



Tri-City Walk/Run for Kidneys – The Crossings of Colonie – June 13, 2021

The Event: The Walk/Run for Kidneys presents an occasion for dialysis patients, organ transplant recipients, donor families, living donors, medical professionals, business and community leaders, and the general public to celebrate life and support the Foundation’s mission. The Walk/Run for Kidneys is a non-competitive, fundraising walk and 5K/10K run focusing on education and prevention of kidney diseases and awareness of the need for organ donation. It presents an opportunity for family, friends and colleagues to participate in an inspiring, community-based event which calls attention to the need for early detection of kidney disease while supporting the Foundation’s community and patient services, public and professional initiatives and local kidney research. It’s a great opportunity for corporations to be involved in a fun and inspiring event that encourages team building while supporting patients here in the region! The event draws an audience of 600+.

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	Silver - \$1500	Gold - \$2500	Platinum - \$5000	Presenting Sponsor - \$7,500 (Exclusive)	Wellness Partner
Naming rights to event				✘	See back
Company representative included in PSA				✘	See back
Logo placement on posters, brochures, event marketing material, print and web advertisements	Name	✘	✘	✘	See back
Company supplied banner placed at start of event				✘	See back
VIP table to distribute promotional material				✘	See back
Recognition in newsletter and on website	✘	✘	✘	✘	See Back
Social media recognition	✘	✘	✘	✘	See back
Company representative to provide opening remarks				✘	See back
Logo on event swag bags		✘	✘	✘	See back
Signage on walk/run route	1	2	3	4	See back
Logo placement on event t-shirts	✘	✘	✘	✘ (sleeve)	See back
Logo included in commemorative video			✘	✘	See back
Vendor table in event marketplace		✘	✘	✘	See back



Albany Walk/Run for Kidneys * June 13, 2021
Sponsorship Commitment

Yes, we want to make lives better by sponsoring the 2021 “Tri-City Walk/Run for Kidneys!” Our investment is:

- Presenting Sponsor - \$7,500 (Exclusive!) Platinum Sponsor - \$5,000 Gold Sponsor - \$2500
 Silver Sponsor - \$1,500

We wish to fulfill our sponsorship as a Wellness Partner. Wellness Partners commit to a specific sponsorship level (\$1500 and above) and commit a walk/run team to help raise funds to fulfill this goal. Wellness Partners then receive a free kidney screening conducted at the partner’s location. (Companies participating in this sponsorship level are only required to provide corporate funds if their designated walk/run team does not hit sponsorship goal).

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 carol@healthykidneys.org

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