



National  
Kidney  
Foundation®  
of Illinois

# Walk for Kidneys

## SPONSORSHIP BENEFITS

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SEPTEMBER 13, 2020 | VIRTUAL  
[NKFI.ORG/WALK](https://nkfi.org/walk)



National Kidney Foundation®  
of Illinois

# Walk for Kidneys

**September 13, 2020 - VIRTUAL**

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.

	<b>Presenting \$45,000 - SOLD</b>	<b>Gold \$12,500</b>	<b>Silver \$7,500</b>	<b>Supporter \$3,000</b>
Category exclusivity	√			
Company logo featured on virtual start/finish line during opening ceremony	√			
Sponsor of Top Teams Zone on event website	√			
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 opening ceremony	√	√		
Opportunity to provide 3-minute promotional video as part of Sponsor Showcase during opening ceremony	√			
Opportunity to provide 2-minute promotional video as part of Sponsor Showcase during opening ceremony		√		
Opportunity to promote products or marketing material during event scavenger hunt	√	√	√	
Company named in all pre and post even press releases	√	√	√	
Company promoted on NKFI social media channels	√	√	√	
Logo displayed in event Facebook cover photo	√	√	√	
Logo on approximately 3,000 pieces of marketing collateral, distributed electronically to transplant centers, dialysis clinics, and nephrology practices	√	√	√	
Name on approximately 3,000 pieces of marketing collateral, distributed electronically to transplant centers, dialysis clinics, and nephrology practices				√
Opportunity to post downloadable promotional materials on virtual event information page	√	√	√	√
Logo on the official Walk t-shirts	√	√	√	√
Opportunity to provide 1-minute promotional video as part of Sponsor Showase during opening ceremony			√	

# 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

## Day-of Exhibitor \$1,500

- Opportunity to post downloadable promotional materials on our virtual event information page

## Restroom Sponsor \$500 - SOLD

- 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 \$25

- 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 (\$45,000) - SOLD
- ☐ Gold (\$12,500)
- ☐ Silver (\$7,500)
- ☐ Supporter (\$3,000)
- ☐ Halfway Point (\$5,000) – SOLD
- ☐ 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 Heidi Merritt ([hmerritt@nkfi.org](mailto:hmerritt@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.*