



National
Kidney
Foundation™

Kidney Walk

Partnership Opportunities 2019 COCOA BEACH KIDNEY WALK



www.cocoaeachkidneywalk.org

(407)894-7325

Footprints in the Sand Kidney Walk The Cocoa Beach Pier

May 11th, 2019
Registration: 8:30 AM
Walk: 10:00 AM



WHAT IS THE COCOA BEACH KIDNEY WALK?

The Cocoa Beach 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 NKF Cocoa Beach "Foot Prints in the Sand" was a vision given to Walk Chairman, Billy Hahn, a double transplant recipient. During the transplant journey he had unlimited time to think about faith, life, family, friends, and the need to give back to others. This was arisen from the undeniable fact that Billy needed someone to give him the gift of life, a pancreas and kidney. The Cocoa Beach walk combines 3 elements that are unique to this beach walk including a "Circle of Life Paddle Out," the non-competitive 5 k walk, and a "Footprints in the Sand" sandcastle building contest.

KIDNEY DISEASE FACTS



1 in 3 American adults – 73 million people – is 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 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.

Schedule of Events

Circle of Life Paddle-Out ~ Sunrise

In this old Hawaiian tradition, we paddle out to honor our friends, families, organ donors and organ donor families. We pay tribute to those who gave the gift of life through organ donation.



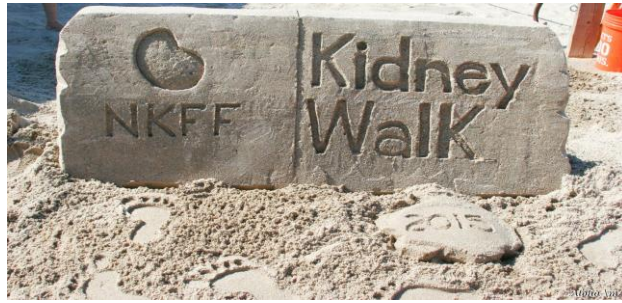
Foot Prints in the Sand Kidney Walk ~ 10:00 AM

We walk the walk, make our mark and save lives by making our foot prints in the sand. The walk is a noncompetitive 5K that starts and begins at the Cocoa Beach Pier.



Sandcastles of Hope ~ 10:30 AM

Children of all ages share the gift of caring by building Cocoa Beach Sandcastles of Hope. This outreach event lets the entire family share the blessing of life. Winning families will be given our unique foot print award. A great way to share and make a Mother's Day memory



ABOUT THE NATIONAL KIDNEY FOUNDATION

The National Kidney Foundation (NKF) is the leading organization in the United States dedicated to the **AWARENESS, PREVENTION,** and **TREATMENT** of kidney disease for hundreds of thousands of healthcare professionals, millions of patients and their families, and tens of millions of people at risk.



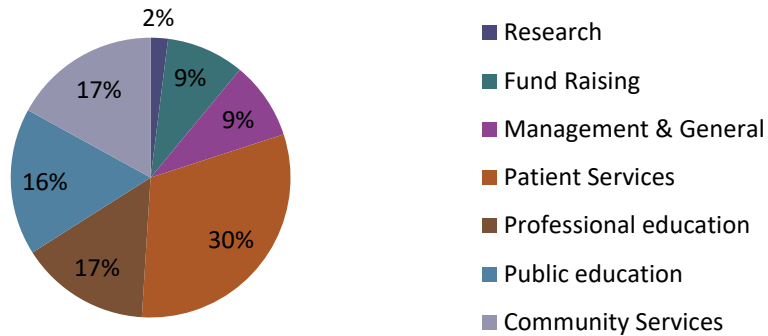
WHY SHOULD YOUR COMPANY PARTNER WITH THE KIDNEY WALK?

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

For every dollar raised at the Kidney Walk, more than 82 cents go towards NKF's patient programs and services.

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



Cocoa Beach Kidney Walk

Presenting Partner \$7,500



- Company cited as Presenting Partner of Cocoa Beach Kidney Walk through entire 2019 Walk campaign
 - Prime placement of logo on all 2019 Cocoa Beach Kidney Walk T-Shirts
 - (2) 10x10 tents on the lawn to distribute company promotional items during the Walk
 - Prime placement on Walk posters
 - Social media recognition (Facebook, Twitter, Instagram)
 - Logo on KIDNEYFLA.ORG for one year
 - Opportunity to hang company banner on site and company rep to make opening remarks during Walk
 - Logo on all Kidney Walk advertisements including print ads
 - Logo on all media promotions including NKF newsletter and press releases
 - Personalized thank you plaque presented to company
 - Logo on official Cocoa Beach Kidney Walk Sponsor Banner
 - Logo included in bi-weekly Kidney Walk newsletters
-
- Logo on Cocoa Beach KidneyWalk.org during Walk Campaign

Cocoa Beach Kidney Walk



PLATINUM PARTNER \$5,000

- (1) 10x10 tent on the lawn to distribute company promotional items during the Walk
- Social media recognition (Facebook, Twitter, Instagram)
- Logo on all media promotions including NKF press releases
- 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 2019 Cocoa Beach Kidney Walk T-Shirts
- Logo on Walk posters
- Opportunity to hang company banner on site
- Personalized thank you plaque presented to company
- Logo on official Cocoa Beach Kidney Walk Sponsor Banner
- Logo on Cocoa Beach KidneyWalk.org during Walk Campaign

Cocoa Beach Kidney Walk

GOLD PARTNER

\$2,500

- (1) 10x10 tent on the lawn to distribute company promotional items during the Walk
- Logo on all media promotions including NKF press releases
- Logo inclusion in all Kidney Walk advertising including print ads
- Logo included in bi-weekly Kidney Walk newsletters, sent to over 500 participants
- Logo on all 2019 Cocoa Beach Kidney Walk T-Shirts
- Logo on Walk posters
- Opportunity to hang company banner on site
- Personalized thank you plaque presented to company
- Logo on official Cocoa Beach Kidney Walk Sponsor Banner
- Logo on Cocoa Beach KidneyWalk.org during Walk Campaign



Savanna Lanza, Chief Executive Officer
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1040 Woodcock Road, Suite 119. Orlando, FL. 32803 | kidneywalk.org



Cocoa Beach Kidney Walk

SILVER PARTNER

\$1,500

- (1) 10x10 tent on the lawn to distribute company promotional items during the Walk
- Logo on all 2019 Cocoa Beach Kidney Walk T-Shirts
- Opportunity to hang company banner on site
- Personalized thank you plaque presented to company
- Logo on official Cocoa Beach Kidney Walk Sponsor Banner
- Logo on Cocoa Beach KidneyWalk.org during Walk Campaign
- Logo on Walk posters



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Kidney Walk

Partnership Benefits By Level:	Presenting \$5,000	Platinum - \$3,000	Gold- \$2,000	Silver- \$1,000
Logo on walk shirts				
Placement of logo on posters				
Company hangs banner on site				
Personalized sponsorship plaque				
Logo on sponsors banner hung on site				
Logo on Cocoa Beach KidneyWalk.org during walk campaign				
10 x 10 tent on 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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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.



Kidney Walk

PARTNERSHIP AGREEMENT

YES, I WANT TO SUPPORT THE 2019 COCOA BEACH KIDNEY WALK!

___Presenting \$5,000

___Platinum \$3,000

___Gold \$2,000

___Silver \$1,000

___Other

IMPORTANT PRINT DEADLINES:

Posters: Thursday, April 4th, 2019

Shirts: Friday, April 19th, 2019

High resolution .eps or .pdf logo is preferred

Email to 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): _____

Name on Card: _____

Signature: _____ Date: _____

PLEASE RETURN WITH PAYMENT TO:

National Kidney Foundation of Florida

Savanna Lanza

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