Pensacola Blue Wahoos Stadium
351 W Cedar Street
Pensacola, FL 32502

Saturday, May 23, 2020
Registration: 8:30am
Walk Start: 10:00 am
WHAT IS THE NORTHWEST FL KIDNEY WALK?

The Northwest Florida 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.

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.

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.
Northwest FL Kidney Walk
Presenting Partner
$7,500

- Company cited as Presenting Partner of Northwest FL Kidney Walk through entire 2020 Walk campaign
- Prime placement of logo on all 2020 Northwest FL Kidney Walk T-Shirts
- 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
- Logo on all media promotions including NKF newsletter and press releases
- 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
- Personalized plaque presented to company
- Logo on official Northwest FL Kidney Walk Sponsor Banner
- Logo on Pensacola KidneyWalk.org during Walk Campaign
Northwest FL 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 on all 2020 Northwest FL Kidney Walk T-Shirts
- Logo on Walk posters
- Logo included in bi-weekly Kidney Walk newsletters, sent to over 500 participants
- Opportunity to hang company banner on site
- Personalized plaque presented to company
- Logo on official Northwest FL Kidney Walk Sponsor Banner
- Logo on Northwest FL KidneyWalk.org during Walk Campaign
Northwest FL Kidney Walk
GOLD PARTNER
$3,000

- (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 on all 2020 Northwest FL Kidney Walk T-Shirts
- Logo inside 2020 Northwest FL Kidney Walk brochures and Walk posters
- Logo included in bi-weekly Kidney Walk newsletters, sent to over 500 participants
- Opportunity to hang company banner on site
- Personalized plaque presented to company
- Logo on official Pensacola Kidney Walk Sponsor Banner
- Logo on Pensacola KidneyWalk.org during Walk Campaign
Northwest FL Kidney Walk

SILVER PARTNER

$1,500

- Logo on all 2020 Northwest FL Kidney Walk T-Shirts
- Opportunity to hang company banner on site
- Personalized plaque presented to company
- Logo on official Northwest FL Kidney Walk Sponsor Banner
- Logo on Northwest FL KidneyWalk.org during Walk Campaign
- Logo inside Northwest FL Kidney Walk brochures and Walk posters
<table>
<thead>
<tr>
<th>Partnership Benefits by Level:</th>
<th>Presenting $7,500</th>
<th>Platinum $5,000</th>
<th>Gold $3,000</th>
<th>Silver $1,500</th>
<th>Bronze $500</th>
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<td>Logo on Pensacola KidneyWalk.org during walk campaign</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 donating, 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 NORTHWEST FL KIDNEY WALK!

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

IMPORTANT PRINT DEADLINES:
Save the dates and posters: Friday, March 13th
Walk Shirts: Friday, April 25th
High resolution .eps or .pdf logo is preferred. Please email to jmckean@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.
_____ 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
Attn: Brittany Jones
1040 Woodcock Road Ste. 119
Orlando, FL 32803
Phone: 904-885-0043 | Fax: 407-895-0051 | Email: bjoness@kidneyfla.org