



VIRTUAL NORTHERN KIDNEY WALK

SUNDAY, JUNE 13, 2021

WHAT IS THE NATIONAL KIDNEY FOUNDATION?

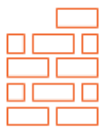
Fueled by passion and urgency, National Kidney Foundation is a lifeline for all people affected by kidney disease. As pioneers of scientific research and innovation, NKF focuses on the whole patient through the lens of kidney health. Relentless in our work, we enhance lives through action, education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

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

- We fought for the PPE 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.



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.



Associate 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!!

WHY YOUR SUPPORT MATTERS

The numbers associated with chronic kidney disease are staggering, highlighting the continued need for programs catered to educating the community, supporting patients and caregivers, and increasing the number of organs available for transplant.

KIDNEY DISEASE IN OHIO:

- 171,600 Medicare patients diagnosed with CKD
- 12,835 Medicare patients on dialysis
- 2,297 kidney patients on the transplant waitlist

THE COST OF KIDNEY DISEASE

- \$90,232 per dialysis patient, per year
- \$25,942 per transplant after the first year
- \$2,232 for ongoing immunosuppressant medication per year

37 Americans, which equals
1 in 7 people, have kidney
MILLION disease.

90 Of people with kidney
disease do not know
PERCENT they have it.

73 Americans are at-risk due
to factors like diabetes and
MILLION high blood pressure.

SPONSORSHIP PACKAGES

	Platinum \$7,500	Gold \$5,000	Silver \$3,500	Bronze \$1,500
Print Marketing (Deadlines Apply)				
• Company logo on event t-shirts	X	X	X	
• Company logo on event stake signs	X	X	X	
• Company ad in Kidney Walk booklet (Artwork due May 1)	X	X	X	
• Company name cited in event press release	X	X	X	X
Electronic Marketing				
• Individualized social media posts with company content	5 Posts	3 Posts	1 Post	
• Company logo on Kidney Walk all sponsor posts	X	X	X	X
• Company logo on Kidney Walk event emails	X	X	X	X
• Company logo on Kidney Walk and NKF websites	X	X	X	X
• Company logo NKF e-newsletter	X	X	X	X
Other Benefits (Deadlines Apply)				
• Opportunity to have ownership of aspect of event	X	X		
• Verbal recognition at all Kidney Walk-related events	X	X	X	
• Company resource included in Virtual Wellness Pavilion	X	X	X	X
• Video pitch up to 1 minute highlighting company (Due June 1)	X	X	X	X
• Post-event impact report	X	X	X	X

FOR MORE INFORMATION, CONTACT:
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