Sponsorship Opportunities

An initiative of the Immune Deficiency Foundation

Sponsorship Opportunities
The Immune Deficiency Foundation (IDF) Walk for Primary Immunodeficiency brings together a passionate community to promote awareness of primary immunodeficiency (PI) diagnoses and raise funds to help those affected by these rare, chronic diseases. 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.

IDF Walk for PI has raised MORE THAN $4 MILLION since the first walk in 2013.

We have three different types of walk series available to sponsors: 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 volunteer support

**Regional**
Organized by both IDF staff and volunteers

**Community**
Organized by IDF volunteers

For a list of currently scheduled walk locations and more information about the events, go to www.WalkForPI.org
As a National Walk Sponsor, companies and organizations may exhibit at all walks and collect information about event attendees for further follow-up. Serving as a National Walk Sponsor is a wonderful way to interact with the PI community across the country.

Benefits and Recognition

Pre-Walk Promotion

- Company logo on official IDF Walk for PI website (www.WalkForPI.org).
- Company logo on all 30+ event websites.
- Company name recognition in print materials (e.g. postcards, rack cards, flyers) 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 Promotion

- Company logo on the official IDF Walk for PI participant t-shirt.
- Opportunity to exhibit at 30+ walks with approximate reach of 3,000+ people. Sponsors 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' IDF provided tent.
  - Community Walks: Table and/or tent must be provided by supporting company.
- Recognition on signage of all 30+ 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.

"It’s great to know our little zebra has a great and supportive community"

- Angela Rhyne
As a Local Walk Sponsor of the National and/or Regional Walks, you choose the levels and cities that you wish to support individually. As a **Local Walk Platinum or a Gold Sponsor**, companies and organizations may exhibit at the selected walks and collect information about event attendees for further follow-up.*

### Platinum Sponsor Local Walk

**Pre-Walk Promotion**
- Logo placement as a Local Walk Platinum Sponsor on the individual walk’s event website.
- Name or logo placement within communications promoting that individual walk.

**Day-Of Walk Recognition:**
- Placement of one exhibit (one 10’ x 10’ tent with one 8’ display table) at the walk unless otherwise noted.
- At their exhibits, sponsors may collect information from attendees following IDF guidelines.*
- Verbal recognition by an IDF representative during the program at the walk.
- Recognition on sponsor signage.
- Recognition within walker welcome materials.

### Gold Sponsor Local Walk

**Pre-Walk Promotion**
- Logo placement as a Local Walk Gold Sponsor on the individual walk’s event website.

**Day-Of Walk Recognition:**
- Placement of one 8’ display table at the walk unless otherwise noted.
- At their exhibits, sponsors may collect information from attendees following IDF guidelines.*
- Recognition on sponsor signage.
- Recognition within walker welcome materials.

### Silver Sponsor Local Walk

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

**Pre-Walk Promotion**
- Recognition as a Local Walk Silver Sponsor on the individual walk’s event website.

**Day-Of Walk Recognition:**
- Recognition on sponsor signage.
- Recognition within walker welcome materials.

### Bronze Sponsor Local Walk

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

**Pre-Walk Promotion**
- Recognition as a Local Walk Bronze Sponsor on the individual walk’s event website.

**Day-Of Walk Recognition:**
- Recognition on sponsor signage.

---

* IDF Walk for PI
Community Walk Sponsors 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 Sponsors.

**Gold Sponsor Community Walk**

**Pre-Walk Promotion**
- Recognition as a Community Walk Gold Sponsor on the individual walk's event website.

**Day-Of Walk Recognition:**
- Recognition on signage.
- Opportunity to exhibit. At their exhibits, sponsors may collect information from attendees following IDF guidelines.*
- *Please note: Tables and/or tents must be provided by the sponsor.*

$750 per walk

**Silver Sponsor Community Walk**

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

**Pre-Walk Promotion**
- Recognition as a Community Walk Silver Sponsor on the individual walk’s event website.

**Day-Of Walk Recognition:**
- Recognition on signage.

$500 per walk

**Bronze Sponsor Community Walk**

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

**Pre-Walk Promotion**
- Recognition as a Community Walk Bronze Sponsor on the individual walk's event website.

$250 per walk

---

“I walk because I’m a Zebra with a Primary Immunodeficiency, CVID. I walk for research, I walk to support Immune Deficiency Foundation which offers me so much advice, help and support.

- Sandra Adams

-IDF Walk for PI
At What Walks May Sponsors Exhibit?

National Walk Sponsor
May exhibit at all walks
- Atlanta, GA
- Baltimore, MD
- Boston, MA
- Charleston, SC
- Chicago, IL
- Cleveland, OH
- Dallas, TX
- Denver, CO
- Des Moines, IA
- Detroit, MI
- Ft. Lauderdale, FL
- Fort Wayne, IN
- Indianapolis, IN
- Kansas City, MO
- Leesburg, VA
- Los Angeles, CA
- New Orleans, LA
- New York, NY
- Omaha, NE
- Orange County, CA
- Orlando, FL
- Philadelphia, PA
- Portland, OR
- San Antonio, TX
- San Francisco, CA
- St. Louis, MO
- St. Paul, MN
- Tuscon, AZ
- Warwick, RI
- Wichita, KS

Additional sites to be confirmed

Local Platinum or Gold Walk Sponsor
Must pay individually for each walk
- Atlanta, GA
- Baltimore, MD
- Boston, MA
- Charleston, SC
- Chicago, IL
- Cleveland, OH
- Dallas, TX
- Denver, CO
- Des Moines, IA
- Detroit, MI
- Ft. Lauderdale, FL
- Fort Wayne, IN
- Indianapolis, IN
- Kansas City, MO
- Leesburg, VA
- Los Angeles, CA
- New Orleans, LA
- New York, NY
- Omaha, NE
- Orange County, CA
- Orlando, FL
- Philadelphia, PA
- Portland, OR
- San Antonio, TX
- San Francisco, CA
- St. Louis, MO
- St. Paul, MN
- Tuscon, AZ
- Warwick, RI
- Wichita, KS

Additional sites to be confirmed

Community Walk Gold Sponsor
Must pay individually for each walk
- Charleston, SC
- Denver, CO
- Des Moines, IA
- Fort Lauderdale, FL
- Fort Wayne, IN
- Indianapolis, IN
- Kansas City, MO
- Leesburg, VA
- New Orleans, LA
- Omaha, NE
- Portland, OR
- San Antonio, TX
- Tuscon, AZ
- Warwick, RI
- Wichita, KS

Additional sites to be confirmed

**Exhibit tent, table and/or chairs must be provided by sponsoring company.**