



# SUPPORTING PATIENT PROGRAMS AND KIDNEY HEALTH INITIATIVES

## WHY WE WALK FOR KIDNEY HEALTH

Kidney disease is common but often invisible. Though it affects more than one in seven adults, its symptoms usually go unnoticed. Every 24 hours, more than 300 people begin treatment for kidney failure. Kidney disease is the ninth leading cause of death in the United States.

The Walk for Kidney Health honors those who face kidney disease, remembers those we have lost, celebrates organ donors and calls attention to the importance of kidney health in our community. The 5K race is open to all runners, while the walk at the scenic Outer Harbor can be enjoyed by families and individuals of all ages and abilities. Funds raised through the event facilitate Kidney Foundation of Western New York programs throughout the year. More information is online at [www.kfwny.org/walk](http://www.kfwny.org/walk).

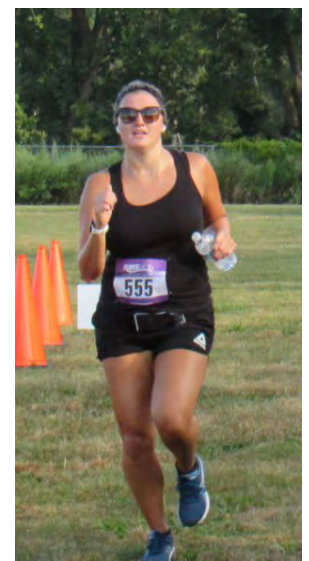
## YOUR SUPPORT MAKES A DIFFERENCE

The Kidney Foundation of WNY uses proceeds from the Walk for Kidney Health to finance a variety of patient support services and kidney health education programs throughout our eight-county service area. Patient assistance takes the form of rides to dialysis treatment, nutritional supplements, help purchasing medications and specialized equipment and more. The Kidney Foundation also offers free kidney health screenings, provides patient and professional education sessions, shares information about disease progression and treatment options, and highlights the lifesaving power of kidney transplantation.

Gifts are tax-deductible. The Kidney Foundation of WNY is a 501c3 nonprofit organization. EIN: 47-5204268

## GET YOUR TEAM INVOLVED

The Walk for Health is about much more than fundraising! We welcome organizations of all sizes to get involved at a level that works for you. Sponsors can have their own teams and shirts, arrange for a company tent, invite employees' families to attend and more. If you have any special ideas for participating or would like a sponsorship option not listed below, please contact Jeremy Morlock at 716-529-4393 or [jmorlock@kfwny.org](mailto:jmorlock@kfwny.org).





# SPONSORSHIP OPTIONS

SPONSORSHIP BENEFITS	GOLD LEVEL	SILVER LEVEL	BRONZE LEVEL	STARTING BANNER	FINISH LINE	MILE MARKER
Financial Investment	\$5,000	\$2,500	\$1,500	\$1,000	\$1,000	\$500
Space at Lakeside Lawn	10' by 10' tent & table	Table in sponsor area	Table in sponsor area	-	-	-
Walk day signage	Logo	Logo	Listing	-	-	-
Walk route signs	Two route signs	One route sign	Inclusion on bronze sign	Starting line banner	Finish line banner	Mile marker sign
Event Poster Recognition	Large logo	Small logo	Listing	-	-	-
Inclusion on T-shirt	Large logo	Med. logo	Listing	-	-	-
Social Media Mention	Dedicated Post w/ logo	Dedicated post	Listing	Listing	Listing	-
Newsletter Recognition	Highlighted with logo	Mentioned in intro	Included in thanks	-	-	-
Website Recognition	Large logo	Med. logo	Small logo	Listing	Listing	Listing
Scripted Recognition on Event Day	Invitation to speak	Inclusion in welcome	Inclusion in welcome	Mention on loudspeaker	Mention on loudspeaker	-

Our investment is:

- Gold \$5,000
- Bronze \$1,500
- Finish Line \$1,000
- Silver \$2,500
- Starting Line \$1,000
- Mile Marker \$500

Organization: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Enclosed is our check made payable to the Kidney Foundation of WNY

Please charge my credit card: MC \_\_\_ VISA \_\_\_ AMEX \_\_\_ DISC \_\_\_

Card # \_\_\_\_\_

Exp Date: \_\_\_\_\_

Name as it Appears on the Card: \_\_\_\_\_

Security Code: \_\_\_\_\_

Please invoice me.

**Please return to:**

Kidney Foundation of WNY  
 4444 Bryant & Stratton Way  
 Williamsville, NY 14221  
 Phone: 716-529-4393  
 Email: jmorlock@kfwny.org