



SPONSORSHIP INFORMATION

The 2009 Kidney Walks are non-competitive pledge walks that benefit the National Kidney Foundation of Northern California & Northern Nevada. Each event will draw corporations, community groups, patients and their families, medical professionals, and community leaders.



Event Schedule

9:00 a.m. Check In
 10:00 a.m. Opening Ceremony and Raffle Drawing
 10:30 a.m. 5k Walk Begins
 11:00 - 12:00 p.m. Music, Kids Zone, Refreshments, Wellness Fair

Current and Past Sponsors Include

94.5 KBAY/MIX 106.5, ABM Janitorial Services, Amgen, BPG Properties Ltd., California Transplant Donor Network, CB Richard Ellis, Clear Channel, Colliers International, DaVita, El Camino Hospital, Golden State Donor Services, Heritage Bank of Commerce, Lifeline Vascular Access, Morton's The Steakhouse, NBC11, Roche, Satellite Healthcare, Sobrato Development Companies, Sports 1140.



About NKF

All proceeds from the Kidney Walks benefit the National Kidney Foundation of Northern California & Northern Nevada's programs which assist more than 15,000 kidney dialysis patients, hundreds of kidney transplant recipients, and tens of thousands at varying stages of kidney disease. Programs include financial assistance, summer camp for children, medical research fellowships, organ donor awareness activities, college scholarships, patient seminars, and professional and public education.



SAN FRANCISCO

Saturday, May 9
 One Maritime Plaza, Embarcadero
 500 Walkers

CENTRAL VALLEY

Saturday, May 30
 McLeod Lake Park, Stockton
 500 Walkers

SILICON VALLEY

Saturday, June 6
 Cityview Plaza, San Jose
 1,000 Walkers

SACRAMENTO

Saturday, June 13
 Village Green, El Dorado Hills
 500 Walkers



SPONSORSHIP BENEFITS



TITLE SPONSOR: \$30,000

- Company name incorporated into the event title for your selected Kidney Walk
- Double booth space to distribute promotional materials or products
- Speaking opportunity on stage
- Mile marker with company logo
- Prominent display of two banners
- Logo on the event letterhead, email blasts, and the event website
- Acknowledgment on media materials including PSAs, on-air sponsor mentions, and press releases
- Logo on select event materials for all Northern California Kidney Walks including: event t-shirts, print advertising, outdoor advertising, recruitment brochures, posters, and direct mail
- Recognition in one NKF e-newsletter (circa 4,000)
- Complimentary foursome at the annual NKF Golf Classic Tournament



PRESENTING SPONSOR: \$20,000

- Kidney Walk Presented by "Your Company" for your selected Kidney Walk
- Double booth space to distribute promotional materials or products
- Speaking opportunity on stage
- Mile marker with company logo
- Prominent display of two banners
- Logo on email blasts and the event website
- Acknowledgment on media materials including PSAs, on-air sponsor mentions, and press releases
- Logo on select event materials for all Northern California Kidney Walks including: event t-shirts, print advertising, outdoor advertising, recruitment brochures, posters, and direct mail
- Recognition in one NKF e-newsletter (circa 4,000)





PLATINUM SPONSOR: \$10,000

- Sponsorship of one "Special Opportunity" listed below
- Booth space to distribute promotional materials or products
- Acknowledgement during the Opening Ceremony
- Mile marker with company logo
- Prominent display of two banners
- Logo on email blasts and the event website
- Acknowledgment on press releases
- Logo on select event materials for all Northern California Kidney Walks including: event t-shirts, print advertising, outdoor advertising, recruitment brochures, posters, and direct mail
- Recognition in one NKF e-newsletter (circa 4,000)

GOLD SPONSOR: \$5,000

- Booth space to distribute promotional materials or products
- Acknowledgement during the Opening Ceremony
- Mile marker with company logo
- Prominent display of one banner
- Name on email blasts and the event website
- Acknowledgment on press releases
- Name on select event materials for all Northern California Kidney Walks including: event t-shirts, print advertising, outdoor advertising, recruitment brochures, posters, and direct mail

SILVER SPONSOR: \$2,500

- Booth space to distribute promotional materials or products
- Acknowledgement during the Opening Ceremony
- Name on the event website
- Name on select event materials for all Northern California Kidney Walks including: event t-shirts, print advertising, outdoor advertising, recruitment brochures, posters, and direct mail

BOOTH SPONSOR: \$1,500

- Booth space to distribute promotional materials or products
- Acknowledgement during the Opening Ceremony
- Name on the event website

SPECIAL OPPORTUNITIES: Kid Zone, Official Water Sponsor, Refreshment Stops, Registration, Official Vehicle Sponsor, Wellness Area, Finish Line, Aerobic Warm-Up Sponsor, VIP Breakfast



SPONSORSHIP CONFIRMATION FORM

Select Event(s):

- San Francisco – May 9
- Central Valley – May 30
- Silicon Valley – June 6
- Sacramento – June 13

Select Sponsorship Level:

- Title Sponsor: \$30,000
- Presenting Sponsor: \$20,000
- Platinum Sponsor: \$10,000
- Gold Sponsor: \$5,000
- Silver Sponsor: \$2,500
- Booth Sponsor: \$1,500
- Other: _____

Company Name: _____

Company Name as it should be listed in print: _____

Contact Name: _____ Title: _____

Direct Tel: _____ Fax: _____

Email: _____ Website: _____

Address: _____

City: _____ State: _____ Zip: _____

- Provide an Invoice**
- My Check is Enclosed** (Payable to "NKF of Northern California & Northern Nevada")
- Credit Card** (Visa, MasterCard, American Express, Discover)

Account No.: _____ Exp. Date: _____

Name on Account: _____

Amount: \$ _____ Signature: _____

Billing Address (if different from above): _____

City: _____ State: _____ Zip: _____

Please mail or fax this completed form to:

National Kidney Foundation of Northern California & Northern Nevada
131 Steuart Street, Suite 520
San Francisco, CA 94105
Fax: (415)543-3331

For additional information, please contact: Erika Frank at (415)543-3303 x103 or erika@kidneyca.org;
or Abby Vlautin at (916) 922-6681 or abby@kidneyca.org.