



Team Kidney

Taking the fight to the finish line



Partnership Opportunities

Team Kidney 5K (#TK5k)

Saturday, June 18th 2016

Cooper River Park, Pennsauken Township, NJ

WHAT IS THE NATIONAL KIDNEY FOUNDATION?

The National Kidney Foundation (NKF) is the largest, most effective and longstanding organization fighting kidney disease. We've been in continuous action for 65 years, supporting patients, caregivers, and professionals, and increasing awareness.

TOGETHER WE ARE...

- Raising public awareness about kidney disease and risk reduction.
- Providing free local health screenings.
- Supporting kidney patients, organ donors, and their families.
- Advocating in Washington, D.C. for government action on the organ donor shortage, funding kidney research, and defending Medicare coverage.
- Educating doctors and other healthcare professionals with the best information in the field. Last year, 64,500 healthcare professionals were kept up to date through NKF's Kidney Learning Solutions.

WHAT IS TEAM KIDNEY?

Team Kidney is the challenge program for the National Kidney Foundation. You can run, jump, ride, swim – anything that makes you sweat - to raise funds to enhance the lives of everyone with or at risk of kidney disease.

WHAT IS #TK5k?

#TK5k is a new event hosted by the National Kidney Foundation aimed at spreading awareness and promoting a healthy lifestyle through running.

#TK5k is a certified 5k/3.1 mile team race to benefit NKF. This race encourages all people from the kidney community to join us – whether you're a caregiver, kidney recipient, patient, nephrologist, kidney donor, or someone who wants to give back to a worthy cause; you're invited to take the fight to the finish line with Team Kidney! This race encourages runners to run with a friend, and in doing so, the pairs' combined time will place them in the running for a cash prize. Plus, pairs are given a reduced team price of \$60 (\$30 per runner). We will have various prize levels: 1st place overall male finisher, 1st place overall female finisher, and 1st place team.

YOUR DONATION AT WORK

The National Kidney Foundation meets the comprehensive standards of America's most experienced charity evaluator, the Better Business Bureau Wise Giving Alliance. More than 81 cents of every dollar donated directly supports programs and services like these:



NKF Cares

NKF Cares is our toll-free phone and email patient help line. Trained professionals provide information, support and resources to people affected by CKD (patients, family members) on a wide variety of topics.



Peers Lending Support

Peers Lending Support is our free, national telephone-based support program that connects those experiencing CKD (Stage 4, dialysis patients, and transplant recipients) with an NKF-trained mentor who has been through a similar experience.



Your Kidneys and You

Your Kidneys and You is a volunteer-led presentation on kidneys, risk factors and preventative action steps, with a focus on where to turn for more information. Volunteers are trained by NKF local offices to deliver this presentation to the general public, corporate audiences and at-risk populations.



KEEP Healthy

KEEP Healthy is a community-based educational initiative. Participants receive a brief health survey, blood pressure and BMI measurements, educational information and clinician consultation. Participants receive a copy of their results, are encouraged to discuss them with their healthcare provider and directed to contact the NKF for more information.



Educational Programs and Resources

The NKF delivers patient and professional programs and resources in print, online, through multi-media and in meetings. This includes our Kidney Living magazine for dialysis patients, Living Well DVD series, smartphone applications, the Your Treatment Your Choice program, CME/CE programs, Spring Clinical meetings, professional journals, and a vast library of printed publications on a number of different topics.



CKD Intercept

The NKF's CKD Intercept is a 5-year demonstration project that will drive the adoption of clinical practice guidelines aimed at improving kidney health related outcomes into the primary care workflow, develop CKD metrics, and develop models that demonstrate a clinical and economic return on investment for interventions related to early identification and management of CKD for insurance companies, employers, doctors and patients.

2016 PARTNERSHIP OPPORTUNITIES AT-A-GLANCE

Benefits Provided by the NKF	Presenting Sponsor \$7,500	Gold Sponsor \$5,000	Silver Sponsor \$2,500	Bronze Sponsor \$1,000	Mile Marker Sponsor \$500
<u>Pre-Event</u>					
Company logo included on select local #TK5k email blasts.	X	X	X		
Sponsorship Announcement on local social media pages.	X	X	X		
Company name cited in all media promotions and press releases	X	X	X	X	
Company logo included on #TK5k posters (approx. 100)	X	X	X	X	
Company logo included on #TK5k Rack Cards (approx. 2,000)	X	X	X	X	
Company logo included on local #TK5k web page.	X	X	X	X	X
Verbal recognition at internal Kick-off events.	X	X	X	X	X
Runner Registrations included with Sponsorship	15	10	5	2	1
<u>Day of Event</u>					
Opportunity for company representative to cut opening ceremony ribbon to kick-off the start of the run.	X	X			
Company logo included on 3 #TK5k route signs.	X	X	X		
Company logo included on giant Inflatable Archway at event.	X	X	X		
Company logo included on banner that will hang on site at event.	X	X	X	X	
Verbal recognition in the #TK5k opening ceremony.	X	X	X	X	X
Company logo included on Event t-shirts (approx. 300).	X	X	X	X	X
Opportunity to provide give-a-ways or marketing materials to approximately 300 participants.	10x10 Tent	10x10 Tent	10X10 Tent	Race Bag	Race Bag
Logo inclusion on 3 separate mile marker signs.					X
<u>Post Event</u>					
Personalized #TK5k thank-you plaque.	X	X	X		
Company cited in post-event #TK5k press release.	X	X	X	X	
Partnership Impact Report presented within 60 days of the event.	X	X	X	X	X
Opportunity to have NKF present a 'Your Kidneys and You' awareness program at company.	X	X	X	X	X

Please see Page 8 for details on our exclusive Cash Prize Sponsors

2016 PARTNERSHIP OPPORTUNITIES

Presenting Sponsor ~~\$7,500~~ \$6,750 Inaugural Year Price Cut!

Pre-Event

- Company name cited as Presenting Sponsor throughout the #TK5k campaign in all print advertising and press releases (where applicable)
- Company logo will be included with prominent placement and “Presented by” on the following:
 - #TK5k rack cards (approximately 2,000)
 - #TK5k posters (approximately 100)
 - Monthly #TK5k email blasts
 - Local #TK5k web page
- Company name cited on local social media messages regarding #TK5k
- Verbal recognition at internal Kick-off events held in local corporations to rally their employees
- 15 Runner registrations provided with t-shirts and finisher medals

Day of Event

- Company logo will be included on the following:
 - Prime location of starting line inflatable archway
 - Sponsor banner that will hang on site day of event
 - Event t-shirts (approximately 300)
 - 3 #TK5k route signs placed throughout the course
- One company tent (10x10) provided at #TK5k where information and/or samples may be distributed to participants (recommended number of give-a-ways: 500)
- Verbal recognition in #TK5k opening ceremony
- Opportunity for company representative to cut opening ceremony ribbon to kick-off the start of #TK5k

Post Event

- Personalized #TK5k thank-you plaque
- Company cited in #TK5k press release
- Partnership Impact Report presented within 60 days of the run
- Opportunity to have NKF present a ‘Your Kidneys and You’ awareness program at company



Gold Sponsor \$5,000 \$4,500 Inaugural Year Price Cut!

Pre-Event

- Company name cited as Gold Sponsor throughout the #TK5k campaign in all print advertising and press releases (where applicable)
- Company logo will be included on the following:
 - #TK5k rack cards (approximately 2,000)
 - #TK5k posters (approximately 100)
 - Monthly #TK5k email blasts
 - Local #TK5k web page
- Company name cited on local social media messages regarding #TK5k
- Verbal recognition at internal Kick-off events held in local corporations to rally their employees
- 10 Runner registrations provided with t-shirts and finisher medals



Day of Event

- Company logo will be included on the following:
 - Prime location of starting line inflatable archway
 - Sponsor banner that will hang on site day of event
 - Event t-shirts (approximately 300)
 - 3 #TK5k route signs placed throughout the course
- One company tent (10x10) provided at #TK5k where information and/or samples may be distributed to participants (recommended number of give-a-ways: 500)
- Verbal recognition in #TK5k opening ceremony
- Opportunity for company representative to cut opening ceremony ribbon to kick-off the start of #TK5k

Post Event

- Personalized #TK5k thank-you plaque
- Company cited in #TK5k press release
- Partnership Impact Report presented within 60 days of the run
- Opportunity to have NKF present a 'Your Kidneys and You' awareness program at company

Silver Sponsor –~~\$2,500~~ \$2,250 Inaugural Year Price Cut!

Pre-Event

- Company name cited as Silver Sponsor throughout the #TK5k Campaign in all print advertising and press releases (where applicable)
- Company logo will be included on the following:
 - #TK5k rack cards (approximately 2,000)
 - #TK5k posters (approximately 100)
 - Monthly #TK5k email blasts
 - Local #TK5k web page
- Company name cited on local social media
- Verbal recognition at internal Kick-off Events held in local corporations to rally their employees
- 5 Runner registrations provided with t-shirts and finisher medals

Day of Event

- Company logo will be included on the following:
 - Starting line inflatable archway
 - Sponsor banner that will hang on site day of event
 - Event t-shirts (approximately 300)
 - 3 #TK5k route signs placed throughout the course
- One company tent (10x10) provided at #TK5k where information and/or samples may be distributed to participants (recommended number of give-a-ways: 500)
- Verbal recognition in the #TK5k opening ceremony

Post Event

- Personalized #TK5k thank-you plaque
- Company cited in #TK5k press release
- Partnership Impact Report presented within 60 days of #TK5k
- Opportunity to have NKF present a 'Your Kidneys and You' awareness program at company



Bronze Sponsor – ~~\$1,000~~ \$900 Inaugural Year Price Cut!

Pre-Event

- Company name cited as Bronze Sponsor throughout #TK5k Campaign in all press releases (where applicable)
- Company logo will be included on the following:
 - #TK5k rack cards (approximately 2,000)
 - #TK5k posters (approximately 100)
 - Local #TK5k web page
- 2 Runner registrations provided with t-shirts and finisher medals

Day of Event

- Company logo will be included on the following:
 - Sponsor banner that will hang on site day of event
 - Event t-shirts (approximately 300)
- Opportunity to provide give-a-ways or marketing materials to approximately 300 participants.
- Verbal recognition in #TK5k opening ceremony

Post Event

- Company cited in #TK5k press release
- Partnership Impact Report presented within 60 days of #TK5k
- Opportunity to have NKF present a 'Your Kidneys and You' awareness program at company



Mile Marker Sponsor – \$500 ~~\$450~~ Inaugural Year Price Cut!

Pre-Event

- Company logo will be included on the following:
 - Local #TK5k web page
- 1 Runner registration provided with t-shirt and finisher medal

Day of Event

- Company logo will be included on the following:
 - 3 separate mile marker signs
 - Event t-shirts (approximately 300)
- Opportunity to provide give-a-ways or marketing materials to approximately 300 participants.
- Verbal recognition in the #TK5k opening ceremony

Post Event

- Partnership Impact Report presented within 60 days of #TK5k
- Opportunity to have NKF present a 'Your Kidneys and You' awareness program at company

Cash Prize Sponsor – \$250 – *Exclusive to 5 Sponsors!*

Pre-Event

- Company logo will be included in select social media posts

Day of Event

- Company logo will be included on Cash Prize Envelopes awarded at #TK5k
- Verbal recognition in the #TK5k opening ceremony

Post Event

- Partnership Impact Report presented within 60 days of #TK5k
- Opportunity to have NKF present a 'Your Kidneys and You' awareness program at company



2016 Team Kidney 5k Partnership Agreement

Please check your company's inaugural year commitment level:

☐ **Presenting Sponsor \$6,750**

☐ **Gold Sponsor \$4,500**

☐ **Silver Sponsor \$2,250**

☐ **Bronze Sponsor \$900**

☐ **Mile Marker Sponsor \$450**

☐ **Cash Prize Sponsor \$250 -
~~5~~ Available 4 Left!**

Contact / Representative _____ Position/Title _____

Company / Organization _____

(Please list the company as you wish it to appear on signage/acknowledgements)

Address _____

City / State / Zip _____ Phone _____

Email _____

Payment due within 30 days of sponsorship commitment.

☐ Please invoice our company for \$ _____

☐ My check made payable to the National Kidney Foundation is enclosed for \$ _____

☐ Please charge my credit card for \$ _____ AMEX VISA M.C. Discover

Card # _____ Exp. Date _____

Signature _____ Date _____

☐ **YES**, our company matches gifts and will match all funds our company's participants raise up to _____

☐ **YES**, our company is interested in participating and sending teams of runners to the Team Kidney 5k.

*All artwork should be sent electronically (in .PDF, .JPEG and .EPS format) to mary.sullivan@kidney.org by **May 31, 2016**.*

Please return a completed form via email, mail, or fax to:

Mary Elizabeth Sullivan, Development Director

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Philadelphia, PA 19106

215-923-8611 ext. 734

mary.sullivan@kidney.org

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