



KIDNEY WALK

*Lace up*

Different paths,  
common goal.



**Boston and New England**

**Sunday, October 3, 2021**

# **Sponsorship Proposal**

## WHAT IS THE NATIONAL KIDNEY FOUNDATION?

Fueled by passion and urgency, National Kidney Foundation 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.

## YOUR GENEROSITY EMPOWERS NKF'S WORK TO:

- Continue to develop virtual programs to help patients and their families receive the support, resources, and answers they need including:
  - Tools to help identify a living donor through THE BIG ASK: THE BIG GIVE
  - Educational webinars to better manage kidney health.
  - NKF Online Communities, a virtual space to meet peers.
  - NKF Cares, a help line for patients and their families.
- Urge the federal government to prioritize kidney patients in the national response to the COVID-19 resurgence. Ensure that kidney patients have access to personal protective equipment, can transition to home dialysis where appropriate, access telehealth and other services to minimize their risk of exposure, and have priority access to vaccines and therapeutics.
- Educate of thousands of kidney health professionals every year on effective kidney healthcare.

## 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 fight kidney disease. Kidney Walk celebrates those whose lives have been impacted by chronic kidney disease and promotes healthy living. In 2021, we will come together safely from our homes and neighborhoods, to *LaceUp* for the Kidney Walk. 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.

## 2021 SPONSORSHIP OPPORTUNITIES

Benefits Provided by NKF	Presenting Sponsor \$25,000	Diamond Sponsor \$20,000	Platinum Sponsor \$15,000	Gold Sponsor \$10,000	Silver Sponsor \$5,000	Bronze Sponsor \$2,500
<b>Digital Benefits</b>						
Company logo included on local Kidney Walk web page	X	X	X	X	X	X
Verbal and logo recognition during Walk Day activities	X	X	X	X	X	X
Company logo included on local Kidney Walk emails	X	X	X	X	X	X
Verbal recognition at local Kick-off events (where applicable)	X	X	X			
Company name cited in all media promotions and press releases (where applicable)	X	X				
Featured in Social Media Posts, organic and paid, on local channels	2 paid	1 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				
Sponsor can provide a local spokesperson or video/commercial to be a part of virtual Walk Day Celebration (or activities)	X	X	X			
Sponsor can provide an item for the virtual goody bag to be emailed out to walkers a few days prior to the event.	X	X	X	X		
<b>Print Benefits</b>						
Company logo included on Kidney Walk posters/flyers (approx. 500)	X	X	X	X	X	X
Company logo included on Kidney Walk T-shirts	X	X	X	X	X	
Company logo included on Kidney Walk kick off calendar	X	X	X	X	X	X
<b>Additional Benefits</b>						
Personalized Kidney Walk thank-you plaque	X	X	X	X	X	
Impact Report presented within 60 days of the Walk	X	X	X	X	X	
Sponsor can provide branded giveaways to be included in local Team Captain kits.	X	X	X			
Opportunity to brand a specific element of the walk, like the warmup or the countdown (to be mutually agreed upon with local NKF staff)	X	X				
Sponsor can provide a co-branded apparel item such as hat etc. for speaker to wear at the walk day party live stream.	X	X				
Ask about customized opportunities	X	X	X			

**2021 Boston & New England Kidney Walk  
Partnership Agreement**

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

- |                                                      |                                                 |
|------------------------------------------------------|-------------------------------------------------|
| <input type="checkbox"/> Presenting Sponsor \$25,000 | <input type="checkbox"/> Silver Sponsor \$5,000 |
| <input type="checkbox"/> Diamond Sponsor \$20,000    | <input type="checkbox"/> Bronze Sponsor \$2,500 |
| <input type="checkbox"/> Gold Sponsor \$10,000       |                                                 |

**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: \_\_\_\_\_

Contact/

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

Company /

Organization \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

**Payment for the Boston & New England Kidney Walk is due September 30,2021**

- 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 to:**

Donna Nickerson  
National Kidney Foundation  
209 West Central St. Suite 220  
Natick, MA 01760  
[Donna.nickerson@kidney.org](mailto:Donna.nickerson@kidney.org)