



SPONSORSHIP INFORMATION

The 2010 Kidney Walks are non-competitive pledge walks that benefit the National Kidney Foundation serving Northern California, Northern Nevada, Oregon, Washington, & Alaska. 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 serving Northern California, Northern Nevada, Oregon, Washington, & Alaska'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 8
 One Maritime Plaza, Embarcadero
 700 Walkers

CENTRAL VALLEY

Saturday, May 22
 McLeod Lake Park, Stockton
 500 Walkers

SILICON VALLEY

Saturday, June 5
 Cityview Plaza, San Jose
 1,000 Walkers

RENO

Saturday, June 12
 TBD
 500 Walkers

PORTLAND

Saturday, June 26
 TBD
 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 N. CA, N. NV, & Oregon 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 N. CA, N. NV, & Oregon 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 N. CA, N. NV, & Oregon 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 N. CA, N. NV, & Oregon 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 N. CA, N. NV, & Oregon 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 8
- Central Valley – May 22
- Silicon Valley – June 5
- Reno- June 12
- Portland – June 26

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 serving N. California, N. Nevada, Oregon, Washington, & Alaska")
- 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 serving N. California, N. Nevada, Oregon, Washington, & Alaska.
131 Stuart Street, Suite 520

San Francisco, CA 94105
Fax: (415)543-3331

For additional information, please contact: Ashley Lanzarotti at (415)543-3303 x114 or ashley.lanzarotti@kidney.org.