Kick-off.
- Opportunity to engage in corporate wellness and education opportunities.

#### Day of Event

- Company logo will be included on the following:
  - Banner that will hang on site day of event.
  - Event t-shirts
  - Kidney Walk route signage.
- One company tent (10x10) provided at the Kidney Walk where information and/or samples may be distributed to participants (recommended give-a-ways 1,000).
- Verbal recognition in the Kidney Walk opening ceremony.
- Opportunity for company representative to cut opening ceremony ribbon with walk chairs to kick-off the start of the walk.

#### Post Event

- Right of refusal for following year.
- Recognition on the National Kidney Foundation's website, indicating post-walk results.
- Company cited in Kidney Walk press release.
- Recognition in the National Kidney Foundation's local newsletter (if applicable).
- Partnership Impact Report presented within 60 days of the walk.

## Gold Sponsor – \$7,500 (Multiple Opportunities)

### Pre-Event

- Company name cited as Gold Sponsor throughout the Kidney Walk Campaign in all media promotions and new press releases (where applicable).
- Company logo will be included on the following:
  - Kidney Walk Save the Date postcard (approximately 2000)
  - Kidney Walk Brochure (approximately 3,500).
  - Kidney Walk posters (approximately 500).
  - Walk email blast newsletters.
  - Kidney Walk web page.
- Verbal recognition at internal Kick-off Events held in local corporations to rally their employees.
- Verbal recognition at the Corporate Walk Reception and the Kick-off.
- Opportunity to engage in corporate wellness and education opportunities.

### Day of Event

- Company logo will be included on the following:
  - Banner that will hang on site day of event.
  - Event t-shirts
- One company tent (10x10) at the Kidney Walk where information and/or samples may be distributed to participants (recommended give-a-ways 1,000).
- Verbal recognition in the Kidney Walk opening ceremony.

### Post Event

- Recognition on National Kidney Foundation's website, indicating post-walk results.
- Company cited in walk press release.
- Recognition in the National Kidney Foundation's local newsletter (if applicable).
- Partnership Impact Report presented within 60 days of the walk.



## Silver Sponsor – \$5,000 (Multiple Opportunities)

### Pre-Event

- Company name cited as Silver Sponsor throughout the Kidney Walk Campaign in all media promotions and new press releases (where applicable).
- Company logo will be included on the following:
  - Kidney Walk Brochure (approximately 3,500).
  - Kidney Walk posters (approximately 500).
  - Walk email blast newsletters.
  - Kidney Walk web page.
- Verbal recognition at internal Kick-off Events held in local corporations to rally their employees.
- Verbal recognition at the Corporate Walk Reception and the Kick-off.
- Opportunity to engage in corporate wellness and education opportunities.

### Day of Event

- Company logo will be included on the following:
  - Banner that will hang on site day of event.
  - Event t-shirts
- One company table at the Kidney Walk where information and/or samples may be distributed to participants (recommended give-a-ways 1,000).
- Verbal recognition in the Kidney Walk opening ceremony.

### Post Event

- Recognition on National Kidney Foundation's website, indicating post-walk results.
- Company cited in Kidney Walk press release.
- Recognition in the National Kidney Foundation's local newsletter (if applicable).
- Partnership Impact Report presented within 60 days of the walk.



## Bronze Sponsor – \$3,500 (2 opportunities per area)

### Pre-Event

- Company name cited as Bronze Sponsor throughout the Kidney Walk Campaign in all media promotions and new press releases (where applicable).
- Company logo will be included on the following:
  - Kidney Walk posters (approximately 500).
  - Walk email blast newsletters.
  - Kidney Walk web page.
- Verbal recognition at internal Kick-off Events held in local corporations to rally their employees.
- Verbal recognition at the Corporate Walk Reception and the Kick-off.

### Day of Event

- Company logo recognition at appropriate area; Wellness Area, Kids Corner Area, Banner Making Area, and Registration Area.
  - Company logo will be included on the banner that will hang on site day of event.
- Verbal recognition during the Kidney Walk opening ceremony.

### Post Event

- Personalized Kidney Walk thank-you plaque.
- Recognition on NKF website, indicating post-walk results.
- Recognition in the National Kidney Foundation's local newsletter (if applicable).
- Partnership Impact Report presented within 60 days of the walk.

**If interested in discussing additional partnership opportunities**, please contact Ellie Thien at **614.882.6184 ext. 823** or **Ellie.Thien@kidney.org**.







## 2020 Central Ohio Kidney Walk Partnership Agreement

**Please check your company's commitment level:**

- |  |   |
|--|---|
| <input type="checkbox"/> Presenting Sponsor \$10,000 | <input type="checkbox"/> Bronze Sponsor \$3,500 |
| <input type="checkbox"/> Gold Sponsor \$7,500        | <input type="checkbox"/> Exhibit Booth \$500    |
| <input type="checkbox"/> Silver Sponsor \$5,000      |   |

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

- YES**, our company is a matching gifts corporation and will match all funds our Walkers raise up to\_\_\_\_\_.

\* All artwork should be sent electronically (in .PDF and .EPS format) to Ellie Thien at Ellie.Thien@kidney.org by 8/3/20.

Contact/ Representative \_\_\_\_\_ Position/Title \_\_\_\_\_

Company / Organization \_\_\_\_\_

Address \_\_\_\_\_

City / State / Zip \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_

**Payment for the Central Ohio Kidney Walk is due by 9/01/20.**

- Please invoice our company for \$\_\_\_\_\_ Please note if invoice(s) should be sent on specific date(s).
- My check made payable to the National Kidney Foundation is enclosed for \$\_\_\_\_\_
- I am interested in an installment payment plan for \$\_\_\_\_\_ over \_\_\_\_\_ months (PIF Date: \_\_\_\_\_)
- Please charge my credit card for \$\_\_\_\_\_ AMEX VISA M.C. Discover
- Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_
- Signature \_\_\_\_\_ Date \_\_\_\_\_

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

**National Kidney Foundation**  
**Attn: Tisha Reynolds, Executive Director**  
**2800 Corporate Exchange Dr., Suite 215**  
**Columbus, OH, 43231**  
**614.882.6184 x 821**  
 TAX ID # - 13-1673104