

KIDNEY WALK

National Kidney Foundation

SPONSORSHIP PROPOSAL

**New Jersey Kidney Walk
Sunday, September 24
Veterans Memorial Park
Hamilton, NJ**



WHO IS THE NATIONAL KIDNEY FOUNDATION?

Fueled by passion and urgency, National Kidney Foundation (NKF) 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.

WITH YOUR GENEROSITY

Your support empowers all we do for families facing kidney disease in an ever-changing world. With your help, we are continuing to unite kidney communities, increase living donations, and advance public policy to protect living kidney donors. Because of you, we are moving the needle to a brighter future.

- **Living Donor Protection Act** - With the support of passionate NKF advocates, eight states passed Living Donor Protection Act (LDPA), for a total of 28 states since 2018. This critical legislation will make it possible for more potential living donors to come forward without fear of losing work.
- **Innovation Fund** – Launched in 2022, NKF’s Innovation Fund is a game-changing impact investment program which seeks to accelerate new kidney disease treatments and prevention methods.
- **Kidney Learning Center** – This new online resource provides free, self-paced education on kidney transplant and living donation through short, engaging modules designed for kidney patients, families, care partners, and potential living kidney donors.
- **Living Donor Circle of Excellence** - In a partnership with AST, the Living Donor Circle of Excellence is an important step to make living kidney donation more accessible to all by recognizing employers who prioritize lost-wages and paid leave while donors recover from surgery.

WHAT IS KIDNEY WALK?

Kidney Walk is a signature fundraising event for the National Kidney Foundation. Held in nearly 70 communities, the event unites and empowers all people affected by kidney disease and amplifies awareness of this devastating chronic illness.

2023 SPONSORSHIP OPPORTUNITIES

Benefits Provided by NKF	Presenting Sponsor \$10,000	Gold Sponsor \$5,000	Silver Sponsor \$2,500	Bronze Sponsor \$1,000
<u>Digital Benefits</u>				
Logo included on local Kidney Walk web page	X	X	X	X
Verbal recognition at local Kick-off events (where applicable)	X	X	X	X
Logo included in local Kidney Walk emails	X	X	X	
Company name cited in all media promotions and press releases (where applicable)	X	X		
Featured in Social Media Posts on local channels	2 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		
<u>Print Benefits</u>				
Logo included on Kidney Walk posters/flyers	X	X	X	X
Logo included on Kidney Walk t-shirts	X	X	X	
<u>Walk Day Benefits</u>				
Exhibition booth provided at the Kidney Walk where information and/or samples may be distributed to participants	Tent and 8' table	Tent and 8'table	8' table	
Logo included on Kidney Walk route signage	5 signs	3 signs	1 sign	
Logo included on local sponsor banner	X	X	X	X
Verbal recognition in the Kidney Walk opening ceremony	X	X	X	X
Opportunity to brand a specific element of the walk, like the warmup, the team photo area, or the kids' area	X			
Opportunity for sponsor to provide a speaker on Walk Day	X			
<u>Additional Benefits</u>				
Impact Report presented within 60 days of the Walk	X	X	X	X
Sponsor can provide branded giveaways to be included in local swag giveaways or as fundraising incentives (where applicable)	X	X	X	

If interested in discussing additional partnership opportunities, please contact Jeana Hoffmanat (215) 923-8611 x744
Or jeana.hoffman@kidney.org

2023 SPONSORSHIP OPPORTUNITIES

Presenting Sponsor – \$10,000 (1 Opportunity Available)

Digital Benefits

- Logo will be included as presenting sponsor on:
 - Local Walk emails – delivery to estimated 600
 - Local Kidney Walk web page
- Company name cited as Presenting Sponsor throughout the Kidney Walk campaign
- Verbal recognition at local Kick-off Events (where applicable)
- Featured in two (2) paid social media posts on local channels
- Sponsor a specific activity planned during the month leading up to the Walk (to be mutually agreed upon with local NKf staff)

Printed Benefits

- Logo will be included on the following:
 - Kidney Walk posters and flyers (approximately 250)
 - Event t-shirts (approximately 50)

Walk Day Benefits

- Exhibition booth provided at the Kidney Walk where information and/or samples may be distributed to participants. This includes an 8' table and a tent.
- Logo included on five (5) route signs and local sponsor banner
- Verbal recognition in the Walk Day opening ceremony
- Opportunity to brand a specific element of the walk, (ex: the warm-up, team photo area, or kids' area)
- Opportunity for sponsor to provide a speaker on Walk Day

Additional Benefits

- Partnership Impact Report presented within 60 days of the walk
- Sponsor can provide branded giveaways to be awarded as fundraising incentives (where applicable)

If interested in discussing additional partnership opportunities, please contact Jeana Hoffman at (215) 923-8611 x732
Or Jeana.Hoffman@kidney.org

Gold Sponsor – \$5,000 (Multiple Opportunities)

Digital Benefits

- Logo will be included on the following:
 - Local Walk emails
 - Local Kidney Walk web page
- Company name cited as Presenting Sponsor throughout the Kidney Walk Campaign in all media promotions and new press releases (where applicable).
- Verbal recognition at local Kick-off Events (where applicable)
- Featured in one (1) paid social media post on local channels
- Sponsor a specific activity planned during the month leading up to the Walk (to be mutually agreed upon with local NKF staff)

Printed Benefits

- Logo will be included on the following:
 - Kidney Walk posters and flyers (approximately 250)
 - Event t-shirts (approximately 50)

Walk Day Benefits

- Exhibition booth provided at the Kidney Walk where information and/or samples may be distributed to participants. This includes an 8' table and a tent.
 - This is a place to engage with walkers. In recent surveys, walkers have shared that they are looking for a fun, interactive experience when visiting our partners' booths.
 - NKF would love to work with you to brainstorm what would work best for your exhibition table
- Logo included on three (3) route signs and local sponsor banner
- Verbal recognition in the Walk Day opening ceremony

Additional Benefits

- Partnership Impact Report presented within 60 days of the walk
- Sponsor can provide branded giveaways to be included in local spirit boxes or awarded as fundraising incentives (where applicable)

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Or Jeana.Hoffman@kidney.org

Silver Sponsor – \$2,500 (Multiple Opportunities)

Digital Benefits

- Logo will be included on the following:
 - Local Walk emails
 - Local Kidney Walk web page
- Verbal recognition at local Kick-off Events (where applicable)
- Featured in one (1) organic social media post on local channels

Printed Benefits

- Logo will be included on the following:
 - Kidney Walk posters and flyers (approximately 250)
 - Event t-shirts (approximately 50)

Walk Day Benefits

- Exhibition booth provided at the Kidney Walk where information and/or samples may be distributed to participants. This includes an 8' table.
 - This is a place to engage with walkers. In recent surveys, walkers have shared that they are looking for a fun, interactive experience when visiting our partners' booths.
 - NKF would love to work with you to brainstorm what would work best for your exhibition table
- Logo included on one (1) route sign and local sponsor banner
- Verbal recognition in the Walk Day opening ceremony

Additional Benefits

- Partnership Impact Report presented within 60 days of the walk
- Sponsor can provide branded giveaways to be included in local spirit boxes or awarded as fundraising incentives (where applicable)

If interested in discussing additional partnership opportunities, please contact Jeana Hoffman at (215) 923-8611 x732
Or Jeana.Hoffman@kidney.org.

Bronze Sponsor – \$1,000 (Multiple Opportunities)

Digital Benefits

- Logo will be included on the following:
 - Local Kidney Walk web page
- Verbal recognition at local Kick-off Events (where applicable)

Printed Benefits

- Logo will be included on the Kidney Walk posters and flyers (approximately 250)

Walk Day Benefits

- Logo included on local sponsor banner
- Verbal recognition in the Walk Day opening ceremony

Additional Benefits

- Partnership Impact Report presented within 60 days of the walk

If interested in discussing additional partnership opportunities, please contact Jeana Hoffman at (215) 923-8611 x732
Or Jeana.Hoffman@kidney.org.

2023 New Jersey Kidney Walk – Intent to Partner

Please check your company's commitment level:

- Presenting Sponsor \$10,000 Silver Sponsor \$2,500
 Gold Sponsor \$5,000 Bronze Sponsor \$1,000

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: _____

* All artwork should be sent electronically (in .PDF and .EPS format) to Jeana Hoffman by **September 1, 2023**.

Contact/

Representative _____ Position/Title _____
 Company / Organization _____
 Address _____
 City / State _____
 Zip _____ Phone _____ Email _____

Payment for the NJ Kidney Walk is due September 10, 2023.

- Please invoice our company for \$ _____
- My check made payable to the National Kidney Foundation is enclosed for \$ _____
- I am interested in an installment payment plan for \$ _____ over _____ months
- Please charge my credit card for \$ _____ AMEX VISA M.C. Discover

Card # _____ Exp. Date _____

CVV: _____

Signature _____ Date _____

Billing Address (if different from address above) _____

_____ Check here to charge an additional, nominal amount to cover the processing fees on this transaction. *(Your donation will be charged an additional 2.5% to cover the associated fees.)*

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

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 1900 Market Street
 Suite 800
 Philadelphia, PA 19103
 (215) 923-8611
TAX ID # - 13-1673104