



# 2018 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.
- > PKD is the 4th 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 30 pounds 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

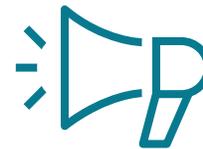
The PKD Foundation has been leading the fight against PKD for more than 35 years through research, education, advocacy, support and awareness. We are the only organization in the U.S. dedicated solely to finding treatments and a cure for PKD.

## WALK FOR PKD

The annual Walk for PKD is our signature fundraising and awareness event and the largest gathering of PKD patients, families, friends and supporters. The funds raised through the Walk for PKD help us take strides towards reaching our goal to end PKD and ensure no one faces the disease alone. In 2018 more than 50 inspiring events 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.



**AWARENESS**



**ADVOCACY**



**RESEARCH**



**EDUCATION**



**SUPPORT**

### *Get more information*

For more information and to discuss details of sponsorship levels, please call 816.268.8472 or e-mail us.

 [walkforpkd@pkdcure.org](mailto:walkforpkd@pkdcure.org)



# SPONSORSHIP OPPORTUNITIES

BENEFITS	PRESENTING \$10,000	DIAMOND \$7,500	PLATINUM \$5,000	GOLD \$2,500	SILVER \$1,000	BRONZE \$500	FRIEND \$300
Logo in local email communication(s)	(3)	(1)					
Logo in the local PSA	X						
PKD Foundation Facebook post (over 30K followers)	X						
Logo on walkforpkd.org sponsorship page	X	X					
Start Line Ceremony Welcome	X	X	X				
Logo on print materials (posters, brochures, etc.)	X	X	X	X			
Logo on local Walk for PKD T-shirts	X	X	X	X	X	X	
Logo on local walkforpkd.org	X	X	X	X	X	X	X
Logo on local Walk for PKD banner	X	X	X	X	X		
Hang your company banner at Walk	X	X	X	X	X	X	
Booth/tabletop display at Walk	X	X	X	X	X	X	
Verbal mention during Start Line Ceremony	X	X	X	X	X	X	
Receive a commemorative Walk for PKD T-shirt	X	X	X	X	X	X	X
Opportunity to provide promotional item(s) to participants	X	X	X	X	X	X	

## OTHER SPONSORSHIP OPPORTUNITIES

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

### Tribute sponsorship

Do you have someone 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 Sponsorship 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.

### Deadlines

Print material entitlements are subject to deadlines and will be recognized upon receipt of the completed sponsorship agreement form.

### Spring Walks

PRINT MATERIALS	Jan. 20 (for all Walks)
T-SHIRTS & BANNER	March 1 (for April Walks) April 1 (for May Walks)

### Fall Walks

PRINT MATERIALS	May 1 (for all Walks)
T-SHIRTS & BANNER	Aug. 1 (for Sept. Walks) Sept. 1 (for Oct. Walks) Oct. 1 (for Nov. Walks)



# 2018 WALK FOR PKD SPONSORSHIP AGREEMENT

## 1 Tell us about yourself.

Your local Walk for PKD

Sponsor name

Sponsor website

Contact name

Title

E-mail

Phone

Address

City, State, ZIP

## 2 Select your sponsorship level and amount.

Level	Amount
<input type="radio"/> Presenting	\$10,000
<input type="radio"/> Diamond	\$7,500
<input type="radio"/> Platinum	\$5,000
<input type="radio"/> Gold	\$2,500
<input type="radio"/> Silver	\$1,000
<input type="radio"/> Bronze	\$500
<input type="radio"/> Friend	\$300
<input type="radio"/> Tribute	\$ _____
<input type="radio"/> Penny Kids Dash	\$ _____

## 3 Tell us about your gift.

- Cash (Move on to step 4.)
- In-kind (Please fill in form fields below.)

Sponsorship level is based on fair market value of the in-kind donation.

Fair market value \$ \_\_\_\_\_

Description

## 4 Choose how you'll make your payment.

- Contact me for credit card payment information.
- Send me an invoice for my sponsorship.

**NOTE** If payment is not received within 30 days, an invoice will be emailed to the contact listed above.

- I'm paying by check.

If paying by check, mail form and payment to:

PKD Foundation  
Attn: Walk for PKD  
1001 E 101st Terr, Suite 220  
Kansas City, MO 64131

## 5 Send us your logo and this form via email.

In an email, please attach your logo (.eps or hi-res .png file). The file will be used at various print sizes, so please send a high-quality file.

Please attach this form, as well.

 [walkforpkd@pkdcure.org](mailto:walkforpkd@pkdcure.org)

Questions? Call 816.268.8472

Federal tax ID 43-1266906

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