



2020 VIRTUAL 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 polycystic kidney disease (PKD). Our mission: We give hope. We fund research, advocate for patients and build a community for all impacted by 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 can join the fight to end this disease by sponsoring the Walk for PKD. The benefits of local 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.



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BENEFITS	PRESENTING \$25,000	DIAMOND \$10,000	PLATINUM \$5,000	GOLD \$2,500	SILVER \$1,000	BRONZE \$500
PKD Foundation Facebook post (over 30K followers)	x					
Sponsor-created video promoted in local email and social post	x					
Logo on National Walk sponsorship page	x	x				
Appreciation certificate to display at sponsor's business	x	x				
Logo in local email communications	x	x				
Recognition on local social media	x	x	x			
Logo on local, digital Walk for PKD poster	x	x	x	x		
Logo on local, digital Walk for PKD banner	x	x	x	x	x	
Recognition at appreciation event	x	x	x	x	x	x
Video recognition of local sponsors	x	x	x	x	x	x
Logo placement on local Walk for PKD event site	x	x	x	x	x	x

MORE OPPORTUNITIES

Multi-market sponsorship

Interested in multi-market sponsorship? Contact Sue Full at suef@pkdcure.org for more information.

Tribute sponsorship

Do you have someone you would like to remember or honor? This sponsorship allows you to do just that and includes a customized logo. Sponsorships are available at all dollar amounts in the table above. Benefits are assigned based on donation amount.

Deadlines

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

AGREEMENT & LOGO Aug. 10, 2020



2020 VIRTUAL 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

NOTE Contact e-mail entered above will receive all inquiries and invoices regarding this sponsorship.

2 Select your sponsorship level and amount.

Level	Amount
<input type="radio"/> Presenting	\$25,000
<input type="radio"/> Diamond	\$10,000
<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"/> Tribute (\$500 minimum)	\$ _____

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 of gift-in-kind \$ _____

Description of gift-in-kind

4 Choose how you'll make your payment.

- Send me an invoice for my sponsorship.
- I'm paying online: walkforpkd.org/sponsor-pay
- I'm paying by check.

If paying by check, mail form and payment to:

PKD Foundation
Attn: Walk for PKD sponsorship
PO Box 871847
Kansas City, MO 64187

NOTE We will invoice all unpaid sponsorships after 30 days.

5 Send us your logo and this form via e-mail to walkforpkd@pkdcure.org.

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

Questions? (800) 753-2873 option #2

Federal tax ID 43-1266906

Thank you for supporting the Walk for PKD!

