



National  
Kidney  
Foundation™

# Kidney Walk

## Partnership Opportunities 2018 LAKELAND KIDNEY WALK



**Location: Anchor Park  
at Lake Hollingsworth  
November 3<sup>rd</sup>**

**Registration: 8:00 am  
Start time: 9:00am**



# WHAT IS THE LAKELAND KIDNEY WALK?

The Lakeland Kidney Walk is a fun, inspiring community event that calls attention to the prevention of kidney disease and the need for organ donation. The Walk is an opportunity for families, friends, businesses and co-workers to come together in a positive, healthy and active, yet non-competitive environment that is appealing to all ages.



The Lakeland Kidney Walk is slated for Saturday, November 11th, 2018 at Anchor Park on Lake Hollingsworth, right across from Florida Southern University. The Kidney Walk presents an occasion to celebrate life and create lasting community advocacy. Everyone is encouraged to walk. It's a great way for friends, families, colleagues – the entire community — to participate in an inspiring event.

## KIDNEY DISEASE FACTS



1 in 3 American adults – 73 million people – are at risk for kidney disease.



High blood pressure and diabetes are the two leading causes of kidney disease.



1 in 9 American adults (26 million people) have kidney disease – and most don't know it.



Kidney disease kills 90,000 people a year-more than both breast cancer or prostate cancer



Early detection and treatment can slow or prevent the progression of kidney disease.



Kidney disease often has no symptoms until it is very advanced.

# ABOUT THE NATIONAL KIDNEY FOUNDATION OF FLORIDA



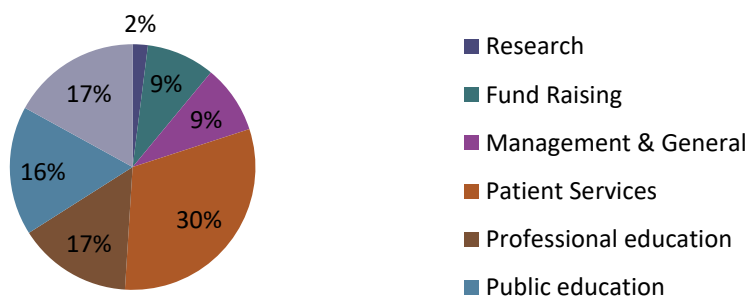
## WHY SHOULD YOUR COMPANY PARTNER WITH THE KIDNEY WALK?

Visibility in the community! Let your community know that you care and are working to help in the fight against kidney disease. Your company can benefit from maximum exposure of your products and services while simultaneously raising money and awareness for NKF. The Kidney Walk is a launching pad that your marketing team can use to design a program that achieves your company's marketing objectives. Kidney Walk Partners return year after year because of the extraordinary value and service they receive through a partnership with the NKF.

## WHERE YOUR MONEY GOES

The NKF of Florida is a vital resource for kidney patients and their families – helping them learn how to cope with the physical and psychosocial aspects of the disease and providing them with hope for the future. Our current patient services programs include Direct Financial Patient Aid, Free Early Evaluation Screenings for at risk individuals, experienced patient advocacy, and participation at the Transplant Games of America.

**The National Kidney Foundation of Florida is proud to say that 82 cents of every dollar raised by the Foundation goes directly to patient programs and services.**





# Lakeland Kidney Walk

## Presenting Partner

**\$7,500**



- Company cited as Presenting Partner of Lakeland Kidney Walk through entire 2018 Walk campaign
- Prime placement of logo on all 2018 Lakeland Kidney Walk T-Shirts (300+ shirts)
- Front page placement of logo on Lakeland Kidney Walk brochures and prime placement on Walk posters
- Opportunity to hang company banner on site and company rep to make opening remarks during Walk
- (2) 10x10 tents on the lawn to distribute company promotional items during the Walk
- Logo on KIDNEYFLA.ORG for one year
- Social media recognition (Facebook, Twitter, Instagram)
- Logo on all Kidney Walk advertising including print ads
- Logo included in bi-weekly Kidney Walk newsletters, sent to over 500 participants.
- Logo on all media promotions including NKF newsletter and press releases
- Personalized thank you plaque presented to company
- Logo on official Lakeland Kidney Walk Sponsor Banner
- Logo on Lakeland KidneyWalk.org during Walk Campaign

# Lakeland Kidney Walk



## PLATINUM PARTNER \$5,000

- Prime Logo Placement on all 2018 Lakeland Kidney Walk T-Shirts (300 + shirts)
- Social media recognition (Facebook, Twitter, Instagram)
- (1) 10x10 tent on the lawn to distribute company promotional items during the Walk
- Logo on all media promotions including NKF press releases
- Logo on all Kidney Walk advertising including print ads
- Logo on Lakeland Kidney Walk brochures and on Walk posters
- Logo included in bi-weekly Kidney Walk newsletters, sent to over 500 participants
- Opportunity to hang company banner on site
- Personalized thank you plaque presented to company
- Logo on official Lakeland Kidney Walk Sponsor Banner
- Logo on Lakeland KidneyWalk.org during Walk Campaign

# Lakeland Kidney Walk

## GOLD PARTNER \$3,000



- Prime Logo Placement on all 2018 Lakeland Kidney Walk T-Shirts (300+ shirts)
- (1) 10x10 tent on the lawn to distribute company promotional items during the Walk
- Logo on all media promotions including NKF press release
- Logo inclusion in all Kidney Walk advertising including print ads
- Logo inside Lakeland Kidney Walk brochures, flyers and Walk posters
- Logo included in bi-weekly Kidney Walk newsletters, sent to over 500 participants
- Opportunity to hang company banner on site
- Personalized thank you plaque presented to company
- Logo on official Lakeland Kidney Walk Sponsor Banner
- Logo on Lakeland KidneyWalk.org during Walk Campaign

**Savanna Lanza**, Chief Executive Officer  
**321.298.4437** Fax: 407.895.0051 [sLanza@kidneyfla.org](mailto:sLanza@kidneyfla.org)  
1040 Woodcock Road, Suite 119. Lakeland, FL. 32803 | [Lakelandkidneywalk.org](http://Lakelandkidneywalk.org)



# Lakeland Kidney Walk

## SILVER PARTNER

**\$1,500**

- (1) 10x10 tent on the lawn to distribute company promotional items during the Walk
- Logo included in bi-weekly Kidney Walk newsletters, sent to over 500 participants
- Logo on all 2018 Lakeland Kidney Walk T-Shirts
- Opportunity to hang company banner on site
- Personalized thank you plaque presented to company
- Logo on official Lakeland Kidney Walk Sponsor Banner
- Logo on Lakeland KidneyWalk.org during Walk Campaign
- Logo inside Lakeland Kidney Walk brochures, flyers and Walk posters



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# Kidney Walk

Partnership Benefits By Level:	Presenting- \$7,500	Platinum- \$5,000	Gold- \$3,000	Silver- \$1,500
Logo on walk shirts				
Placement of logo on posters, brochures and posters				
Company hangs banner on site				
Personalized sponsorship plaque				
Logo on sponsors banner hung on site				
Logo on Lakeland KidneyWalk.org during walk campaign				
10 x 10 tent on walk site				
Logo on bi-weekly newsletters to team captains				
Logo inclusion in all advertising including print ads				
Logo on all media promotions (press releases, etc)				
Prime placement of logo on walk shirts				
Social media recognition (FB, Instagram, Twitter)				
Rep makes opening remarks on stage				
Logo with reciprocal link on KidneyFla.org for a year				
Radio Mention on interviews or PSA'S				
Company cited as Title Sponsor				

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 1040 Woodcock Road Ste. 119 Lakeland, FL 32931 | **Lakelandkidneywalk.org**







# Kidney Walk

## ADDITIONAL WAYS TO SUPPORT NKF OF FLORIDA

### **Kidney Walk Corporate Team**

Whether you have five or 5,000 employees, participation in the Kidney Walk is a great way to promote teamwork among employees and families. It demonstrates that your company wants to play an important role in supporting worthy, charitable causes. Employees are proud to work for socially responsible companies that are involved in the community.

### **Kidney Walk Pin-Up Partner**

Offer the **"I Love My Kidneys"** pin-up at the point of sale. Store cashiers or company sells pin-ups to customers/employees for \$1, \$5, or more. Purchased pin-ups are then prominently displayed within the store/company to encourage additional customer participation.

### **Casual for Kidneys**

Your company registers for a casual day and everyone comes to work in their favorite casual clothing. By making a donation, each participant will receive a commemorative sticker that will explain the absence of the usual dress, suit or uniform to your customers or clients.

## **NKF of Florida Team**





# Kidney Walk

## PARTNERSHIP AGREEMENT

### YES, I WANT TO SUPPORT THE 2018 LAKELAND KIDNEY WALK!

\_\_\_Presenting \$7,500

\_\_\_Platinum \$5,000

\_\_\_Gold \$3,000

\_\_\_Silver \$1,500

\_\_\_Other

### IMPORTANT PRINT DEADLINES:

**Posters:** Thursday, September 20<sup>th</sup>, 2018

**Shirts:** Friday, October 19<sup>th</sup>, 2018

High resolution .eps or .pdf logo is preferred

Email to [sLanza@kidneyfla.org](mailto:sLanza@kidneyfla.org)

### CONTACT INFORMATION

Company Name: \_\_\_\_\_

Contact Name & Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

### PAYMENT INFORMATION

\_\_\_Check enclosed (made payable to **National Kidney Foundation of Florida**)

\_\_\_Please invoice me for the total amount. Purchase Order # (optional) \_\_\_\_\_

Please charge my credit card: \_\_\_DISCOVER \_\_\_VISA \_\_\_MC \_\_\_AMEX

Credit Card Number: \_\_\_\_\_

Expiration Date (MM/YY): \_\_\_\_\_ ccv \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### PLEASE RETURN WITH PAYMENT TO:

National Kidney Foundation of Florida

Savanna Lanza

1040 Woodcock Road Ste. 119

Orlando, FL 32803 Phone: 321-298-4437 | Fax: 407-895-0051 | [sLanza@kidneyfla.org](mailto:sLanza@kidneyfla.org)