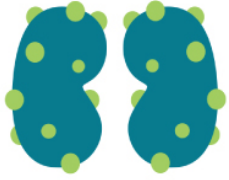


# 2017 Walk for PKD Sponsorship Opportunities

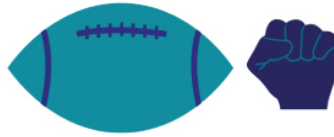
## What is PKD?



PKD causes multiple **fluid-filled cysts** to grow in the kidneys, resulting in massive enlargement and eventually leading to **kidney failure**.

**4<sup>th</sup>**

**leading** cause of kidney failure.



The average size of a healthy kidney is a **human fist**. Polycystic kidneys can get as large as a **football**, and weigh up to **30lbs** each.



Parents have a **50 percent** chance of passing PKD to **each** of their children. Unlike some genetic diseases, it does not skip a generation.

## What We Do

The PKD Foundation has been leading the fight against PKD for more than 30 years through research, education, advocacy, support and awareness. We are the only organization in the U.S. dedicated solely to finding treatments and a cure for PKD.

## Walk for PKD

The annual Walk for PKD is our signature fundraising and awareness event and the largest gathering of PKD patients, family, friends and supporters. 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. In 2017, more than 50 inspiring Walks will occur in cities across the nation. 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.

## How You Can Help

Companies from across the area join the fight to end this disease by sponsoring the Walk for PKD. The 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.

Our sponsorship packages range anywhere from \$300 to \$10,000. Specific information regarding those packages can be found on the **accompanying chart**. In addition, we offer two special sponsorship opportunities and those are:

- **Tribute Sponsorship**

Do you have someone special you would like to remember or honor? This unique sponsorship allows you to do just that. For the dollar amount you contribute, you will receive the sponsorship incentives offered with that package, including a customized logo.

- **Penny Kids Dash Sponsorship**

The Penny Kids Dash is a short, fun run included as part of the day's events. Children 12 and under who participate in the Dash will receive a t-shirt. Sponsor the Dash and your logo will appear on the backs of these shirts in addition to package incentives.



For more information and to discuss details of sponsorship levels, please contact Julie Russell at [julier@pkdcure.org](mailto:julier@pkdcure.org) or 816.268.8462.



## 2017 Walk for PKD Sponsorship Packages

|   | Presenting<br>\$10,000 | Diamond<br>\$7,500 | Platinum<br>\$5,000 | Gold<br>\$2,500 | Silver<br>\$1,000 | Bronze<br>\$500 | Friend<br>\$300 |
|---|------------------------|--------------------|---------------------|-----------------|-------------------|-----------------|-----------------|
| Logo placement in local Walk email communication(s)           | 3                      | 1                  |                     |                 |                   |                 |                 |
| Logo placement in the local Walk for PKD PSA                  | X                      |                    |                     |                 |                   |                 |                 |
| Recognition in a national PKD Foundation Facebook post        | X                      |                    |                     |                 |                   |                 |                 |
| Logo placement on national Walk for PKD sponsorship web page  | X                      | X                  |                     |                 |                   |                 |                 |
| Welcome attendees during Start Line Ceremony                  | X                      | X                  | X                   |                 |                   |                 |                 |
| Logo placement on print materials (posters, brochures, etc.)* | X                      | X                  | X                   | X               |                   |                 |                 |
| Logo placement on local Walk for PKD t-shirts*                | X                      | X                  | X                   | X               | X                 | X               |                 |
| Logo placement on local Walk for PKD website                  | X                      | X                  | X                   | X               | X                 | X               | X               |
| Logo placement on local Walk for PKD Banner*                  | X                      | X                  | X                   | X               | X                 |                 |                 |
| Hang your company banner at local Walk                        | X                      | X                  | X                   | X               |                   |                 |                 |
| Booth/tabletop display at local Walk                          | X                      | X                  | X                   | X               | X                 | X               |                 |
| Verbal recognition during Start Line Ceremony                 | X                      | X                  | X                   | X               |                   |                 |                 |
| T-shirts for your registered Walk for PKD team members        | 30                     | 25                 | 20                  | 15              | 8                 | 4               |                 |
| Opportunity to provide promotional item(s) to walkers         | 3                      | 3                  | 2                   | 2               | 1                 | 1               |                 |

\*Incentives will be recognized upon receipt of the completed sponsorship agreement form. Please submit your completed form and logo for full recognition by the following deadlines:

**For print materials:** January 20 (for all Walks)

**For t-shirts and banners:** March 1 (for April Walks), April 1 (for May Walks)

# 2017 Walk for PKD Sponsorship Agreement



Walk Name: \_\_\_\_\_

For the online version of this form, [click here](#).

|   |                |                        |
|---|----------------|------------------------|
| 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"/> Presenting - \$10,000:<br>cash / in-kind  | <input type="checkbox"/> Diamond - \$7,500:<br>cash / in-kind | <input type="checkbox"/> Platinum - \$5,000:<br>cash / in-kind |
| <input type="checkbox"/> Gold - \$2,500:<br>cash / in-kind   | <input type="checkbox"/> Silver - \$1,000:<br>cash / in-kind  | <input type="checkbox"/> Bronze - \$500:<br>cash / in-kind     |
| <input type="checkbox"/> Friend - \$300:<br>cash / in-kind   | <input type="checkbox"/> Tribute: \$<br>cash / in-kind        | <input type="checkbox"/> Penny Kids Dash: \$<br>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</u> of the gift: |   |  |
| *In-kind sponsorships will be recognized at the level matching the fair market value of the gift.  |   |  |

**Please email this form to Julie Russell at [julier@pkdcure.org](mailto:julier@pkdcure.org) and attach your logo (eps or high res jpeg file).**

*If you have selected the Tribute or Penny Kids Dash sponsorship, you will be contacted to further discuss details.*

- Contact me for credit card payment information.
- 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.

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

PKD Foundation  
Attn: Walk for PKD

1001 E 101st Terrace #220, Kansas City, MO 64131

For questions, please contact Julie Russell at 816.268.8462 or [julier@pkdcure.org](mailto:julier@pkdcure.org)

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

**Thank you for supporting the Walk for PKD!**