



Catwalk for Kidneys * April 22, 2018 * Rochester



The Event: “Catwalk for Kidneys” is an opportunity to celebrate spring fashion modeled by local favorites, healthcare professionals, and kidney and transplant patients and donor families and living donors. The event will offer an opportunity to celebrate friends, families and local seasonal activities, while also helping to instill the importance of caring for the body, mind and soul when dealing with the effects of kidney disease.

The Need: Kidney disease is a major health problem in the United States. Statistics indicate that there are 26 million people currently affected by kidney disease, with 20 million more at risk. Of those with kidney disease, nearly 400,000 people across the country are currently receiving dialysis treatment. At an average cost of \$71,000 per person per year for dialysis treatment, chronic kidney disease is a huge burden on our healthcare system. In addition, there are more than 122,000 people on the national transplant waiting list; 102,000+ are waiting for a kidney.

Impact: Kidney disease has a diminishing effect on a person’s quality of life. Those receiving dialysis treatment are often unable to work and thus the financial and emotional burden on the individuals and their families is astounding. The Northeast Kidney Foundation provides patient programs and education, including direct financial assistance, and provides community screenings that can identify individuals with early signs of kidney disease. Through early identification and education, patients are able to receive appropriate treatment that can delay and prevent the need for dialysis and transplantation treatment in the future. In addition, the Northeast Kidney Foundation embraces the entire family through its initiatives. Educational programs are held throughout the year for patients and their families along with social outings that bring together families in a warm and supportive environment. By focusing on the care of kidney patients as well as the prevention of kidney disease, we can improve the lives of those affected.

SPONSORSHIP INVESTMENT LEVELS	Marketplace Vendor - \$35	Model Sponsor - \$500	Collection Sponsor - \$1000	Chifon Sponsor - \$1500	Couture Sponsor - \$2000	Runway Sponsor (Exclusive) – \$2500
Naming rights to event						✘
Logo Placement on Event Backdrop					✘	✘
Logo inclusion on posters, event marketing material, print and web advertisements			Name	Name	✘	✘
Company name in press releases and psa’s				✘	✘	✘
Recognition in newsletter, on website and in social media campaigns			✘	✘	✘	✘
Opportunity to provide favors for event attendees					✘	✘
Company representative to provide welcoming remarks						✘
Logo on event swag bag		✘	✘	✘	✘	✘
Tickets to event	One	Two	Four	Six	(ten/reserved)	✘ (ten/reserved VIP)
Advertisement in event program		¼ page	¼ page	½ page	Full	Full – back cover
Vendor table in event marketplace	✘			✘	✘	✘

Please note: Commitment must be received by March 31 in order to be included in event advertising. Payment is due by April 8.



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Sponsorship Commitment**



Yes, we want to make lives better by sponsoring the 2018 “Catwalk for Kidneys!” Our investment is:

- | | | |
|--|--|--|
| <input type="checkbox"/> Runway Sponsor - \$2,500 (Exclusive!) | <input type="checkbox"/> Couture Sponsor - \$2,000 | <input type="checkbox"/> Chifon Sponsor - \$1,500 |
| <input type="checkbox"/> Collection Sponsor - \$1,000 | <input type="checkbox"/> Model Sponsor - \$500 | <input type="checkbox"/> Marketplace Vendor - \$35 |

Company: _____

Contact: _____ Title: _____

Address: _____

Phone: _____ Fax: _____ Email: _____

- We have a company representative that would like to serve on the event planning committee.
- We would like to host a company wellness activity at our place of business.
- We have a company representative(s) that is members of Rotary Club, Kiwanis Club, etc.
- We have a company representative(s) that has a direct connection to chronic kidney disease or organ donation/transplantation.
- Enclosed is our check made payable to the Northeast Kidney Foundation
- Please charge my credit card: MC ___ VISA ___ AMEX ___ DISCOVER ___
Card Number: _____ Exp Date: _____
Name as it Appears on the Card: _____ Security Code: _____
- Please invoice me. I understand terms are net 30 and that all funds are due prior to event.
- Enclosed is a disk with our camera ready art work.
- I will email camera ready artwork to info@healthykidneys.org

Please return this to: NEKF Catwalk for Kidneys * 22 Colvin Avenue * Albany, NY 12206 * phone 518-533-7880 * fax 518-458-9690
* email info@healthykidneys.org