Kidney Walk

Partnership Opportunities
2020 MIAMI KIDNEY WALK

Doral Central Park
3000 NW 87th Ave, Doral, FL 33172

Sunday, March 15th, 2020
Start time: 9:00 AM
Check in 8:00am
WHAT IS THE MIAMI KIDNEY WALK?

The Miami 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 12th Annual Miami Kidney Walk is slated for Sunday, March 15th, 2020 at Doral Central Park. In 2019, over 700 walkers came out and raised over $70,000 for the fight against kidney disease. Kidney Walk presents an occasion to celebrate life and create lasting community advocacy.

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 NKFF. 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 NKFF.

**WHERE YOUR MONEY GOES** - The NKF of Florida is ranked as a 4-star charity on Charity Navigator, the highest ranking any charity is able to achieve, because of the financial transparency and dedication to providing impactful patient programs. The NKFF 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 coverage for immunosuppressant medications for transplant recipients.

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.
Miami Kidney Walk

Presenting Partner

$15,000

- Company cited as Presenting Partner of Miami Kidney Walk through entire 2020 Walk campaign
- Prime placement of logo on all 2020 Miami Kidney Walk T-Shirts
- Prime placement on Miami Kidney Walk posters
- Opportunity to hang company banner on site and company rep to make opening remarks during Walk
- (2) tents, 8 foot tables and chairs 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 (Miami Herald, community newspapers)
- Logo included in bi-weekly Kidney Walk newsletters, sent to over 2500 participants
- Personalized thank you plaque presented to company
- Logo on official Miami Kidney Walk Sponsor Banner
- Logo on website during Walk Campaign
- Logo on all media promotions including NKFF newsletter and press releases
Miami Kidney Walk

PLATINUM PARTNER
$10,000

- Logo on all 2020 Miami Kidney Walk T-Shirts
- Social media recognition (Facebook, Twitter, Instagram)
- Logo on all Kidney Walk advertising including print ads (Herald, community papers)
- Logo on Miami Kidney Walk posters
- Logo included in bi-weekly Kidney Walk newsletters, sent to over 2500 participants
- Opportunity to hang company banner on site
- Personalized thank you plaque presented to company
- Logo on official Miami Kidney Walk Sponsor Banner
- (1) tent, 8 foot table and chairs to distribute company promotional items during the Walk
- Logo on website during Walk Campaign
- Logo on all media promotions including NKFF press releases
Miami Kidney Walk

GOLD PARTNER
$5,000

- Logo on all 2020 Miami Kidney Walk T-Shirts
- Logo included in bi-weekly Kidney Walk newsletters, sent to over 2,500 participants
- Logo on Miami Kidney Walk posters
- Opportunity to hang company banner on site
- Personalized thank you plaque presented to company
- Logo on official Miami Kidney Walk Sponsor Banner
- (1) tent, 8 foot table and chairs under to distribute company promotional items during the Walk
- Logo on website during Walk Campaign
- Logo on all media promotions including NKFF press releases
Miami Kidney Walk

SILVER PARTNER

$2,500

- Logo on all 2020 Miami Kidney Walk T-Shirts
- Opportunity to hang company banner on site
- Logo on Miami Kidney Walk posters
- Personalized thank you plaque presented to company
- Logo on official Miami Kidney Walk Sponsor Banner
- (1) tent, 8 foot table and chairs to distribute company promotional items during the Walk
- Logo on website during Walk Campaign
<table>
<thead>
<tr>
<th>Partnership Benefits By Level:</th>
<th>Title- $15,000</th>
<th>Platinum- $10,000</th>
<th>Gold- $5,000</th>
<th>Silver- $2,500</th>
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<tbody>
<tr>
<td>Logo on walk shirts</td>
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<td>Company hangs banner on site</td>
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<td>Personalized sponsorship plaque</td>
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<td>Logo on sponsors banner hung on site</td>
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<td>6 foot table and chairs at event</td>
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<td>Logo on MiamiKidneyWalk.org during walk campaign</td>
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<td>Logo on all media promotions (press releases, etc)</td>
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<td>Logo inclusion in all advertising including print ads</td>
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<td>Rep makes opening remarks on stage</td>
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<td>Radio Mention on interviews or PSA’s</td>
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<td>Company cited as Presenting Sponsor</td>
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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.
PARTNERSHIP AGREEMENT
YES, I WANT TO SUPPORT THE 2020 MIAMI KIDNEY WALK!

___Title Partner $15,000           ___Gold Partner $5,000
___Platinum Partner $10,000         ___Silver Partner $2,500

___Other

IMPORTANT PRINT DEADLINES:
Posters: Friday, February 7th  
Shirts: Friday, February 28th  
High resolution .eps or .pdf logo is preferred  
Email to Zplasencia@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
1040 Woodcock Rd Suite 119
Orlando, FL 32803 Phone: 407-894-7325 l slanza@kidneyfla.org