

Unite to Fight PKD: Sponsor the 2015 Walk for PKD



2015 Indianapolis Walk for PKD

What is PKD?

- Polycystic kidney disease (PKD) is **one of the most common, life-threatening genetic kidney diseases** affecting thousands in America and millions worldwide. People with PKD develop fluid-filled cysts in their kidneys which cause them to increase in size and decrease in function. Kidneys can grow to be as large as footballs and weigh up to 30 pounds.
- PKD is the fourth leading cause of kidney failure and **there is no treatment or cure**. When kidneys no longer function, dialysis and kidney transplantation are the only options.
- Because PKD is a genetic disease, entire families are directly affected. Parents have a 50 percent chance of passing it to each of their children, impacting future generations.
- A relatively rare form of PKD called autosomal recessive polycystic disease (ARPKD) affects approximately 1 in 20,000 children and often causes mortality in the first month of life. For those that survive the newborn period, approximately one-third will need dialysis or a transplant by age 10.

PKD Foundation

The PKD Foundation has been leading the fight against PKD for more than 30 years through **research, education, advocacy, support and awareness**. The Foundation is the only organization in the U.S. dedicated solely to finding treatments and a cure for this disease. The funds raised through the Walk for PKD help us take strides towards reaching our goal to end PKD and ensure that no one faces this disease alone.

The Walk for PKD

The annual Walk for PKD is the signature fundraising and awareness event for the PKD Foundation each year and the largest gathering of PKD patients, family, friends and supporters; more than 11,000 strong nationwide. In 2015, 50 inspiring Walks will occur in cities across the nation. Since PKD affects both children and adults, the Walk is a family-oriented event that honors and supports loved ones, creates a sense of community and provides hope for a better tomorrow. With your help, a treatment is within reach.

Sponsorship Opportunities

Companies from across the area are joining the fight to end this disease by sponsoring the Walk for PKD. Benefits of sponsorship include:

- Market exposure through logo placement on Walk materials
- Employee participation and volunteer opportunities
- Day-of-event recognition and interaction with those impacted by the disease
- Partnership with the only organization dedicated solely to fighting PKD

Unite to fight PKD and help us make progress toward treatment and a cure for this devastating genetic disease. For more information on the PKD Foundation, visit www.pkdcure.org.



2015 Indianapolis Walk for PKD

	Local Presenting \$5,000	Gold \$2,500	Silver \$1,000	Penny Kid's Dash \$750	Bronze \$500	Booth \$300
Logo placement in at least one local Walk email communication	X					
Welcome attendees during Start Line Ceremony	X					
Print materials (examples may include posters and brochures)*	Premier logo placement	Prominent logo placement				
Walk for PKD t-shirts*	Premier logo placement	Prominent logo placement	Logo placement		Logo placement	
Indianapolis Walk for PKD website	Premier logo placement with hyperlink	Prominent logo placement with hyperlink	Logo placement with hyperlink	Logo placement with hyperlink	Logo placement with hyperlink	
Recognition on Indianapolis Walk for PKD Banner*	Premier logo placement	Prominent logo placement	Logo placement			
Recognition in a Indianapolis Chapter eNewsletter	Premier logo placement with hyperlink	Prominent logo placement with hyperlink				
Hang your company banner at Walk	X	X				
Host booth/tabletop display at Walk	X	X	X	X	X	X
Verbal recognition during Start Line Ceremony	X	X				
T-shirts for your business or personal Walk for PKD team	Up to 20 registered walkers	Up to 15 registered walkers	Up to 8 registered walkers	Up to 8 registered walkers	Up to 4 registered walkers	
Provide promotional item(s) to Walkers	Up to 2	Up to 2	1	1	1	
Penny Kid's Dash t-shirt*				Logo placement		

***Incentives will be recognized upon receipt of the completed sponsorship agreement form.**

Please submit your completed sponsorship agreement form and logo for full recognition:

For print materials: 5/1/15 (for all Walks)

For Chapter eNewsletter, t-shirts and banners:

8/1/2015 (for September Walks), 9/1/2015 (for October Walks), 10/1/2015 (for November Walks)

2015 Indianapolis Walk for PKD Sponsorship Agreement



For online submission, visit: <https://pkdcure.formstack.com/forms/walksponsorship?loc=Indianapolis>

Corporate Sponsor Name:		
Name on the check if different from corporate sponsor listed:		
Contact Name:	Contact Title:	Contact Phone:
Donor to be thanked (if different than contact):		Contact Email Address:
Mailing Address (Include City, State and Zip):		Website Address:

Please indicate Sponsorship Level and circle type of donation:

<input type="checkbox"/> Local Presenting - \$5,000: cash / in-kind	<input type="checkbox"/> Penny Kids Dash - \$750: cash / in-kind
<input type="checkbox"/> Gold - \$2,500: cash / in-kind	<input type="checkbox"/> Bronze - \$500: cash / in-kind
<input type="checkbox"/> Silver - \$1,000: cash / in-kind	<input type="checkbox"/> Booth Display - \$300: cash / in-kind
<input type="checkbox"/> If this is an in-kind gift of goods or services (non-cash). Please include the <u>fair market value and a description of the gift</u> : *In-kind sponsorships will be recognized at the level matching the fair market value of the gift.	

Please email this form to julieh@pkdcure.org and attach your logo (eps or high res jpeg file).

- Send me an invoice for my sponsorship. Please note, if payment is not received within 30 days, an invoice will be emailed to the contact listed above
- Please check here if you would like us contact you for credit card payment.

If paying by check, payment and form can be sent to:

PKD Foundation
Attn: Walk for PKD Indianapolis
8330 Ward Parkway, Kansas City, MO 64114

For questions, please contact Julie Harman at 816-8462 or julieh@pkdcure.org

The federal tax ID # for the PKD Foundation is 43-1266906

Thank you for supporting the Walk for PKD!