

KIDNEY  
**WALK**

---

National Kidney Foundation

***2022 SPONSORSHIP PROPOSAL***

**Atlanta Kidney Walk  
October 15, 2022  
Atlantic Station, Atlanta, GA**

## WHAT IS THE NATIONAL KIDNEY FOUNDATION?

Fueled by passion and urgency, National Kidney Foundation (NKF) is a lifeline for all people affected by kidney disease. We are committed to providing ALL kidney disease patients with a better quality of life through research, patient and professional education, advocacy and increasing living kidney donation.

## WITH YOUR GENEROSITY

Your support empowers all we do for families facing kidney disease in an ever-changing world. With your help, we are continuing to unite kidney communities, increase living donations, and advance public policy to protect living kidney donors. Because of you, we are moving the needle to a brighter future.

- After almost two years of collaboration with volunteer advisory committees—comprised of nephrologists, patient advocates, and researchers in academia and the private sector—the **NKF Patient Network** launched in February 2021. The NKF Patient Network is the first-ever national registry for patients at all stages of kidney disease. This powerful research tool will improve the lives of kidney patients by better informing research, clinical care, drug development, and health policy decisions.
- In June 2021, NKF introduced **Voices for Kidney Health**, a national community of patient and kidney care professional advocates. Voices for Kidney Health elevates the unique stories of patients and providers. The community will collaborate with elected officials and other public leaders to create big solutions that work—policies to help those facing the challenges of kidney disease and to promote better kidney health across the country.

## WHAT IS KIDNEY WALK?

Held in nearly 70 communities, Kidney Walk is NKF's largest awareness campaign and the country's leading walk to fight kidney disease, uniting local communities to enhance the future for those affected by kidney disease. In 2022, we are planning come together both in our communities, and safely from our homes and neighborhoods, to LaceUp for the Kidney Walk and raise funds to provide lifesaving programs that support patients, their families and those at risk.

While we are excited to be back in-person in 2022, if we must pivot elements of the Kidney Walk to virtual again, we will make every possible effort to deliver equivalent value for the partnership.

## 2022 SPONSORSHIP OPPORTUNITIES

Benefits Provided by NKF	Presenting Sponsor \$25,000	Gold Sponsor \$15,000	Silver Sponsor \$10,000	Bronze Sponsor \$7,500
<b>Digital Benefits</b>				
Logo included on local Kidney Walk web page	X	X	X	X
Verbal recognition at local Kick-off events (where applicable)	X	X	X	X
Logo included on local Kidney Walk emails	X	X	X	
Company name cited in all media promotions and press releases (where applicable)	X	X		
Featured in Social Media Posts on local channels	2 paid	1 paid	1 organic	
Sponsor a specific activity planned during the month leading up to the Walk (to be mutually agreed upon with local NKF staff)	X	X		
<b>Print Benefits</b>				
Logo included on Kidney Walk posters/flyers	X	X	X	X
Logo included on Kidney Walk t-shirts	X	X	X	X
Logo included on Kidney Walk Save the Date postcard	X	X	X	
<b>Walk Day Benefits</b>				
Exhibition booth provided at the Kidney Walk where information and/or samples may be distributed to participants	Tent and 8' table	Tent and 8'table	8' table	
Logo included on Kidney Walk route signage	5 signs	3 signs	1 sign	
Logo included on local sponsor banner	X	X	X	X
Verbal recognition in the Kidney Walk opening ceremony	X	X	X	X
Opportunity to brand a specific element of the walk, like the warmup, the team photo area, or the kids' area	X			
Opportunity for sponsor to provide a speaker on Walk Day	X			
<b>Additional Benefits</b>				
Personalized Kidney Walk thank-you plaque	X	X	X	X
Impact Report presented within 60 days of the Walk	X	X	X	X
Sponsor can provide branded giveaways to be included in local spirit boxes or swag giveaways (where applicable)	X	X	X	
Right of refusal for following year	X			

If interested in discussing additional partnership opportunities, please contact Krista Dasher at [krista.dasher@kidney.org](mailto:krista.dasher@kidney.org) or 770-452-1539 ext. 611

## 2022 SPONSORSHIP OPPORTUNITIES

### Presenting Sponsor – \$25,000 (1 Opportunity Available)

#### Digital Benefits

- Logo will be included on the following:
  - Local Walk emails
  - Local Kidney Walk web page
- Company name cited as Presenting Sponsor throughout the Kidney Walk Campaign in all media promotions and new press releases (where applicable).
- Verbal recognition at local Kick-off Events (where applicable)
- Featured in two (2) paid social media posts on local channels
- Sponsor a specific activity planned during the month leading up to the Walk (to be mutually agreed upon with local NKF staff)

#### Printed Benefits

- Logo will be included on the following:
  - Kidney Walk Save the Date postcard (approximately 2,500)
  - Kidney Walk posters and flyers (approximately 1,000)
  - Event t-shirts (approximately 1,000)

#### Walk Day Benefits

- Exhibition booth provided at the Kidney Walk where information and/or samples may be distributed to participants. This includes an 8' table and a tent.
  - This is a place to engage with walkers. In recent surveys, walkers have shared that they are looking for a fun, interactive experience when visiting our partners' booths.
  - NKF would love to work with you to brainstorm what would work best for your exhibition table
- Logo included on five (5) route signs and local sponsor banner
- Verbal recognition in the Walk Day opening ceremony
- Opportunity to brand a specific element of the walk, (ex: the warm-up, team photo area, or kids' area)
- Opportunity for sponsor to provide a speaker on Walk Day

#### Additional Benefits

- Right of refusal for following year
- Personalized Kidney Walk thank-you plaque
- Partnership Impact Report presented within 60 days of the walk
- Sponsor can provide branded giveaways to be included in local spirit boxes or awarded as fundraising incentives (where applicable)

## Gold Sponsor – \$15,000 (Multiple Opportunities)

### Digital Benefits

- Logo will be included on the following:
  - Local Walk emails
  - Local Kidney Walk web page
- Company name cited as Presenting Sponsor throughout the Kidney Walk Campaign in all media promotions and new press releases (where applicable).
- Verbal recognition at local Kick-off Events (where applicable)
- Featured in one (1) paid social media post on local channels
- Sponsor a specific activity planned during the month leading up to the Walk (to be mutually agreed upon with local NKF staff)

### Printed Benefits

- Logo will be included on the following:
  - Kidney Walk Save the Date postcard (approximately 2,500)
  - Kidney Walk posters and flyers (approximately 1,000)
  - Event t-shirts (approximately 1,000)

### Walk Day Benefits

- Exhibition booth provided at the Kidney Walk where information and/or samples may be distributed to participants. This includes an 8' table and a tent.
  - This is a place to engage with walkers. In recent surveys, walkers have shared that they are looking for a fun, interactive experience when visiting our partners' booths.
  - NKF would love to work with you to brainstorm what would work best for your exhibition table
- Logo included on three (3) route signs and local sponsor banner
- Verbal recognition in the Walk Day opening ceremony

### Additional Benefits

- Personalized Kidney Walk thank-you plaque
- Partnership Impact Report presented within 60 days of the walk
- Sponsor can provide branded giveaways to be included in local spirit boxes or awarded as fundraising incentives (where applicable)

## **Silver Sponsor – \$10,000 (Multiple Opportunities)**

### **Digital Benefits**

- Logo will be included on the following:
  - Local Walk emails
  - Local Kidney Walk web page
- Verbal recognition at local Kick-off Events (where applicable)
- Featured in one (1) organic social media post on local channels

### **Printed Benefits**

- Logo will be included on the following:
  - Kidney Walk posters, flyers and Save the Date cards (approximately 1,000)
  - Event t-shirts (approximately 1,000)

### **Walk Day Benefits**

- Exhibition booth provided at the Kidney Walk where information and/or samples may be distributed to participants. This includes an 8' table.
  - This is a place to engage with walkers. In recent surveys, walkers have shared that they are looking for a fun, interactive experience when visiting our partners' booths.
  - NKF would love to work with you to brainstorm what would work best for your exhibition table
- Logo included on one (1) route sign and local sponsor banner
- Verbal recognition in the Walk Day opening ceremony

### **Additional Benefits**

- Personalized Kidney Walk thank-you plaque
- Partnership Impact Report presented within 60 days of the walk
- Sponsor can provide branded giveaways to be included in local spirit boxes or awarded as fundraising incentives (where applicable)

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

### **Digital Benefits**

- Logo will be included on the Local Kidney Walk web page
- Verbal recognition at local Kick-off Events (where applicable)

### **Printed Benefits**

- Logo will be included on the Kidney Walk posters, flyers and Save the Date postcards (approximately 1,000)
- Logo will be included on all Walk Tshirts for participants

### **Walk Day Benefits**

- Logo included on local sponsor banner
- Verbal recognition in the Walk Day opening ceremony

### **Additional Benefits**

- Personalized Kidney Walk thank-you plaque
- Partnership Impact Report presented within 60 days of the walk

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

### **Digital Benefits**

- Logo will be included on the Local Kidney Walk web page
- Verbal recognition at local Kick-off Events (where applicable)

### **Printed Benefits**

- Logo will be included on the Kidney Walk posters and flyers (approximately 1,000)

### **Walk Day Benefits**

Logo included on local Sponsor banner

## **Health Vendor Sponsor – \$1,000**

- Opportunity to host a table in the Health Tent area to hand out information to participants
- Logo and name cited on local social media

**2022 Georgia Kidney Walk - Partnership Agreement**

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

- |  |  |
|--|--|
| <input type="checkbox"/> Presenting Sponsor \$25,000 | <input type="checkbox"/> Bronze Sponsor \$7,500            |
| <input type="checkbox"/> Gold Sponsor \$15,000       | <input type="checkbox"/> Community Partner Sponsor \$5,000 |
| <input type="checkbox"/> Silver Sponsor \$10,000     | <input type="checkbox"/> Vendor Sponsor \$1,000            |

**Please check if your company will match gifts submitted by employees, and if you would like us to register a team for you:**

- YES**, our company has a matching gifts program and will match all funds our Walkers raise/donate up to \_\_\_\_\_.
- YES**, we would like you to set up our corporate team. Our team name is: \_\_\_\_\_

\* All artwork should be sent electronically (in .PDF and .EPS format) to [krita.dasher@kidney.org](mailto:krita.dasher@kidney.org) by **September 22, 2022**.

Contact/

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

Company \_\_\_\_\_

Address \_\_\_\_\_

City / State /

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

Email \_\_\_\_\_

**Payment for the Georgia Kidney Walk is due October 20, 2022.**

- 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 \_\_\_\_\_

Billing Address (if different from address above) \_\_\_\_\_

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

830 Glenwood Ave. Suite 510

Atlanta, GA 30316

TAX ID # - 13-1673104