



National  
Kidney  
Foundation™ | of  
Louisiana

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[www.kidneyla.org](http://www.kidneyla.org)

December 2019

Dear Friends:

The 14th Annual Baton Rouge Kidney Walk is scheduled for Saturday, **April 4, 2020** at Highland Road Community Park and Grand Pavilion in Baton Rouge. The Kidney Walk provides a wonderful opportunity for your company to once again join us as a major contributor and assist in supporting individuals and families affected by CKD. We are asking for your support in our effort to reach the \$35,000 campaign goal and in celebration for the *fourteen years* of “taking life-saving steps to end kidney disease”.

The monies raised from the annual event will help fund NKFL programs and services for the under-served and minority populations including a crisis intervention fund for kidney failure patients, a special summer camp for children with CKD, “*KEEPing Your Kidneys Healthy*” screenings, patient and community health education seminars for over 1.5 million at risk CKD patients, educating the community about the need for organ donation so over 1,800 patients in Louisiana can end their wait for a kidney transplant and advocating on behalf of over 10,000 kidney failure patients and/or their family caregivers who reside in Louisiana.

I have attached a sponsorship packet which includes benefits offered for each sponsorship level and the *commitment form* is on the last page of the packet.

Thank you in advance for your contribution. Should you have any questions or need additional sponsorship information, please do not hesitate to call me at 504-861-4500 or email [tracey@kidneyla.org](mailto:tracey@kidneyla.org). We look forward to your continued support in our efforts to help people affected by kidney disease and educating the public about the important need of organs for transplantation.

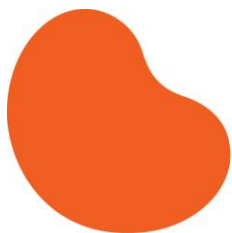
Sincerely,

Tracey Eldridge  
Community Development and Programs Manager



**Kidney  
Walk**  
Raise Money to Fight Kidney Disease

## **2020 BATON ROUGE KIDNEY WALK SPONSOR OPPORTUNITIES**



National **Kidney** Foundation™

of Louisiana

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**Awareness • Prevention • Treatment**

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# Kidney Walk

BATON ROUGE



## 2020 BATON ROUGE KIDNEY WALK



**Saturday,  
April 4, 2020  
HIGHLAND PARK**

**Community Park & Grand Pavilion  
Baton Rouge**

**Registration: 8:30 a.m.**

**Opening Ceremony: 10:00 am  
Walk Starts after Ceremony**

**When you walk you...**

**Support** kidney patients, organ donors, and their families.

The Baton Rouge Kidney Walk is a non-competitive Walk focusing on staying healthy, education and prevention of kidney and urinary tract diseases, and awareness of the need for organ donation. The Kidney Walk presents an occasion for dialysis patients, organ transplant recipients, donor families, living donors, the medical and business communities, and the general public to celebrate life and create lasting community and long-term support for the Foundation's mission.

## Our Mission

**The National Kidney Foundation of Louisiana, a major voluntary nonprofit health organization, is dedicated to preventing kidney and urinary tract diseases, improving the health and well-being of individuals and families affected by kidney disease and increasing the availability of all organs for transplantation.**



## **Why Should Your Company Help?**

Visibility in the community! Let your community know that you care and are working to help in the fight against kidney disease.

Your company can benefit from maximum exposure of your products and services while simultaneously raising money and awareness for NKFL. The Kidney Walk is a launching pad that your marketing team can use to design a program that achieves your company's marketing objectives.

Our ability to deliver sponsorship benefits has earned the NKFL the trust and respect of Louisiana businesses and corporations. Kidney Walk Partners return year after year because of the extraordinary value and service they receive through a partnership with the NKFL.



## **How Your Money Helps**

Your sponsorship for the Baton Rouge Kidney Walk will ensure that we continue our mission in Louisiana of educating over 1.5 million people at increased risk for chronic kidney disease, assisting over 9,400 dialysis patients and close to 1,900 on the waiting list for a kidney transplant.

For every dollar raised at the Kidney Walk, more than 79 cents go toward NKFL's patient programs and services.

### **The wide range of NKFL's initiatives includes:**

- Free informative resources for patients, families and the general public
- Free kidney health screenings
- Educational tools, workshops and meetings for healthcare professionals
- Support of kidney research for new treatments

### **You can help by:**

- Committing to sponsor at a corporate level representative of your company fiscal resources
- Selling NKFL Pin Ups at your corporate office or local company stores
- Volunteering at the Walk along with other staff and employees
- Becoming a Team Captain and forming a company and/or family and friends team

# Top Five Kidney Disease Facts:

1. Every year, kidney disease *kills more people than breast or prostate cancer*.
2. Major *risk factors* for kidney disease include *diabetes, high blood pressure, family history of kidney failure and being age 60 or older*. Additional risk factors include kidney stones, smoking, obesity, cardiovascular disease and ethnicity of African American, Asian and Native Americans.
3. Because kidney disease has no symptoms, it can go undetected until it is very advanced. Protein in the urine is the earliest marker of kidney damage. Simple urine and blood tests done annually can detect how well the kidneys are functioning.
4. Men with kidney disease are more likely than women to progress to kidney failure. Black Americans are 3 times more likely to experience kidney failure and Hispanics are 1 ½ times.
5. There are 122,000 Americans – *close to 1,900 are Louisianans* - currently *on the waiting list for an organ transplant*. Of those, more than 100,000 need a kidney, yet fewer than 17,000 people receive one each year. On average, *12 people die every day waiting for a kidney*.

## More Kidney Disease Facts:

- Each year, over 110,000 people are diagnosed with kidney failure, over 50% of the new cases are attributed to diabetes. That's one person every five minutes. In 2016, *Louisiana had 2,340 newly diagnosed patients* with kidney failure.
- More than 450,000 people in the U.S. are on dialysis and approximately 185,000 live with a functioning kidney transplant. There are over 10,000 *Louisianans receiving dialysis*.
- Kidney disease is currently the *9th leading cause of death* in the United States.
- *Medicare* spent *\$29 billion* in 2016 to treat people with kidney failure; a total of *\$87 billion* (not including prescription medications) was expended for treatment in all stages of kidney disease.
- *Obesity can cause kidney disease* both directly and indirectly, and therefore, the obesity epidemic in America is expected to increase rates of CKD in the U.S.
- 26 million Americans have kidney disease and 73 million, *that's*

1 in 3 American adults is currently “at risk”  
for developing kidney disease.

Are you one?





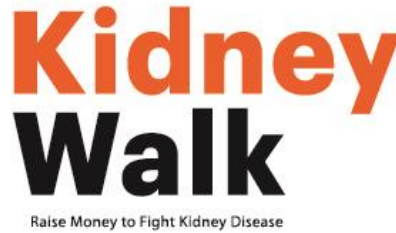


**National Kidney Foundation of Louisiana 14<sup>th</sup> Annual Baton Rouge Kidney Walk**  
**Saturday, April 4, 2020 - Highland Road Community Park and Grand Pavilion**

**PREMIER PARTNER**  
**\$7,500 Investment (*only one at this level*)**

**Benefits:**

- Exclusive billing as our **PREMIER PARTNER** on all electronic and print media (*print deadline is February 15<sup>th</sup>*) as follows “The Fourteenth Annual Baton Rouge Kidney Walk” presented by our Premier Partner (***your company name here***).
- Your company/corporate logo included in *premier* placement on NKFL website, Walk registration website, brochures, (*print deadline is February 1<sup>st</sup>*) posters, Save-the-Date postcards and e-communications (sent to approximately 3,500+ constituents and past participants).
- Mention as our **Premier Partner** in all press releases, PSA’s and media interviews, including post-event publicity. Press releases and PSA’s will be mailed to all metro Baton Rouge media outlets.
- **Exclusive** placement of company/corporate banner (*banners provided by sponsor*) on Ceremony Stage and at registration tent.
- Lead placement on Baton Rouge Kidney Walk webpage sponsor section along with link to your company website.
- Lead stage recognition and speaker opportunities at all Walk-related events.
- Lead placement of company/corporate logo on onsite signage, walk route signs, and Walk t-shirts.
- Opportunity for product showcase, sampling and coupon opportunities at booth in Wellness and Health tent.
- A **“Love Your Kidneys”** educational session for employees.
- **20 Complimentary 2020 Baton Rouge Walk T-shirts.**
- **Complimentary foursome at one NKFL Liberty Mutual Invitational Golf Tournament OR complimentary table at 2020 Celebrity Chef Gift of Life Gala (June 2020).**

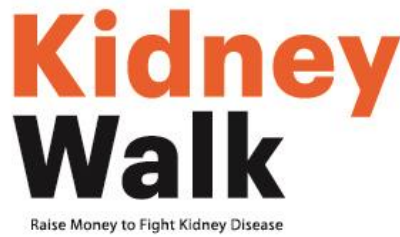


**National Kidney Foundation of Louisiana 14<sup>th</sup> Annual Baton Rouge Kidney Walk**  
**Saturday, April 4, 2020 - Highland Road Community Park and Grand Pavilion**

## **Local Corporate Sponsor – GOLD LEVEL** **\$5,000 Investment (*only two at this level*)**

### **Benefits:**

- Your company/corporate logo included in *prominent* placement on all brochures, (*print deadline is February 1<sup>st</sup>*) posters, Save-the-Date postcards and e-communications (sent to approximately 3,500+ constituents and past participants).
- Mention as a **Local GOLD Sponsor** in all press releases and media interviews, including post-event publicity. Press releases will be mailed to all metro Baton Rouge media outlets.
- Prominent stage recognition and speaker opportunities at all Walk-related events.
- Billed as a “**Local GOLD Sponsor**” with prominent placement of company/corporate logo on on-site signage, walk route signs, and Walk T-shirts.
- Second placement on Baton Rouge Kidney Walk webpage sponsor section along with link to your company website.
- Opportunity for product showcase, sampling and coupon opportunities at booth in Wellness and Health tent.
- A “**Love Your Kidneys**” educational session for employees.
- **15 Complimentary 2020 Baton Rouge Walk T-shirts.**
- **50% discount at one NKFL Liberty Mutual Invitational Golf Tournament OR 50% discount on table at 2020 Celebrity Chef Gift of Life Gala (June 2020).**



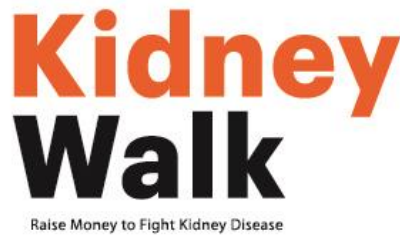
**National Kidney Foundation of Louisiana 14<sup>th</sup> Annual Baton Rouge Kidney Walk**  
**Saturday, April 4, 2020 - Highland Road Community Park and Grand Pavilion**

## **Local Corporate Sponsor – SILVER LEVEL** **\$2,500 Investment**

### **Benefits:**

- Your company/corporate logo included in *strategic* placement on all brochures, (*print deadline is February 1<sup>st</sup>*) posters, Save-the-Date postcards and e-communications (sent to approximately 3,500+ constituents and past participants).
- Strategic stage recognition at all Walk-related events
- Company logo placement on Baton Rouge Kidney Walk webpage sponsor section along with link to your company website.
- Billed as a “**Local SILVER Sponsor**” with prominent placement of company/corporate logo on on-site signage, walk route signs, and Walk T-shirts.
- Opportunity for product showcase, sampling and coupon opportunities at booth in Wellness and Health tent.
- **10 Complimentary 2020 Baton Rouge Walk T-shirts.**





**National Kidney Foundation of Louisiana 14<sup>th</sup> Annual Baton Rouge Kidney Walk**  
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**Local Corporate Sponsor - “WATER STOP”**  
**\$2,000 investment – *\*only 1 sponsor available for Water Stop level***

**Benefits:**

- Opportunity to display your company banner (*provided by your company*) at each *Water Stop station* and have employees, friends and family staff the designated water stops. (water will be provided by NKF)  
*\* Exclusive to the “Water Stop” sponsor, you may place a company logo on water bottle*
- Billed as a “**Local WATER STOP Sponsor**” with prominent placement of company/corporate logo on on-site signage, walk route signs, and Walk T-shirts.
- Mention on Baton Rouge Kidney Walk webpage along with link to your company website
- Stage recognition during Opening Ceremony on Walk day
- Company logo placement on Baton Rouge Kidney Walk webpage sponsor section along with link to your company website.
- Opportunity for product showcase, sampling and coupon opportunities at Water Stop stations and placement in the Wellness/Health tent.
- **10 Complimentary 2020 Baton Rouge Walk T-shirts**



**National Kidney Foundation of Louisiana 14<sup>th</sup> Annual Baton Rouge Kidney Walk**  
**Saturday, April 4, 2020 - Highland Road Community Park and Grand Pavilion**

**Local Corporate Sponsor \* BRONZE LEVEL**  
**\$1,000 investment**

**Benefits:**

- Billed as a “**Local BRONZE Sponsor**” with placement of company/corporate logo on on-site signage, walk route signs, and Walk T-shirts.
- Mention on Baton Rouge Kidney Walk webpage along with link to your company website.
- Stage recognition during Opening Ceremony on Walk Day.
- Opportunity for product showcase, sampling and coupon opportunities at booth in Wellness and Health tent
- **5 Complimentary 2020 Baton Rouge Walk T-shirts**



**Supporting Exhibitor Sponsor \* \$500.00 Investment**

**Benefits:**

- Stage recognition during Opening Ceremony on Walk Day.
- Placement of company logo on Walk t-shirts.
- Opportunity for product showcase, sampling and coupon opportunities at booth in Wellness and Health tent.
- **1 Complimentary 2020 Baton Rouge Walk T-shirt.**

# COMMITMENT AGREEMENT 2020

## Baton Rouge Kidney Walk

COMPANY NAME: \_\_\_\_\_

REPRESENTATIVE NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

☐ Yes, we are proud to sponsor the 2020 Baton Rouge Kidney Walk at the following level:

- |  |            |
|--|------------|
| <input type="radio"/> Premier Partner  | \$7,500.00 |
| <input type="radio"/> Gold Level – Local Corporate Sponsor <i>(only 2 at this level)</i> | \$5,000.00 |
| <input type="radio"/> Silver Level – Local Corporate Sponsor                             | \$2,500.00 |
| <input type="radio"/> Water Stop Sponsor - <i>(only 1 at this level)</i>                 | \$2,000.00 |
| <input type="radio"/> Bronze Level – Local Corporate Sponsor                             | \$1,000.00 |
| <input type="radio"/> Supporting Exhibitor   | \$ 500.00  |

**PAYMENT CHOICE:** ( ) Mailing check ( ) Credit card ( ) Please invoice

Credit Card # \_\_\_\_\_ Expiration \_\_\_\_\_ Security Code \_\_\_\_\_

Please print name as shown on card \_\_\_\_\_

**MY SIGNATURE INDICATES AUTHORIZATION TO MAKE THIS COMMITMENT  
ON MY COMPANY'S BEHALF.**

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please return signed agreement via mail, fax 504.861.1976 or email: [tracey@kidneyla.org](mailto:tracey@kidneyla.org)

THANK YOU FOR YOUR SUPPORT!



National  
Kidney  
Foundation™ of  
Louisiana

Tracey Eldridge, Community Development and Programs Manager  
8200 Hampson Street | Suite 425 \* New Orleans, Louisiana 70118  
P: 504.861.4500 | F: 504.861.1976  
Tax ID #: 72-0649707

Corporate/Company Logos for NKFL website, T-shirts, brochures and Walk  
events should be sent electronically in JPEG format:

[tracey@kidneyla.org](mailto:tracey@kidneyla.org)