



Walk for Kidneys

SPONSORSHIP BENEFITS

JUNE 27, 2021 | MONTROSE BEACH

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



National Kidney Foundation®
of Illinois

Walk for Kidneys

June 27, 2021 | Montrose Beach, Chicago

Walk for Kidneys is an annual awareness event and health fair that brings together 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 recognition during the live program, 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 assistance with team kickoff.

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

	PRESENTING \$40,000	GOLD \$12,500	SILVER \$7,500	SUPPORTER \$3,000
Category exclusivity	X			
Glucose screening tent (10'x10'), data for total number of screening participants, abnormal and normal test ratios shared with sponsor (name/contact info excluded)	X			
Listed as glucose screening sponsor	X			
Logo on NKFI co-branded giveaway for each individual screened	X			
Company logo featured on arch at Walk start/finish line	X	X		
Sponsor of Top Teams Zone	X	X		
Logo on incentive given to participants who raise \$250+	X			
Logo on incentive given to participants who raise \$500+		X		
Opportunity for company representative to speak during stage program	X			
Team tent (10'x20') at the start/finish with opportunity to distribute products or literature to attendees. Include company banner on tent	X	X	X	
Company named in all pre and post event press releases	X	X	X	
Personalized support from NKFI to develop corporate Walk team and marketing strategy	X	X	X	X
Company logo displayed on sponsor banner at event (provided by NKFI)	X	X	X	X
Route signs with company logo along path	8	6	4	1
Logo on approximately 3,000 pieces of marketing collateral displayed at transplant centers, dialysis centers, and nephrology clinics	X	X	X	
Logo on the official Walk t-shirts	X	X	X	X
Team tent (10'x10') at the start/finish with opportunity to distribute products or literature to attendees. Includes company banner on tent				X
Name on approximately 3,000 pieces of marketing collateral, displayed at transplant centers, dialysis centers, and nephrology clinics				X
Company promoted on NKFI social media channels	X	X	X	X

Additional Opportunities

Halfway Point \$5,000

- 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 3,000 pieces of marketing collateral
- Company name listed on 1,000+ official Walk t-shirts

Photobooth Sponsor \$4,000

- Category exclusivity
- Company logo featured in participant photos
- Company logo on "I Walk For ____" signs participants can hold in photos
- Company logo, with website link, listed on NKFI website
- Company promoted on NKFI social media channels

KIDney Zone \$3,000

- Company name on approximately 3,000 pieces of marketing collateral
- Company name listed on 1,000+ official Walk t-shirts
- Logo displayed on Bounce House
- Opportunity to provide activities or children's giveaways

Kidneys in the Kitchen \$2,000

- Participate in Kidneys in the Kitchen tent with logo
- Opportunity to make 1-2 kidney-friendly recipes (certain limits apply) with recipe card
- Napkins with sponsor logo

Day-of Exhibitor \$1,500

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

Restroom Sponsor \$500

- Category exclusivity
- Logo on restroom doors "this moment brought to you by your Kidneys and (logo)"
- Opportunity to distribute giveaway in restroom (hand sanitizer)

Tribute Sign \$250

- Opportunity to honor a loved one by purchasing a sign to be shown during Walk ceremony.

Walk for Kidneys Sponsorship Commitment Form

Please choose your desired sponsorship level

- ☐ Presenting (\$40,000)
- ☐ Gold (\$12,500)
- ☐ Silver (\$7,500)
- ☐ Supporter (\$3,000)
- ☐ Halfway Point (\$5,000)
- ☐ Photobooth (\$4,000)
- ☐ KIDney Zone (\$3,000)
- ☐ Kidneys in the Kitchen (\$2,000)
- ☐ Day-of Exhibitor (\$1,500)
- ☐ Restroom (\$500) - **SOLD**
- ☐ 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 Allie Widmer (awidmer@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.