

# KIDNEY WALK

National Kidney Foundation

## SPONSORSHIP PROPOSAL



**Boston and New England**

**Sunday, October 2, 2022**

North Point Park | Cambridge, MA

## 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 \$30,000	Diamond Sponsor \$20,000	Platinum Sponsor \$15,000	Gold Sponsor \$10,000	Silver Sponsor \$5,000	Bronze Sponsor \$2,500
<b>Walk Day Benefits</b>						
Private Exhibition Tent provided at the Kidney Walk where your information and/or samples may be distributed to participants	X 20' x 20' Tent	X 20' x 20' Tent	X 10' x 10' Tent	X 10' x 10' Tent		
Table provided at the Kidney Walk where your information and/or samples may be distributed to participants					X	
Logo on Kidney Walk tee sign	X (all signs)	X (8 signs)	X (5 signs)	X (4 signs)	X (2 signs)	
Logo included on local sponsor banner	X	X	X	X	X	X
Verbal recognition during Kidney Walk opening ceremony	X	X	X	X	X	
Opportunity to brand a specific element of Walk Day i.e. team photo area, kids area, warm-up, etc.	X	X				
Opportunity to provide a spokesperson to speak in our Walk Day program	X	X				
Opportunity to provide water or refreshments at your tent (they can include your logo) and have your tent recognized as a refreshment provider.	X	X	X			
<b>Digital Benefits</b>						
Logo included on local Kidney Walk web page (42,000 page views in 2021)	X	X	X	X	X	X
Logo included on local Kidney Walk emails to current and past Walk participants	X	X	X	X	X	X
Company name cited in all media promotions and press releases (where applicable)	X	X	X			
Company featured in Social Media Posts	X	X	X	X		
<b>Print Benefits</b>						
Logo included on Kidney Walk printed flyers and mailings (approx. 1,000)	X	X	X	X	X	
Logo included on Kidney Walk t-shirts (approx. 2,000)	X	X	X	X	X	
<b>Additional Benefits</b>						
Personalized Kidney Walk thank-you plaque	X	X	X	X	X	
Sponsor can provide branded giveaways to be included in local Team Captain kits	X	X	X	X	X	
Ask about additional customized opportunities	X	X	X			

## 2022 Boston & New England Kidney Walk - Partnership Agreement

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

- |  |   |
|--|---|
| <input type="checkbox"/> Presenting Sponsor \$30,000 | <input type="checkbox"/> Gold Sponsor \$10,000  |
| <input type="checkbox"/> Diamond Sponsor \$20,000    | <input type="checkbox"/> Silver Sponsor \$5,000 |
| <input type="checkbox"/> Platinum Sponsor \$15,000   | <input type="checkbox"/> Bronze Sponsor \$2,500 |

### 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: \_\_\_\_\_

Contact/Representative\_\_\_\_\_Position/Title\_\_\_\_\_

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

Address\_\_\_\_\_

City/State/Zip\_\_\_\_\_Phone\_\_\_\_\_

Email\_\_\_\_\_

### Payment for the Boston & New England Kidney Walk is due September 30, 2022.

- ☐ Please invoice our company for \$\_\_\_\_\_
- ☐ My check made payable to the National Kidney Foundation is enclosed for \$\_\_\_\_\_
- ☐ 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:

Marsea McGonagle  
National Kidney Foundation  
209 West Central St. Suite 220  
Natick, MA 01760  
[Marsea.McGonagle@kidney.org](mailto:Marsea.McGonagle@kidney.org)  
TAX ID # - 13-1673104