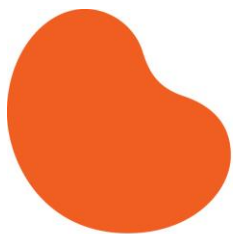




2020 Heart Your Kidneys Shreveport 5K Run/Walk
SPONSOR OPPORTUNITIES



National **Kidney** Foundation™

of Louisiana

Awareness • Prevention • Treatment



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 the National Kidney Foundation of Louisiana (NKFL). The “Heart Your

Kidneys” 5K Run/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. Our sponsors 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 “Heart Your Kidneys” 5K Run/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 nearly 10,000 dialysis patients and promoting organ donation for the 1,800 waiting for a kidney transplant.

For every dollar raised at the Kidney Walk, more than 81 cents goes toward NKFL’s patient programs and services.



The wide range of NKFL’s initiatives provided in Shreveport includes:

- Free informative resources for patients, families and the general public
- Free kidney health screenings
- Financial support to dialysis patients
- “Kidneys in the Classroom” presented within the educational system
- Educational tools, workshops and meetings for healthcare professionals
- Support of kidney research for new treatments

You can help by:

- Sponsoring at one of the levels included in this packet
- Selling NKFL Pin Ups at your corporate office or local company stores
- Volunteering at the “Heart Your Kidneys” 5K Run/Walk
- Becoming a Team Captain and forming a Walk team

National Kidney Foundation of Louisiana
“Heart Your Kidneys Shreveport” 5K Run/Walk
Spring 2020

Local Corporate Sponsor – GOLD LEVEL (*only three sponsors*)
\$5,000 Investment

Benefits:

- Billed as **Local GOLD Sponsor** on all electronic and print media as follows “2020 Heart Your Kidneys Shreveport 5K Run/Walk” sponsored by our Local Gold Sponsor (***your company name here***); along with link to your company website
- Your company/corporate logo included in *prominent* placement on all event stationery and brochures (approximately 2,000 pieces mailed during event planning and follow up) and e-communications (approximately 3,500+ constituents)
- Mention as a **Local GOLD Sponsor** in all press releases, PSA’s and media interviews, including post-event publicity. Press releases and PSA’s will be emailed to all Shreveport media outlets
- Prominent stage recognition and speaker opportunities at all events
- Prominent placement of company/corporate logo on onsite signage and giveaways:
Walk t-shirts, route signs at start/mid-way/end point of Walk route, and display of company /corporate banner on stage and at related events
- Opportunity for product showcase, sampling and coupon opportunities at booth in Wellness and Health tent
- Five (5) 5K Run/Walk entries
- **“Heart Your Kidneys”** educational session for employees
- Five (5) Signs on the Walk Route

National Kidney Foundation of Louisiana
“Heart Your Kidneys Shreveport” 5K Run/Walk
Spring 2020

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

Benefits:

- Billed as **Local SILVER Sponsor** on all electronic and print media as follows the “2020 Heart Your Kidneys Shreveport 5K Run/Walk” supported by our local Silver Sponsor (**your company name here**); along with link to your company website
- Your company/corporate logo included in *strategic* placement on all event stationery and brochures (approximately 2,000 pieces mailed during event planning and follow up) and e-communications (approximately 3,500+ constituents)
- Strategic stage recognition at all Walk-related events
- Strategic placement of company/corporate logo on onsite signage and giveaways:
Walk t-shirts, route signs, display of company/corporate banner on stage and at related events
- Opportunity for product showcase, sampling and coupon opportunities at booth in Wellness and Health tent
- Four (4) 5K Run/Walk Entries

National Kidney Foundation of Louisiana
“Heart Your Kidneys Shreveport” 5K Run/Walk
Spring 2020

Local Corporate Sponsor – BRONZE LEVEL
\$1,000 Investment

Benefits:

- Mention on *National Kidney Foundation of LA* and the *5K Run/Walk registration* webpage along with link to your company website
- Placement of company/corporate logo on Walk t-shirts
- Opportunity for product showcase, sampling and coupon opportunities at booth in Wellness and Health tent
- One (1) sign on Route
- Two (2) 5K Run/Walk entries

Contributing Sponsor * \$500 Investment

Benefits:

- Mention on Shreveport Kidney Run/Walk webpage along with link to your company website
- Stage recognition at all Walk-related events
- Placement of company logo on Walk t-shirts and Contributing Sponsor route signs
- Opportunity for product showcase, sampling and coupon opportunities at booth in Wellness and Health tent
- One (1) 5K Run/Walk Entry

Wellness Area Sponsor * \$300 Investment + Raffle Prize

Benefits:

- Opportunity for product showcase, sampling and coupon opportunities at booth in Health and Wellness Area.
- Opportunity to participate and engage with all participants on event day.

COMMITMENT AGREEMENT 2020

"Heart Your Kidneys Shreveport" 5K Run/Walk

COMPANY NAME: _____

REPRESENTATIVE NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

PHONE: _____ EMAIL: _____

Yes, we are proud to sponsor the 2020 "Heart Your Kidneys Shreveport 5K Run/Walk" at the following level:

- | | |
|--|------------|
| ☐ Gold Level – Local Corporate Sponsor | \$5,000.00 |
| ☐ Silver Level – Local Corporate Sponsor | \$2,500.00 |
| ☐ Bronze Level – Local Corporate Sponsor | \$1,000.00 |
| ☐ Contributing Sponsor | \$500.00 |
| ☐ Wellness Area Sponsor | \$300.00 |

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, or email (details are below)

THANK YOU FOR YOUR SUPPORT!



National
Kidney
Foundation™

of
Louisiana

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