



National
Kidney
Foundation®
of Illinois

Walk for Kidneys

SPONSORSHIP BENEFITS

JUNE 28, 2020 | LINCOLN PARK

[NKFI.ORG/WALK](https://nkfi.org/walk)



National Kidney Foundation®
of Illinois

Walk for Kidneys

June 28, 2020- Lincoln Park, Chicago, IL

Walk for Kidneys is an annual awareness event and health fair that brings together more than 4,000 participants for a day of kidney health education. Local hospitals, transplant centers, nephrology offices, pharmaceutical companies and other businesses join together to share information with patients and participants.

All sponsors will enjoy verbal on-stage recognition during the stage program, company logo on signage at the Walk, company logo with website link on the NKFI and event websites, company logo with website link on all pre-and post-event promotional emails, and NKFI staff attendance at team kickoff.

To combine packages or create a custom package, please contact the NKFI for more information.

	Presenting \$45,000 SOLD	Gold \$12,500	Silver \$7,500	Supporter \$3,000
Category exclusivity	√			
Glucose screening tent (10x10), data collected given to sponsor	√			
Listed as glucose screening sponsor	√			
Sponsor/NKFI co-branded giveaway for each individual screened	√			
Company logo featured on arch at Walk start/finish line	√			
Sponsor of the Top Teams zone	√			
Logo on incentive given to participants who raise \$250+	√			
Logo on incentive given to participants who raise \$500+		√		
Opportunity for company representative to speak during stage program	√	√		
Tent (10'x20') at the kidney fair with opportunity to distribute products or literature to attendees	√	√	√	
Company named in all pre and post event press releases	√	√	√	
Company promoted on NKFI social media channels	√	√	√	
Banner displayed at event (provided by sponsor)	√	√	√	
Route signs with company logo along route	8	6	4	
Logo on approximately 8,000 pieces of marketing collateral, displayed at transplant centers, dialysis centers and nephrology clinics	√	√	√	
Logo on the official Walk t-shirts	√	√	√	√
Tent (10'x10') at the kidney fair with opportunity to distribute products or literature to attendees				√
Name on approximately 8,000 pieces of marketing collateral, displayed at transplant centers, dialysis centers and nephrology clinics				√

Additional Opportunities

Halfway Point \$5,000 - SOLD

- Category exclusivity
- Sign at halfway point with logo
- 10'x10' tent at the halfway point with opportunity to distribute promotional materials to attendees
- Opportunity to distribute water from tent (sponsor provides water)
- Company name on approximately 8,000 pieces of marketing collateral
- Company name listed on 1,000+ official Walk t-shirts

Dunk the Doc \$5,000

- Category exclusivity
- Dunk tank with logo
- Sponsor to choose the docs to be dunked
- 10'x10' tent with opportunity to distribute promotional materials to attendees
- Company name on approximately 8,000 pieces of marketing collateral
- Company name listed on 1,000+ official Walk t-shirts

KIDney Zone \$3,000

- Company name on approximately 8,000 pieces of marketing collateral
- Company name listed on 1,000+ official Walk t-shirts
- Bounce house with company logo
- Opportunity to provide activities or children's giveaways

Kidneys in the Kitchen \$2,000

- Participation in the Kidneys in the Kitchen tent at kidney fair with logo
- Opportunity to create 1 or 2 kidney-friendly recipes (certain limits apply) and provide recipe cards
- Napkins with sponsor logo

Day-of Exhibitor \$1,500

- 6' table and 2 chairs at start/finish with opportunity to distribute promotional materials to approximately 4,000 attendees

Restroom Sponsor \$500

- Category exclusivity
- Logo on restroom doors "This moment brought to you by your kidneys and (logo)"
- Opportunity to distribute giveaways ie hand sanitizer in restrooms

Tribute Sign \$250

- Opportunity to honor a loved one by purchasing a sign to be placed along the walk route.

Walk for Kidneys

Sponsorship Commitment Form

Please choose your desired sponsorship level

- ☐ Presenting (\$45,000) - SOLD
- ☐ Gold (\$12,500)
- ☐ Silver (\$7,500)
- ☐ Supporter (\$3,000)
- ☐ Halfway Point (\$5,000) – SOLD
- ☐ Dunk the Doc (\$5,000)
- ☐ KIDney Zone (\$3,000)
- ☐ Kidneys in the Kitchen (\$2,000)
- ☐ Day-of Exhibitor (\$1,500)
- ☐ Restroom (\$500)
- ☐ Tribute Sign (\$250)

Company (as it should appear on print materials) _____

Contact Name and Title _____

Address _____

Phone _____ Email _____

☐ Enclosed is a check (payable to NKFI) in the amount of \$ _____

☐ Please invoice me in the amount of \$ _____

☐ Please charge \$ _____ to my ☐ Visa ☐ MC ☐ Discover ☐ American Express

Card Number _____ Exp. Date _____

Name on Card _____ CVV Code _____

Signature _____ Date _____

Please return this form to Steve Jastrow (walk@nkfi.org).

Dates and locations of programs and events subject to change. Inclusion on any print materials is dependent on individual event deadlines. If your organization requires approval of logo/name usage on materials, please include those procedures with your commitment form. All sponsorship opportunities are customizable. Please contact the National Kidney Foundation of Illinois for more information.