



KIDNEY WALK PARTNERSHIP PROPOSAL

**New Jersey Kidney Walk
September 13, 2020**

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 partners.

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

Additional benefits may become available as plans are finalized.

2020 PARTNERSHIP OPPORTUNITIES

Benefits Provided by NKF	Presenting \$10k	Diamond \$7.5k	Gold \$5k	Silver \$2.5k	Bronze \$1k
Print Benefits					
Company name cited in all media promotions and press releases	X	X	X	X	X
Company logo included on Kidney Walk posters	X	X	X	X	X
Company logo included on Kidney Walk t-shirts	X	X	X	X	
Company logo included on Kidney Walk save the date postcard	X	X	X		
Company logo included on yard signs distributed to team captains	X				
Digital Benefits					
Company logo included on local Kidney Walk web page	X	X	X	X	X
Company logo included on local Kidney Walk email blasts	X	X	X	X	X
Featured in social media posts on NKF's local page	3 organic 2 paid	2 organic 1 paid	2 organic	1 organic	
Share of social media post from company's social media page (can be video or photo)	2 shares	1 share			
Logo included on Facebook profile frame	X	X			
Recognition at virtual kick-off events	Verbal and Logo	Verbal and Logo	Logo	Logo	Logo
Speaking opportunity at virtual kick-off event	X				
Verbal and logo recognition during virtual opening ceremonies broadcast	X	X	X	X	X
Partner may provide a video to be a part of virtual opening ceremonies	Custom 1 min video	45 sec video	30 second video		
Partner can provide a local spokesperson to be a part of virtual opening ceremonies	X	X			
Featured in post-event thank you video	X	X	X	X	X
Additional Benefits					
Recognition in 2021 Partnership document	X	X	X	X	X
Personalized Kidney Walk thank-you plaque	X	X	X	X	
Right of refusal for following year	X				

If interested in discussing additional partnership opportunities or to customize these benefits please contact Andrea Giannini at 215.923.8611 x732 or andrea.giannini@kidney.org.

2020 New Jersey Kidney Walk Partnership Agreement

I am interested in a custom partnership. Please reach out to me directly.

Our company will partner at one of the predetermined levels, selection below:

- | | | | |
|-------------------------------------|----------|---------------------------------|---------|
| <input type="checkbox"/> Presenting | \$10,000 | <input type="checkbox"/> Silver | \$2,500 |
| <input type="checkbox"/> Diamond | \$7,500 | <input type="checkbox"/> Bronze | \$1,000 |
| <input type="checkbox"/> Gold | \$5,000 | | |

I would like to forego partnership benefits and make a corporate donation to an individual or team:

Individual or team name: _____ Donation Amount: _____

Contact/Representative _____ Title _____

Company* _____

*Please specify *exactly* how your company should be listed in event materials

Address _____

City/State/Zip _____

Email _____ Phone _____

YES, our company is interested in forming a team and walking at the New Jersey Kidney Walk.

YES, our company is a matching gifts corporation and will match all funds our walkers raise.

Payment Information

- Our check payable to the National Kidney Foundation is enclosed.
- Please invoice me.
- Please bill my: AmEx _____ MasterCard _____ Visa _____

Card #: _____ Exp. Date: _____ CVC: _____

Signature required for credit card: _____

All artwork must be sent electronically in .PDF, .JPEG and .EPS format to Andrea.Giannini@kidney.org by August, 13.

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

Andrea Giannini, Development Manager
 1500 Walnut St., Suite 301, New Jersey, PA 19102
 (215) 923-8611 x732 Andrea.Giannini@Kidney.org

TAX ID # - 13-1673104