

## ACQUISTION EMAIL/LETTER

Subject: Reach the PKD community through sponsorship

Hello <Contact Name>,

I hope you are enjoying this holiday season! As we at the PKD Foundation also close out 2023 and prepare for the new year, I wanted to connect with you as soon as possible regarding our annual <XXXX> Walk for PKD. In 2024, we hope to bring along more of our community through event participation and sponsorship.

The Walk for PKD is a community of PKD patients, caregivers, physicians, family, and friends who are working together to raise awareness of PKD and to fund PKD research. To reach our goal of finding treatments and a cure, we appreciate and depend on community partners to support our fight and invite you to join us as a local sponsor.

Sponsorship allows <company name> to show support of the community, gain exposure before a dedicated audience, and join alongside other local leaders championing this important cause.

I have attached our 2024 sponsorship opportunities packet for your review and consideration. Please do not hesitate to reach out with any questions or to discuss further. We hope to count you as a Walk for PKD partner and look forward to hearing from you.

Thank you for your consideration,

<Your name>

## RETENTION/REACTIVATION EMAIL/LETTER

Hello <Contact Name>,

Happy holiday season! I wanted to connect prior to the end of the year to thank you again for your sponsorship support of the Walk for PKD and of the PKD Foundation's vision: to end PKD. We appreciate and depend on your continued and dedicated support and invite <company name> to join us again this year through sponsorship of the 2024 <XXXX> Walk for PKD.

We know the important role you play in helping us reach our goal of finding treatments and, ultimately, a cure for PKD and would love to continue our partnership and recognition of your support. As you know, sponsorship of this events allows <company name> to show support of the community, gain exposure before a dedicated audience, and join alongside other local leaders championing this important cause.

I have attached the 2024 sponsorship opportunities packet for your review and consideration. Please do not hesitate to reach out with any questions or to discuss further. We are excited for what's to come in the new year and hope to have you join us!

Sincerely,

<Your Name>