Virtual Sponsorship Opportunities
IDF Walk for PI has raised

MORE THAN $4 MILLION

since the first walk in 2013.

The Immune Deficiency Foundation (IDF) Walk for Primary Immunodeficiency engages a passionate community to promote awareness of primary immunodeficiencies and help to raise funds to ensure IDF can provide educational resources and programs at no cost to individuals and families; power critical patient-focused research; lead the way in the fight to improve diagnosis and access to treatment; and bring together the entire PI community to remind them that they are not alone. Virtual Walk for PI events will raise awareness of PI and make an impact through peer-to-peer fundraising, all while event participants walk all in the comfort and safety of their own neighborhoods.

With the transition to offering virtual walks, we have maintained three different types of walk series available: 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 walks and more information about virtual events, go to

[www.WalkForPI.org](http://www.WalkForPI.org)
As a National Walk Sponsor, companies and organizations may exhibit at all walks, which will be held entirely virtual in 2020. Sponsors will be also able to connect with event attendees for further follow-up after the event concludes. Serving as a National Walk Sponsor is a wonderful way to interact with the PI community across the country.

Virtual Benefits and Recognition

Pre-Walk Promotion

- Company logo on official IDF Walk for PI website (www.WalkForPI.org).
- Company logo on all individual walk event websites.
- Company name recognition on NEW Stride with IDF Coast to Coast platform and recognition at all virtual Walk for PI events
- 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.
- Exhibit options will be offered for all walks held virtually. Sponsors can connect with attendees and display promotional materials and may provide contact information to event attendees for further connection opportunities following the completion of the virtual event.
- Recognition at all virtual walk Kick-Off events.
- Verbal recognition by an IDF representative during the event program and possible speaking opportunity to address event attendees.
- Name recognition within walker welcome materials at all National and Regional walks.
Local Walk Sponsor
Various Levels Available

As a **Local Walk Sponsor** of the National and/or Regional Walks, you choose the levels and cities that you wish to support individually.

### Platinum Sponsor Local Walk

<table>
<thead>
<tr>
<th>Pre-Walk Promotion</th>
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<tbody>
<tr>
<td>Logo placement as a Local Walk Platinum Sponsor on the individual walk’s event website.</td>
</tr>
<tr>
<td>Name or logo placement within communications promoting that individual walk.</td>
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</tbody>
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**Day-Of Walk Recognition:**
- Virtual Exhibitor options available to connect with event attendees
- Sponsors may provide contact information to attendees to further engage after the completion of the event.
- Additional verbal recognition by an IDF representative during the program.
- Recognition on sponsor slides.
- Verbal recognition during walker welcome.

**$10,000 per walk**

### Gold Sponsor Local Walk

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<td>Logo placement as a Local Walk Gold Sponsor on the individual walk’s event website.</td>
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**Day-Of Walk Recognition:**
- Virtual Exhibitor options available to connect with event attendees
- Sponsors may provide information to attendees to further engage after the completion of the event.
- Recognition on sponsor slides.
- Verbal recognition within walker welcome materials.

**$5,000 per walk**

### Silver Sponsor Local Walk

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

<table>
<thead>
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<td>Recognition as a Local Walk Silver Sponsor on the individual walk’s event website.</td>
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**Day-Of Walk Recognition:**
- Recognition on sponsor slides.
- Verbal recognition within walker welcome materials.

**$2,500 per walk**

### Bronze Sponsor Local Walk

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

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

**$1,000 per walk**

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$10,000 per walk

$5,000 per walk

$2,500 per walk

$1,000 per walk
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 slides.
- Virtual Exhibitor options available to connect with event attendees. At their exhibits, sponsors may provide information to attendees to further engage after the completion of the event.

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 slides.

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.

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
### National Walk Sponsor

*May exhibit at all walks*

- **National Walks (A-Z)**
  - Boston, MA: October 10
  - Chicago, IL: October 3
  - New York, NY: October 10
  - Orange County, CA: November 14
  - Philadelphia, PA: October 10

- **Regional Walks (A-Z)**
  - Atlanta, GA: October 10
  - Baltimore, MD: September 19
  - Cleveland, OH: September 19
  - Dallas, TX: November 14
  - Detroit, MI: September 19
  - Los Angeles, CA: November 14
  - Orlando, FL: October 24
  - San Francisco, CA: September 12
  - St. Louis, MO: September 12
  - St. Paul, MN: September 12

### Platinum or Gold Local Walk Sponsor

*Must pay individually for each walk*

- **National Walks (A-Z)**
  - Boston, MA: October 10
  - Chicago, IL: October 3
  - New York, NY: October 10
  - Orange County, CA: November 14
  - Philadelphia, PA: October 10

- **Regional Walks (A-Z)**
  - Atlanta, GA: October 10
  - Baltimore, MD: September 19
  - Cleveland, OH: September 19
  - Dallas, TX: November 14
  - Detroit, MI: September 19
  - Los Angeles, CA: November 14
  - Orlando, FL: October 24
  - San Francisco, CA: September 12
  - St. Louis, MO: September 12
  - St. Paul, MN: September 12

### Gold Community Walk Sponsor

*Must pay individually for each walk*

- **Community Walks (A-Z)**
  - Charleston, SC: September 19
  - Denver, CO: September 12
  - Des Moines, IA: October 3
  - Fort Lauderdale, FL: October 24
  - Fort Wayne, IN: September 19
  - Indianapolis, IN: October 3
  - Kansas City, MO: October 3
  - Louisville, KY: October 10
  - New Orleans, LA: February 1
  - Omaha, NE: September 12
  - Portland, OR: September 12
  - Raleigh, NC: October 24
  - San Antonio, TX: November 14
  - Tuscon, AZ: November 14
  - Warwick, RI: September 19
  - Wichita, KS: October 3