



# PKD FOUNDATION

## WALK<sub>FOR</sub>PKD

# 2024 LOCAL WALK FOR PKD SPONSORSHIP OPPORTUNITIES

## WHAT WE DO

The PKD Foundation is the only organization in the United States solely dedicated to finding treatments and a cure for polycystic kidney disease (PKD).

## WALK FOR PKD

The annual Walk for PKD is our signature fundraising and awareness event and the largest gathering of PKD patients, families, friends and supporters. The funds raised through the Walk for PKD help us take strides towards reaching our goal to end PKD and ensure no one faces the disease alone. Each year over 40 inspiring events will occur in cities across the nation. The Walk is a family-oriented event that honors and supports loved ones, creates a sense of community and provides hope for a better tomorrow. With your help, treatments and a cure are within reach.

## WHAT IS PKD?

- > Polycystic kidney disease (PKD) is a chronic, genetic disease, causing uncontrolled growth of fluid-filled cysts in the kidneys often leading to kidney failure. It affects all gender, racial, and ethnic groups equally.
- > As the cysts accumulate more fluid, they get bigger and bigger, destroying healthy tissue, which leads to high blood pressure, other complications, and often kidney failure.
- > A typical kidney is the size of a human fist and weighs about a third of a pound. Polycystic kidneys can be much larger, some growing as large as a football. Kidneys can develop cysts ranging in size from as small as a pinhead to as large as a grapefruit.
- > There are two types of PKD, both are genetic: autosomal dominant (ADPKD) and autosomal recessive (ARPKD).
- > ADPKD is the more common type and affects more than 600,000 Americans and 12.4 million people worldwide.
- > ARPKD is a rare form of the disease that occurs in 1 in 25,000 children worldwide.
- > There is no cure. But there is hope.

## HOW YOU CAN HELP

Companies can join the fight to end this disease by sponsoring the Walk for PKD. The benefits of local sponsorship include market exposure through logo placement on Walk materials, employee participation and volunteer opportunities, day-of-event recognition, and interaction with those impacted by the disease.

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### *Our mission*

**WE GIVE HOPE.**

*We fund*

**RESEARCH,**

*advocate for*

**PATIENTS,**

*and build a*

**COMMUNITY**

*for all impacted*

*by PKD.*

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### *Our vision*

**#endPKD**

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### *Get more information*

For more information or to discuss sponsorship levels, please contact us.

(800) 753-2873

[walkforpkd@pkdcure.org](mailto:walkforpkd@pkdcure.org)

# 2024 LOCAL WALK FOR PKD SPONSORSHIP OPPORTUNITIES



	\$500 Bronze	\$1K Silver	\$2.5K Gold	\$5K Platinum	\$7.5K Diamond	\$10K Presenting
Recognition in national social media post	☐	☐	☐	☐	☐	■
Speaking opportunity at local Start Line Ceremony	☐	☐	☐	☐	☐	■
Sponsor created video for local promotion	☐	☐	☐	☐	☐	■
LinkedIn recognition	☐	☐	☐	☐	■	■
Logo in local email communication to event participants	☐	☐	☐	■	■	■
Link sponsor logo to company website on local event page	☐	☐	■	■	■	■
Recognition in local social media post	☐	☐	■	■	■	■
Booth/tabletop display at Walk	☐	■	■	■	■	■
Opportunity to provide sponsor materials at event	☐	■	■	■	■	■
Logo on local Walk for PKD event banner	■	■	■	■	■	■
Recognition in national finish line video	■	■	■	■	■	■
Logo on local Walk for PKD event site	■	■	■	■	■	■
Verbal recognition by event emcee	■	■	■	■	■	■
Digital sponsor badge	■	■	■	■	■	■

## MORE OPPORTUNITIES

### Multi-market sponsorship

Interested in multi-market sponsorship?  
Contact Ireland Christensen at  
[irelandc@pkdcure.org](mailto:irelandc@pkdcure.org) for more information.

### Tribute sponsorship

Do you have someone you would like to remember or honor? This sponsorship allows you to do just that and includes a customized logo. Sponsorships are available at all dollar amounts in the table above. Benefits are assigned based on sponsorship amount.

### Get more information

Benefits are subject to deadlines and will be recognized upon receipt of the completed sponsorship agreement form and logo. To receive full benefit recognition as listed above, please see the below deadlines.

Agreement & logo due Aug. 1, 2024



# 2024 LOCAL WALK FOR PKD SPONSORSHIP AGREEMENT

## 1 Tell us about yourself.

### Your local Walk for PKD

<b>Sponsor name</b>	Sponsor website
_____	_____
<b>Contact name</b>	Title
_____	_____
E-mail	Phone
_____	_____
Address	City, State, ZIP
_____	_____

**NOTE** Contact e-mail entered above will receive all inquiries and invoices regarding this sponsorship.

## 2 Select your sponsorship level and amount.

Level	Amount
<input type="radio"/> Presenting	\$10,000
<input type="radio"/> Diamond	\$7,500
<input type="radio"/> Platinum	\$5,000
<input type="radio"/> Gold	\$2,500
<input type="radio"/> Silver	\$1,000
<input type="radio"/> Bronze	\$500
<input type="radio"/> Tribute (\$500 minimum)	\$ _____

## 3 Tell us about your gift.

- Cash (Move on to step 4.)
- In-kind (non-cash gifts of goods or services)

Sponsorship level is based on fair market value of the in-kind donation.

Fair market value of gift-in-kind \$ \_\_\_\_\_

Description of gift-in-kind  
\_\_\_\_\_

## 4 Choose how you'll make your payment.

- Send me an invoice for my sponsorship.
- I am paying by credit card. Please contact me to process payment.
- I'm paying by check.

If paying by check, mail form and payment to:

PKD Foundation  
Attn: Walk for PKD sponsorship  
PO Box 871847  
Kansas City, MO 64187

**NOTE** All unpaid sponsorships will be invoiced after 30 days.

## 5 Send us your logo and this form via e-mail to [walkforpkd@pkdcure.org](mailto:walkforpkd@pkdcure.org).

Your logo may be used at large sizes and we want it to look great, so please send a high-quality file. Vector graphics (.ai or .pdf) and high resolution image files (.png or .jpg) usually work best.

Questions? (800) 753-2873 option #2

Federal tax ID 43-1266906

**Thank you for supporting the Walk for PKD!**