



National  
Kidney  
Foundation®  
of Illinois

# Walk for Kidneys

## **SPONSORSHIP BENEFITS**

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**JUNE 12, 2022**

**LINCOLN HARBOR - DIVERSEY EVENT SPACE**

[NKFI.ORG/WALK](https://nkfi.org/walk)



National Kidney Foundation®  
of Illinois

# Walk for Kidneys

June 12, 2022 | Lincoln Harbor - Diversey Event Space

Walk for Kidneys is an annual awareness event and health fair that brings together participants for a day of kidney health education. Local hospitals, transplant centers, nephrology offices, pharmaceutical companies and other businesses join together to share information with patients and participants.

**All sponsors will enjoy verbal recognition during the live program, company logo with website link on the NKFI and event websites, company logo with website link on all pre-and post-event promotional emails, and NKFI staff assistance with team kickoff.**

To combine packages or create a custom package, please contact the NKFI for more information.

	PRESENTING \$40,000	GOLD \$12,500	SILVER \$7,500	SUPPORTER \$3,000
Category exclusivity	X			
Glucose screening tent (10'x10'), data for total number of screening participants, abnormal and normal test ratios shared with sponsor (name/contact info excluded)	X			
Listed as glucose screening sponsor	X			
Sponsor/NKFI co-branded giveaway for each individual screened	X			
Company logo featured on arch at Walk start/finish line	X	X		
Sponsor of Top Teams Zone	X	X		
Logo displayed at MVP Teams Tent, ability to distribute products/materials in tent	X	X		
Logo on incentive given to participants who raise \$250+	X			
Logo on incentive given to participants who raise \$500+		X		
Opportunity for company representative to speak during stage program	X			
Team tent (10'x20') at the start/finish with opportunity to distribute products or literature to attendees. Include company banner on tent	X	X	X	
Company named in all pre and post event press releases	X	X	X	
Personalized support from NKFI to develop corporate Walk team and marketing strategy	X	X	X	X
Company logo displayed on sponsor banner at event (provided by NKFI)	X	X	X	X
Route signs with company logo along path	8	6	4	1
Logo on approximately 3,000 pieces of marketing collateral displayed at transplant centers, dialysis centers, and nephrology clinics	X	X	X	
Logo on the official Walk t-shirts	X	X	X	X
Team tent (10'x10') at the start/finish with opportunity to distribute products or literature to attendees. Includes company banner on tent				X
Name on approximately 3,000 pieces of marketing collateral, displayed at transplant centers, dialysis centers, and nephrology clinics				X
Company promoted on NKFI social media channels	X	X	X	X

# Additional Opportunities

## Halfway Point \$5,000

- Category exclusivity
- Sign at halfway point with logo
- 10'x10' tent at the halfway point with opportunity to distribute promotional materials to attendees
- Opportunity to distribute water from tent (sponsor provides water)
- Company name on approximately 3,000 pieces of marketing collateral
- Company name listed on 1,000+ official Walk t-shirts

## Photobooth Sponsor \$2,500

- Category exclusivity
- Logo displayed on photo booth back drop
- Participants will hold/fill out a dry-erase sign that says "I walk with NKFI and (logo) because \_\_\_\_"
- Company promoted on NKFI social media channels

## Day-of Exhibitor \$2,000

- 6' table and 2 chairs at start/finish
- Opportunity to distribute promotional materials to attendees
- Company promoted on NKFI social media channels

## Food Tent \$1,500

- Logo displayed at Food Tent
- Napkins with sponsor logo
- Company promoted on NKFI social media channels
- Opportunity to distribute promotional materials to attendees

## KIDney Zone \$1,000

- Company name listed on 1,000+ official Walk t-shirts
- Logo displayed on Bounce House
- Opportunity to provide activities or children's giveaways

## Restroom Sponsor \$500

- Category exclusivity
- Logo on restroom doors "this moment brought to you by your Kidneys and (logo)"
- Opportunity to distribute giveaway in restroom (hand sanitizer)

## Tribute Sign \$250

- Opportunity to honor a loved one by purchasing a sign to be shown during Walk ceremony.

# Walk for Kidneys Sponsorship Commitment Form

## Please choose your desired sponsorship level

- Presenting (\$40,000)
- Gold (\$12,500)
- Silver (\$7,500)
- Supporter (\$3,000)
- Halfway Point (\$5,000)
- Photobooth (\$2,500)
- Day-of Exhibitor (\$2,000)
- Food Tent (\$1,500)
- KIDney Zone (\$1,000)
- Restroom (\$500)
- Tribute Sign (\$250)

Company (as it should appear on print materials) \_\_\_\_\_

\_\_\_\_\_

Contact Name and Title \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Enclosed is a check (payable to NKFI) in the amount of \$ \_\_\_\_\_

Please invoice me in the amount of \$ \_\_\_\_\_

Please charge \$ \_\_\_\_\_ to my  Visa  MC  Discover  American Express

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Card \_\_\_\_\_ CVV Code \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

### **Please return this form to Allie Widmer ([awidmer@nkfi.org](mailto:awidmer@nkfi.org)).**

*Dates and locations of programs and events subject to change. Inclusion on any print materials is dependent on individual event deadlines. If your organization requires approval of logo/name usage on materials, please include those procedures with your commitment form. All sponsorship opportunities are customizable. Please contact the National Kidney Foundation of Illinois for more information.*