LAKES REGIONAL PARK

March 22, 2020
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 9th Annual Fort Myers Kidney Walk is slated for Sunday, March 22nd, 2020 at Lakes Regional Park. In 2019, 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.
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 84 cents go towards NKF’s patient programs and services. The NKFF is a 4-star rated charity on Charity Navigator, the highest rating possible for charities. This is due to the NKFF’s transparency and dedication to patient programs.

The National Kidney Foundation is proud to say that 84 cents of every dollar raised by the Foundation goes directly to patient programs and services.
Fort Myers Kidney Walk
Presenting Partner
$7,500

- Company cited as Presenting Partner of Fort Myers Kidney Walk through entire 2020 Walk campaign
- (2) 10x10 tents on the lawn to distribute company promotional items during the Walk
- Prime placement of logo on all 2020 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)
- 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
PLATINUM PARTNER

$5,000

- Prime Placement of Logo on all 2020 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
- 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 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
- 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
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 2020 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 FortMyersKidneyWalk.org during Walk Campaign
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<thead>
<tr>
<th>Partnership Benefits By Level:</th>
<th>Platinum- $5,000</th>
<th>Gold- $3,000</th>
<th>Silver- $1,500</th>
<th>Bronze- $500</th>
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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
PARTNERSHIP AGREEMENT
YES, I WANT TO SUPPORT THE 2020 FORT MYERS KIDNEY WALK!

___ Presenting $7,500
___ Gold Partner $3,000
___ Platinum $5,000
___ Silver $1,500
___ Bronze $500
___ Other

IMPORTANT PRINT DEADLINES:
Save the dates: Monday, January 3rd
Shirts and posters: Monday, March 2nd
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:
National Kidney Foundation of Florida
Savanna Lanza , Chief Executive Officer
1040 Woodcock Road Ste. 119
Orlando, FL 32803 Phone: 321-298-4437 I Fax: 407-895-0051 I slanza@kidneyfla.org