



## ***KIDNEY WALK SPONSORSHIP OPPORTUNITIES***

**Central Ohio Kidney Walk  
Sunday, September 20, 2020  
Virtual**

## WHAT IS THE NATIONAL KIDNEY FOUNDATION?

Fueled by passion and urgency, National Kidney Foundation is a lifeline for all people affected by kidney disease. As pioneers of scientific research and innovation, NKF focuses on the whole patient through the lens of kidney health. Relentless in our work, we enhance lives through action, education and accelerating change.

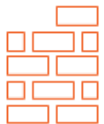
## IN THE WAKE OF COVID-19, KIDNEY DISEASE HAS NOT STOPPED, AND NEITHER HAS NKF. WITH YOUR SUPPORT:

- We fought for personal protective equipment all caregivers and patients needed during the COVID-19 outbreak
- We immediately went to work when the COVID-19 pandemic threatened transplant surgeries and convinced the federal government to clarify that organ transplants were “essential”
- Finally, we jumped into action to highlight the policy and regulation hurdles in the way of home dialysis training and we won’t stop until anyone who wants to safely, can treat at home

## WHAT IS KIDNEY WALK?

Held in more than 70 communities, Kidney Walk is the National Kidney Foundation’s largest awareness campaign and the country’s largest walk to end kidney disease. Kidney Walk celebrates those whose lives have been impacted by chronic kidney disease and promotes healthy living. Funds raised support lifesaving programs that support patients, their families and those at risk.

## WHY PARTICIPATE?



**Build** community goodwill and address corporate social responsibility objectives.

**Further** employee engagement goals: inspire loyalty and productivity while engaging staff toward a shared goal and common purpose.



**Demonstrate** a commitment to creating local impact by supporting

patients in communities where you do business.



**Recognize** local leaders in the fight to end kidney disease.



**Brand affiliation** with other local sponsors.

***Kidney patients need us now more than ever.  
Thank you for your support a standing alongside us in the fight to end kidney disease!!***

## 2020 SPONSORSHIP OPPORTUNITIES

Additional benefits may become available as plans are finalized.

Benefits Provided by NKF	Presenting Sponsor \$10,000	Gold Sponsor \$5,000	Silver Sponsor \$2,500	Bronze Sponsor \$1,000
<b><u>Print Benefits</u></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. XX)	X	X	X	X
Company logo included on Kidney Walk t-shirts	X	X	X	
Company logo included on Kidney Walk Yard Signs	X	X		
<b><u>Digital Benefits</u></b>				
Company logo included on local Kidney Walk web page	X	X	X	X
Company logo included on local Kidney Walk email blasts	X	X	X	X
Recognition in the NKF's local newsletter (where applicable)	X	X	X	X
Verbal recognition at local Kick-off events (where applicable)	X	X	X	X
Verbal and logo recognition during virtual opening ceremonies broadcast	X	X	X	X
Sponsor featured in post-event Thank You video	X	X	X	X
Featured in Social Media Posts, organic and paid, on local channels	3 organic, 2 paid	2 organic, 1 paid	2 organic	1 organic
Sponsor can provide digital item to be included in online "goodie bag"	X	X	X	
Logo included on Facebook Profile Frame	X			
Sponsor can provide a local spokesperson to be a part of virtual opening ceremonies	X			
Opportunity for company representative to speak at local Kick-off Events (where applicable)	X			
<b><u>Additional Benefits</u></b>				
Opportunity to brand a specific element of team captain packets	X	X	X	X
Partnership Impact Report presented within 60 days of the Walk	X	X	X	X
Opportunity to brand a specific element of the walk (to be mutually agreed on with local NKF staff)	X	X		
Right of refusal for following year	X			

If interested in discussing additional partnership opportunities, please contact Ellie Thien at (614) 882-6184 ext. 823 or [Ellie.Thien@kidney.org](mailto:Ellie.Thien@kidney.org).

## 2020 PARTNERSHIP OPPORTUNITIES

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

*Additional benefits may become available as plans are finalized.*

#### Printed Benefits

- 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 Yard Signs
  - Kidney Walk posters
  - Event t-shirts

#### Digital Benefits

- Company logo will be included on the following:
  - Local Walk email blast newsletters
  - Local Kidney Walk web page
- Verbal and logo recognition during the Kidney Walk opening ceremony
- Verbal recognition at local Kick-off Events (virtual or in person)
- Opportunity for company representative to be a part of virtual opening ceremony
- Opportunity for a company representative to speak at local Kick-off Events
- Featured in 3 organic and 2 paid social media posts on local channels
- Recognition in the NKF's local newsletter (where applicable)
- Featured in post-event Thank You video
- Sponsor can provide digital item to be included in online "goodie bag"
- Logo featured on Facebook Profile Frame, available to all local walkers

#### Additional Benefits

- Right of refusal for following year
- Partnership Impact Report presented within 60 days of the walk
- Opportunity to brand a specific element of the walk (to be mutually agreed on with local NKF staff)

If interested in discussing additional partnership opportunities, please contact Ellie Thien at (614) 882-6184 ext. 823 or [Ellie.Thien@kidney.org](mailto:Ellie.Thien@kidney.org).

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

*Additional benefits may become available as plans for each local Kidney Walk is finalized. Your local NKF staff partner will share these opportunities as they are confirmed.*

### **Printed Benefits**

- 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 Yard Signs
  - Kidney Walk posters
  - Event t-shirts

### **Digital Benefits**

- Company logo will be included on the following:
  - Local Walk email blast newsletters
  - Local Kidney Walk web page
- Verbal and logo recognition during the Kidney Walk opening ceremony
- Verbal recognition at local Kick-off Events, virtual or in-person
- Featured in 2 organic and 1 paid social media posts on local channels
- Recognition in the NKF's local newsletter (where applicable)
- Featured in post-event Thank You video
- Sponsor can provide digital item to be included in online "goodie bag"

### **Additional Benefits**

- Partnership Impact Report presented within 60 days of the walk
- Opportunity to brand a specific element of the walk (to be mutually agreed on with local NKF staff)

If interested in discussing additional partnership opportunities, please contact Ellie Thien at (614) 882-6184 ext. 823 or [Ellie.Thien@kidney.org](mailto:Ellie.Thien@kidney.org).

## Silver Sponsor – \$3,500 (Multiple Opportunities)

*Additional benefits may become available as plans for each local Kidney Walk is finalized. Your local NKF staff partner will share these opportunities as they are confirmed.*

### Printed Benefits

- 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 posters
  - Event t-shirts

### Digital Benefits

- Company logo will be included on the following:
  - Local Walk email blast newsletters
  - Local Kidney Walk web page
- Verbal and logo recognition during Kidney Walk opening ceremony
- Verbal recognition at local Kick-off Events
- Featured in two (2) organic social media posts on local channels
- Recognition in the NKF's local newsletter (where applicable)
- Featured in post-event Thank You video
- Sponsor can provide digital item to be included in online "goodie bag"

### Additional Benefits

- Partnership Impact Report presented within 60 days of the walk

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## **Bronze Sponsor – \$1,000 (Multiple opportunity per area)**

*Additional benefits may become available as plans for each local Kidney Walk is finalized. Your local NKF staff partner will share these opportunities as they are confirmed.*

### **Printed Benefits**

- 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

### **Digital Benefits**

- Company logo will be included on the following:
  - Walk email blast newsletters
  - Kidney Walk web page
- Verbal and logo recognition during the Kidney Walk opening ceremony
- Verbal recognition at local Kick-off Events
- Featured in one organic social media post on local channels
- Recognition in the NKF's local newsletter (where applicable)
- Featured in post-event Thank You video

### **Additional Benefits**

- 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](mailto:Ellie.Thien@kidney.org).



# KIDNEY WALK

*Lace up*

## 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 \$1,000     |
| <input type="checkbox"/> Gold Sponsor \$5,000        | <input type="checkbox"/> Nephrology Sponsor \$1,000 |
| <input type="checkbox"/> Silver Sponsor \$2,500      | <input type="checkbox"/> Exhibitor \$500            |

**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 by **August 15, 2020**.

Contact/

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

Company /

Organization \_\_\_\_\_

Address

City / State /

Zip \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_

**Payment for the Central Ohio Kidney Walk is due September 20, 2020.**

- Please invoice our company for \$ \_\_\_\_\_
- My check made payable to the National Kidney Foundation is enclosed for \$ \_\_\_\_\_
- I am interested in an installment payment plan for \$ \_\_\_\_\_ over \_\_\_\_\_ months
- Please charge my credit card for \$ \_\_\_\_\_ AMEX VISA M.C. Discover

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

CVV: \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

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

Tisha Reynolds at [Tisha.Reynolds@kidney.org](mailto:Tisha.Reynolds@kidney.org) TAX ID # 13-1673104  
National Kidney Foundation serving Central Ohio  
2800 Corporate Exchange Drive, Ste. 215, Columbus, OH 43231