

The Immune Deficiency Foundation (IDF) Walk for Primary Immunodeficiency brings together a passionate community to promote awareness of primary immunodeficiency diseases (PI) and raise funds to help those affected by these rare, chronic diseases. Since the first walk in 2013, we have raised more than \$4 million.

Held across the country, the walks support vital IDF programs and services, power research to help the next generation and increase awareness to advance early diagnosis and proper treatment.

We have National, Regional and Community Walks. All three are equally important to the overall success of IDF Walk for PI. They are, however, planned and led by different members of the IDF community, and they vary in size.

- **National:** Organized by IDF staff with some help from IDF volunteers. Because they are in larger cities, we expect more walkers to come out.
- **Regional:** Organized by both IDF staff and IDF volunteers. There are still plenty of walkers attending these events, but they may be held in smaller venues.
- **Community:** Organized solely by IDF volunteers. Typically there are smaller groups at Community Walks, but we love when volunteers surprise us and get a huge group to turn out.

As a supporter, you have exceptional opportunities to interact with people with PI and family members, and you illustrate your commitment to the PI community.

For a list of currently scheduled walk locations and more information about the events, go to www.walkforpi.org.

National Walk Supporter \$50,000

Benefits and Recognition for National Walk Supporters

Pre-Walk Promotion

- Company logo on the official IDF Walk for PI website (www.WalkForPI.org).
- Company logo on all 20+ event websites.
- Company name recognition in print materials (e.g., postcards, rack cards, fliers) sent to IDF constituents, and made available for distribution to businesses and medical facilities.
- Company name recognition within IDF communications when promoting walks, including but not limited to:
 - *Regular e-mails to registered participants.*
 - *IDF ADVOCATE* newsletter, 2 times yearly, circulation 40,000+.
 - *Primary Immune Tribune* e-newsletter, monthly, sent to 29,000+.
- Company name recognition at other IDF events when feasible.

Day-Of Walk Recognition

- Company logo on the official IDF Walk for PI participant t-shirt (given to those who raise \$25 or more)
- Opportunity to exhibit at 20+ walks with approximate reach of 3,000+ people. Supporters can display and distribute IDF-approved promotional materials and may collect information from event attendees at their exhibits following IDF's guidelines.*
 - National/Regional Walks: One 8' display table with one 10' x 10' tent provided by IDF.
 - Community Walks: Table and/or tent must be provided by supporting company.
(*Promotional value of \$3,300 per National/Regional Walk, \$750 per Community Walk.*)
- Logo placement on signage at all 20+ walks.
- Verbal recognition by an IDF representative during the program at all National and Regional walks

- Name recognition within walker welcome materials at all National and Regional walks

Local Walk Supporter: Various Levels Available at National/Regional Walks

As a Local Walk Supporter of the National and/or Regional Walks, you choose the levels and cities that you wish to support individually. Although there are some recognition opportunities only available to National Walk Supporters, serving as a Local Walk Supporter is a wonderful way to interact with the PI community. As a Local Platinum or a Local Gold Supporter, supporting companies and organizations may attend the walks and collect information about event attendees for further follow-up.*

Local Walk Platinum Supporter \$10,000 per walk

Benefits: Pre-Walk Promotion

- Logo placement as a Local Walk Platinum Supporter on the individual walk's event website.
- Name or logo placement within communications promoting that individual walk.

Benefits: Day-Of Walk Recognition and Presence at Walk

- Placement of one exhibit (one 10' x 10' tent with one 8' display table) at the walk.
- At their exhibits, supporters may collect information from attendees following IDF guidelines.*
- Verbal recognition by an IDF representative during the program at the walk.
- Logo placement on thank-you signage at start/finish location.
- Logo placement within the walker welcome materials at the walk.

Local Walk Gold Supporter \$5,000 per walk

Benefits: Pre-Walk Promotion

- Recognition as a Local Walk Gold Supporter on the individual walk's event website.

Benefits: Day-Of Walk Recognition and Presence at Walk

- Placement of one 8' display table at the walk.
- At their exhibits, supporters may collect information from attendees following IDF guidelines.* Recognition on thank-you signage at start/finish location.
- Recognition within the walker welcome materials.

Local Walk Silver Supporter \$2,500 per walk

(Please note that there is no presence/exhibit available at this level. It is support in name only.)

Benefits: Pre-Walk Promotion

- Recognition as a Local Walk Silver Supporter on the individual walk's event website.

Benefits: Day-Of Walk Recognition

- Recognition on supporter signage at start/finish location.
- Recognition within the walker welcome materials.

Local Walk Bronze Supporter \$1,000 per walk

(Please note that there is no presence/exhibit available at this level. It is support in name only.)

Benefits: Pre-Walk Promotion

- Recognition as a Local Walk Bronze Supporter on the individual walk's event website.

Benefits: Day-Of Walk Recognition

- Recognition on supporter signage at start/finish location.

Community Walk Supporter: Various Levels Available at Community Walks

Community Walk Supporters can choose to support the emerging walks in the cities that suit their needs. Community Walks are volunteer-led and smaller in scale. Therefore, the benefits vary from that of National and Local Walk Supporters.

Community Walk Gold Supporter \$750 per walk

Benefits: Pre-Walk Promotion

- Recognition as a Community Walk Gold Supporter on the individual walk's event website.

Benefits: Day-Of Walk Recognition

- Recognition on signage.
- Opportunity to exhibit. At their exhibits, supporters may collect information from attendees following IDF guidelines.*

- **Please note that tables and/or tents must be provided by the supporter.**

Community Walk Silver Supporter \$500 per walk

(Please note that there is no presence/exhibit available at this level. It is support in name only.)

Benefits: Pre-Walk Promotion

- Recognition as a Community Walk Silver Supporter on the individual walk's event website.

Benefits: Day-Of Walk Recognition

- Recognition on signage.

Community Walk Bronze Supporter \$250 per walk

(Please note that there is no presence/exhibit available at this level. It is support in name only.)

Benefits: Pre-Walk Promotion

- Recognition as a Community Walk Bronze Supporter on the individual walk's event website.

At What Walks May Supporters Exhibit?

National Walk Supporters (May exhibit at all 26 walks)

- | | |
|-----------------------------|-----------------------------|
| • Atlanta, GA: 11/10 | • Los Angeles, CA: 11/17 |
| • Baltimore, MD: 10/27 | • New York, NY: 10/20 |
| • Boston, MA: 10/6 | • Omaha, NE: 9/8 |
| • Chicago, IL: 9/29 | • Orange County, CA: 11/16 |
| • Cleveland, OH: 9/22 | • Orlando, FL: 12/14 |
| • Conway, SC: 11/9 | • Philadelphia, PA: 10/13 |
| • Dallas, TX: 11/9 | • Portland, OR: 9/21 |
| • Des Moines, IA: 9/22 | • San Antonio, TX: 10/19 |
| • Detroit, MI: 9/21 | • San Francisco, CA: 9/22 |
| • Fort Lauderdale, FL: 12/7 | • St. Louis, MO: 10/12 |
| • Indianapolis, IN: 10/5 | • St. Paul, Minnesota: 10/5 |
| • Kansas City, MO: 9/28 | • Tucson, AZ: 12/14 |
| • Leesburg, VA: 8/31 | • Warwick, RI: 9/8 |

Local Platinum or Gold Walk Supporter (Must pay individually for each walk they want to exhibit)

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|-----------------------------|-----------------------------|
| • Atlanta, GA: 11/10 | • Los Angeles, CA: 11/17 |
| • Baltimore, MD: 10/27 | • New York, NY: 10/20 |
| • Boston, MA: 10/6 | • Omaha, NE: 9/8 |
| • Chicago, IL: 9/29 | • Orange County, CA: 11/16 |
| • Cleveland, OH: 9/22 | • Orlando, FL: 12/14 |
| • Conway, SC: 11/9 | • Philadelphia, PA: 10/13 |
| • Dallas, TX: 11/9 | • Portland, OR: 9/21 |
| • Des Moines, IA: 9/22 | • San Antonio, TX: 10/19 |
| • Detroit, MI: 9/21 | • San Francisco, CA: 9/22 |
| • Fort Lauderdale, FL: 12/7 | • St. Louis, MO: 10/12 |
| • Indianapolis, IN: 10/5 | • St. Paul, Minnesota: 10/5 |
| • Kansas City, MO: 9/28 | • Tucson, AZ: 12/14 |
| • Leesburg, VA: 8/31 | • Warwick, RI: 9/8 |

Community Walk Gold Supporter (Must pay individually for each walk they want to exhibit)

- Conway, SC: 11/9
- Des Moines, IA: 9/22
- Fort Lauderdale, FL: 12/7
- Indianapolis, IN: 10/5
- Kansas City, MO: 9/28
- Leesburg, VA: 8/31
- Omaha, NE: 9/8
- Orlando, FL: 12/14
- Portland, OR: 9/21
- San Antonio, TX: 10/19
- Tucson, AZ: 12/14
- Warwick, RI: 9/8

Medical Center Partner, Various Levels of Support

Members of the medical community can raise their institution's visibility within the PI community and show patients that they are part of a strong community. Becoming an IDF Walk for PI Medical Center Partner is as simple as creating a team, inviting individuals connected to PI to your team, and raising funds that will ensure IDF can continue to provide the community with vital resources and programs. If your medical center would like to have an exhibit at any of the walks, prior arrangements must be made.

**Participants should be informed about how their information will be used by your organization and have a way to opt-out of any involvement if they wish in the future. Of course, attendees are not required to provide any information to any sponsor if they choose not to and their confidentiality should be respected.*