National Kidney Foundation™

Kidney Walk

Partnership Opportunities
2019 FORT MYERS KIDNEY WALK

LAKES REGIONAL PARK

March 24, 2019
Registration: 8:30am
Walk: 10:00 am

WHAT IS THE FORT MYERS KIDNEY WALK?

The Fort Myers 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 8th Annual Fort Myers Kidney Walk is slated for Sunday, March 24th, 2019 at Lakes Regional Park. In 2018, over 300 walkers came out and raised over $30,000 for the fight against kidney disease. 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 – 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.

ABOUT THE NATIONAL KIDNEY FOUNDATION

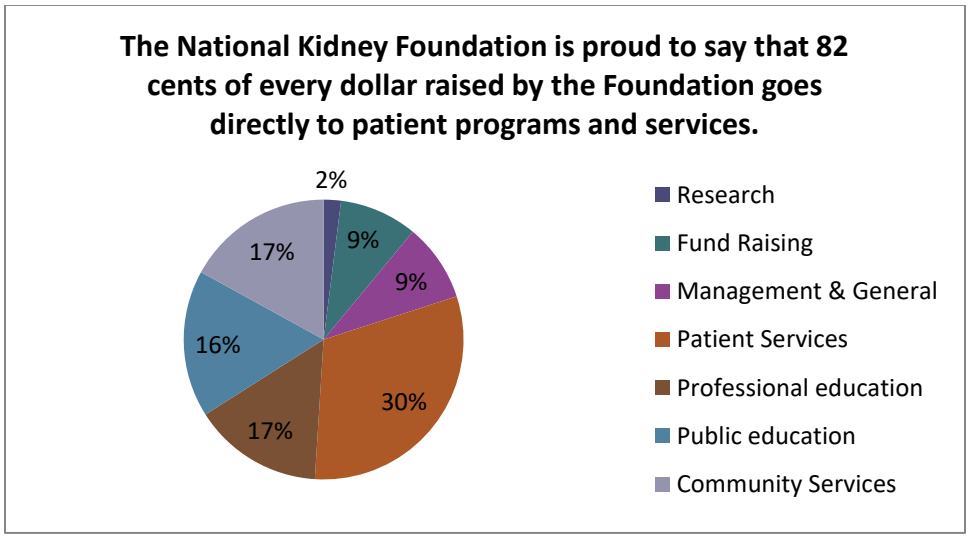
The National Kidney Foundation (NKF) is the leading organization in the United States dedicated to the **AWARENESS, PREVENTION,** and **TREATMENT** of kidney disease for hundreds of thousands of healthcare professionals, millions of patients and their families, and tens of millions of people at risk.

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.



Fort Myers Kidney Walk

Presenting Partner

$7,500

- Company cited as Presenting Partner of Fort Myers Kidney Walk through entire 2019 Walk campaign
- (2) 10x10 tents on the lawn to distribute company promotional items during the Walk
- Prime placement of logo on all 2019 Fort Myers Kidney Walk T-Shirts
- Front page placement of logo on Fort Myers Kidney Walk save the dates and prime placement on Walk posters
- Opportunity to hang company banner on site and company rep to make opening remarks during Walk
- Logo on KIDNEYFLA.ORG for one year
- Social media recognition (Facebook, Twitter, Instagram)
- Logo included in bi-weekly Kidney Walk newsletters, sent to over 500 participants
- Personalized thank you plaque presented to company
- Logo on official Fort Myers Kidney Walk Sponsor Banner
- Logo on all Kidney Walk advertising including print ads
- Logo on Fort Myers KidneyWalk.org during Walk Campaign
- Logo on all media promotions including NKF newsletter and press releases

Fort Myers Kidney Walk

PLATINUM PARTNER
$5,000

- Prime Placement of Logo on all 2019 Fort Myers Kidney Walk T-Shirts
- Social media recognition (Facebook, Twitter, Instagram)
- (1) 10x10 tent on the lawn to distribute company promotional items during the Walk
- Opportunity for Rep to make opening remarks on stage
- Radio Mention in Interviews or PSAs
- Logo on all media promotions including NKF press releases
- Logo on Fort Myers Kidney Walk \ Walk posters
- Logo on all Kidney Walk advertising including print ads
- 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 Fort Myers Kidney Walk Sponsor Banner
- Logo on Fort Myers KidneyWalk.org during Walk Campaign

Fort Myers Kidney Walk

GOLD PARTNER
$3,000

- Logo on all Fort Myers Kidney Walk T-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 Fort Myers Kidney 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 Fort Myers Kidney Walk Sponsor Banner
- Logo inclusion in all Kidney Walk advertising including print ads
- Logo on Fort Myers KidneyWalk.org during Walk Campaign

Savanna Lanza , Chief Executive Officer
321.298.4437 Fax: 407.895.0051 **slanza@kidneyfla.org**
1040 Woodcock Road, Suite 119. Orlando, FL. 32803 | **Fortmyerskidneywalk.org**

National Kidney Foundation™ of Florida

Fort Myers Kidney Walk

SILVER PARTNER

$1,500

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

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Kidney Walk

Partnership Benefits By Level:	Platinum- $5,000	Gold- $3,000	Silver- $1,500	Bronze- $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 Fort Myers KidneyWalk.org during walk campaign	✓	✓	✓	✓
10x10 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	✓			
Radio Mention on interviews or PSA"S	✓			

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National Kidney Foundation™ of Florida

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

National Kidney Foundation™ | Kidney Walk

PARTNERSHIP AGREEMENT
YES, I WANT TO SUPPORT THE 2019 FORT MYERS KIDNEY WALK!

___ Presenting $7,500
____Platinum $5,000
____Bronze $500
____Gold Partner $3,000
____Silver $1,500
____Other

IMPORTANT PRINT DEADLINES:

Save the dates: Thursday, January 3
Shirts and posters: Monday, March 11th
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): _____ CIV/CCV #. (3 or 4 digit security #)_____
Name on Card: _____
Signature: _____ Date: _____

PLEASE RETURN WITH PAYMENT TO:

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