



LOCAL WALK FOR PKD SPONSORSHIP OPPORTUNITIES

WHAT WE DO

The PKD Foundation is the only organization in the United States solely dedicated to finding treatments and a cure for PKD. Our mission: We give hope. We fund research, advocate for patients and build a community for all impacted by polycystic kidney disease (PKD). Our vision: #endPKD

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. Each year 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, treatments and a cure are within reach.

WHAT IS PKD?

- > Polycystic kidney disease (PKD) is a chronic, genetic disease, causing uncontrolled growth of fluid-filled cysts in the kidneys often leading to kidney failure. It affects all gender, racial and ethnic groups equally.
- > As the cysts accumulate more fluid, they get bigger and bigger, destroying healthy tissue, which leads to high blood pressure, other complications, and often kidney failure.
- > A typical kidney is the size of a human fist and weighs about a third of a pound. Polycystic kidneys can be much larger, some growing as large as a football. Kidneys can develop cysts ranging in size from as small as a pinhead to as large as a grapefruit.
- > There are two types of PKD, both are genetic: autosomal dominant (ADPKD) and autosomal recessive (ARPKD).
- > ADPKD is the more common type and affects more than 600,000 Americans and 12.4 million people worldwide.
- > ARPKD is a rare form of the disease that occurs in 1 in 20,000 children worldwide.
- > There is no cure. But there is hope.

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.

Get more information

For more information or to discuss sponsorship levels, please call **(800) 753-2873 option #2** or email 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 promotional video	X						
PKD Foundation Facebook post (over 30K followers)	X						
Logo on walkforpkd.org sponsorship page	X	X					
Speaking opportunity at Start Line Ceremony	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 Walk event site	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 recognition by event emcee	X	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

Tribute sponsorship

Do you have someone you would like to remember or honor? This unique sponsorship allows you to do just that and includes 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 at \$500 or above and your logo will appear on the backs of these shirts in addition to package incentives.

NOTE For the dollar amount you contribute, you will receive the sponsorship incentives offered with that package. Contact us at walkforpkd@pkdcure.org for further details.

Deadlines

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

Spring Walks

PRINT MATERIALS Feb. 1 (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)



LOCAL 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 (non-cash gifts of goods or services)

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.
- 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

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

5 Send us your logo and this form via email to walkforpkd@pkdcure.org.

Your logo may be printed at large sizes and we want it to look great, so please send a high-quality file. Vector graphics (.ai or .pdf) and hi-res image files (.png or .jpg at 300dpi) usually work best.

Questions? (800) 753-2873 option #2

Federal tax ID 43-1266906

Thank you for supporting the Walk for PKD!