



## Kidney Walk/5K Run – June 6, 2021 \* Onondaga Lake Park

**The Event:** The Kidney Walk 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 Kidney Walk is a non-competitive, fundraising walk 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, and public and professional initiatives. It’s a great opportunity for corporations to be involved in a fun and inspiring event that encourages team building while supporting patients right here in the region! The event draws an audience of 300+.

**The Need:** Kidney disease is a major health problem in the United States. Statistics indicate that there are 37 million people currently affected by kidney disease, with millions more at risk. 90% of those with chronic kidney disease do not know that they are affected. Of those with kidney disease, more than 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 1122,000 people on the national transplant waiting list; 94,000+ 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 of Syracuse 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 - \$1,000	Gold - \$1,500	Platinum - \$2,500	Presenting Sponsor - \$5,000 (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
Signage on walk route	1	2	3	4	See back
Logo placement on event t-shirts	✘	✘	✘	✘ (sleeve)	See back
Vendor table in event marketplace		✘	✘	✘	See back



# Kidney Walk – June 6, 2021 \* Onondaga State Park

## Sponsorship Commitment

Yes, we want to make improve the lives of those living with kidney disease by sponsoring the Kidney Walk! Our investment is:

- Presenting Sponsor - \$5,000 (Exclusive!)       Platinum Sponsor - \$2,5000       Gold Sponsor - \$1,500
- Silver Sponsor - \$1,000

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 of Syracuse
- 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: Kidney Walk \* 731 James Street, Suite 200 \* Syracuse, NY 13203 \* Phone 800-999-9697 \* email sharon@healthykidneys.org