

## Corporate Partnership Opportunities

**AAKP's 1st Annual Fun Walk** will be held on **Saturday, December 7, 2019**. The AAKP Fun Walk is a unique opportunity for individuals affected by kidney diseases, their friends, family members and local communities, across the globe to come together to raise awareness of this important issue and support the work of AAKP.

AAKP is the oldest and largest, fully independent kidney patient organization in the U.S.A – AAKP is dedicated to improving the lives and long-term outcome of kidney patients through education, advocacy, patient engagement and the fostering of patient communities. AAKP fights for early detection; increased kidney transplantation and pre-emptive transplantation; full patient choice of either in-center or home dialysis; protection of the patient/physician relationship; promotion of research and innovation; and the elimination of barriers for patient access to available treatment options.

### WHY SHOULD YOU PARTNER WITH AAKP?

*You can make a difference!*

- Kidney disease is the 9th leading cause of death in adults in the U.S.
- More than 40 million Americans are living with kidney disease
- More than 700,000 Americans have kidney failure and need dialysis or a kidney transplant to live
- Approximately 850 million people worldwide have kidney disease

### THERE ARE 3 EASY WAYS TO PARTICIPATE!

1. **In-person** – Join us on Dec. 7<sup>th</sup> at Lowry Park in Tampa, FL!
2. **Nationwide & Global** – Not in Florida? Not in the U.S.? No worries! You can still be part of the big day! Register for the walk, build a team of family members, friends, or co-workers and get out and walk on Dec. 7<sup>th</sup>! Send pictures of you and your team to be shared LIVE throughout the walk on AAKP's social media pages! Post your own pictures and tag us **#AAKPFUNWALK19**.
3. **Virtually** – If you're not available Dec. 7<sup>th</sup> or have limitations that prevent you from being able to participate, whether you're local, across

the U.S., or around the globe, AAKP has made it easy for you to join in on the fun! Register for the walk independently or build a virtual team and show your support by participating in the social media activities and raising funds to support AAKP!

### PARTICIPATING IN THE AAKP FUN WALK MAKES GOOD SENSE!

- Corporate teams build team spirit and camaraderie—they provide a great opportunity for employees to work together on a non-work project.
- Corporate team t-shirts send the message to the community that your company cares. It also gives you high visibility while providing a good incentive to participate.
- Your presence at the walk provides you with the opportunity to send a positive corporate image to the community while engaging your employees in a healthy activity.
- The walk is a family-oriented event, which encourages employees to participate under the umbrella of the company while involving spouses, children and friends.

## SPONSORSHIP LEVELS

There are numerous ways corporations can partner with AAKP to sponsor this year's Fun Walk and support the work of AAKP and those suffering from kidney diseases. Please choose a package that fits your company's goals and objectives or let us create one that specifically meets your unique needs.

SPONSOR BENEFITS	CONTRIBUTING	PARTNERING	SUPPORTING
Recognition during radio/television broadcasts ( <i>pending confirmed coverage</i> )	X		
Stage appearance during kick-off	X		
Signage along walk route	X	X	
Company logo on participate item (i.e. sweat band, water bottle – TBD by AAKP)	X	X	
Company promotional material included in participant goodie bag	X	X	
Day of event visibility at Fun Walk (vendor display)	X	X	X
Company logo recognition on all sponsor signage	X	X	X
Company logo on AAKP website (event page)	X	X	X
Company name or logo recognition on marketing materials/press releases	X	X	X
Company walk team	X	X	X
<b>PACKAGE COST</b> <i>Please note: Some benefits subject to print deadlines.</i>	<b>\$5,000.00</b>	<b>\$2,500.00</b>	<b>\$1,000.00</b>

To confirm your sponsorship or for questions regarding sponsorship opportunities, please contact Erin Kahle at [ekahle@aakp.org](mailto:ekahle@aakp.org) or (813) 400-2393.

## WANT TO BUILD A WALK TEAM?

*Let us help you build a successful Walk team in your company!*

At a Walk team kick-off meeting at your company, focus on...

1. Identifying team captains
2. Discussing tips and “how-to” suggestions for team fundraising
3. Showing your employees how to register and track donations
4. Identifying ways that your company teams can increase fundraising through corporate matching funds

**The AAKP Team is here to help you!** For questions about team building, please contact Valerie Gonzalez at [vgonzalez@aakp.org](mailto:vgonzalez@aakp.org) or (813) 400-2395.

# AAKP Fun Walk Sponsorship & Vendor Form

## Sponsorship Level

- Contributing \$5,000
- Partnering \$2,500
- Supporting \$1,000

## Vendor

- Tabletop \$200
- Tabletop (small business)\* \$50
- Tabletop (non-profit, with proof of 501C3) \$0

\* Small business is defined as a privately owned and operated business which does not exceed annual receipts (sales) of more than \$500,000.

## In-Kind Donation

In-kind donation value: \$ \_\_\_\_\_

Description: \_\_\_\_\_

## Company/Organization Information

Name: \_\_\_\_\_

Company: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

E-mail: \_\_\_\_\_

Telephone: \_\_\_\_\_

\*Please email an EPS or PDF version of your company logo to Erin Kahle at [ekahle@aakp.org](mailto:ekahle@aakp.org).

## Payment Information

- Check Enclosed (payable to AAKP)
- Invoice me (terms Net 15)
- Credit Card

## Credit Card Number:

Expiration Date (MM/YY): \_\_\_\_/\_\_\_\_

Card Type (circle one):                      Visa                      MasterCard                      Amex                      Discover

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

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

**Please send completed form to:**  
**American Association of Kidney Patients**  
**ATTN: Erin Kahle**  
**Fax: 813.636.8122 / Email: [ekahle@aakp.org](mailto:ekahle@aakp.org)**  
**Mail: 14440 Bruce B. Downs Blvd., Tampa, FL 33613**

*Please note for your records that no goods or services were received in exchange for this gift, and is tax-deductible to the extent of the law. AAKP Federal Tax ID # is 11-2306416. A copy of the official registration and financial information may be obtained from the division of consumer services by calling toll-free 1-800-HELP-FLA or online at [www.FloridaConsumerHelp.com](http://www.FloridaConsumerHelp.com), registration does not imply endorsement, approval, or recommendation by the state. Registration #: CH1452.*