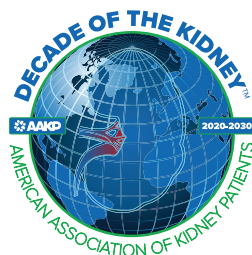
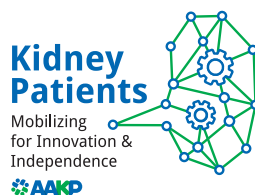


# AAKP 2022 SPONSORSHIP OPPORTUNITIES

American Association  
of Kidney Patients



MEDAL OF  
EXCELLENCE  
A W A R D



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Thank you for your continued partnership with the American Association of Kidney Patients (AAKP). We are pleased to invite you to support our 2022 national and international events!

As the nation and the world confronted the unprecedented challenge of the Coronavirus (COVID-19) outbreak in 2020 and throughout 2021, AAKP remained 100% committed to continuing our education and advocacy efforts, all while helping provide the most up-to-date, factual information to our membership on ways to stay healthy during the pandemic. AAKP utilized your invaluable support to maintain and expand our services to kidney patients, their families, and caregivers.

In 2020, AAKP volunteers accelerated the organization's national and global reach through sophisticated virtual platforms, international patient group partnerships, clinical journal editorials, television, radio, social media, and a growing AAKP [Patient Ambassador Initiative](#). At the start of the COVID-19 pandemic, AAKP changed all 2020, and continued with our 2021 events, to free virtual access, prioritized COVID-19 topics, and leveraged tactics to engage a wider audience. Throughout the last two years, AAKP has broadcasted expert COVID-19 insights through two [global](#) and four [national virtual events](#), dozens of webinars, and maintained sophisticated advocacy campaigns to [highlight disparities](#) in minority and kidney patient representation in clinical trials and health inequities. Viewership for all 2021 AAKP programs now exceeds 80,000 people across 80 countries and is growing rapidly. International and national program faculty included 90 medical practitioners and researchers, and 60 patient experts.

As we enter into 2022, AAKP will continue to be the largest, independent kidney patient organization in the U.S., representing the largest number of patient consumers and care partners. We will continue to engage, educate, and activate kidney patients in ways that are the most effective at elevating the **patient voice** and ensuring **patient choice**. AAKP will produce national and international events that will build on our successes.

We appreciate your Corporate dedication to the organization and kidney patient community by supporting AAKP's 2022 activities\*.

*\*For 2022, AAKP's events will be held virtually. Event format and/or dates may be subject to change.*

# AMERICAN ASSOCIATION OF KIDNEY PATIENTS

## Independent. Impactful. Relevant

The AAKP is the oldest and largest, fully independent kidney patient organization in America. For over 50 years, AAKP has been the leader in the fields of patient engagement, patient-centered education, and public advocacy efforts. AAKP is proud of our legacy and we consider ourselves among the original pioneers of increased access to high quality care for kidney patients. One of our earliest advocacy achievements is a well-known Federal program, familiar across America and within the United States Congress, the End Stage Renal Disease (ESRD) Program administered by the Centers for Medicare and Medicaid Services (CMS).

AAKP is an IRS registered Sec. 501(c)(3) organization and is governed, by original design and intent, by a patient-majority National Board of Directors. AAKP was founded in 1969 by six kidney patients who were brought together by their disease. They shared the prospect of a premature death and an intense desire to undergo and expand the availability of the still experimental and highly risky process of dialysis. These pioneers of patient engagement called themselves NAPH (National Association of Patients on Hemodialysis), the direct forerunner of AAKP. They set out to inform fellow patients and the public about the devastating impact of kidney disease for both patients and the families that depended upon them.

At the start, these AAKP kidney patients—and their compassionate care teams—knew their actions and early engagement would impact not only their own lives, but the lives of patients who they might never meet in the years and decades ahead. However, they also knew that self-less activism alone—absent a national strategy and the combined strength of powerful allies and sophisticated advocacy techniques—would not result in the national changes in treatment access and quality they sought for all kidney patients.

They developed and refined their strategy as they moved forward and targeted specific Federal laws and regulations that posed either barriers or potential opportunities to best address the needs of kidney patients. These early AAKP patient advocates demonstrated courage and leadership as they publicly told their personal stories, sought out empathetic allies in academia, among medical professionals, visionaries in the pharmaceutical industry, early leaders in the provider community, and among elected and appointed leaders throughout government.

After several years of non-partisan advocacy, a bi-partisan majority of the United States Congress passed the 1972 Amendments to the Social Security Act. According to the official history of the U.S. Social Security Administration, the 1972 legislative amendments extended health insurance coverage to people who had Chronic Kidney Disease (CKD) and required dialysis (including peritoneal dialysis) or kidney transplantation services. President Richard M. Nixon signed this bi-partisan measure in 1973 and Federally covered dialysis treatment and transplantation services for kidney patients began that same year.

**AAKP is dedicated to improving the lives and long-term outcomes of kidney patients through education, advocacy, patient engagement, and the fostering of patient communities. AAKP fights for early disease detection, including appropriate diagnosis of rare and genetic diseases; 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 including wearable and artificial kidneys, along with exploration into xenotransplantation; and the elimination of barriers for patient access to available treatment options.**



## AAKP – NATIONAL STRATEGY SUPPORTS OUR COMMITMENT TO PATIENT PROGRAMS

AAKP's relevance throughout the renal community is firmly established among patients and their family members as we continue to provide the necessary educational tools to understand their condition and appropriately manage their disease.

AAKP's professional staff work closely with the AAKP Medical Advisory Board, AAKP program committees, and patients to develop high-quality patient-gearred programs and materials that help educate and encourage discussion among patients and their healthcare team while empowering patients to become better managers of their own health outcomes and informed patient consumers. These programs are generously funded through individual donations and grants by industry, providers, and pharmaceutical partners who share our commitment to quality education, patient care, and consumer choice.

AAKP believes a unified approach is the best method to achieving a fulfilling life while managing kidney disease/failure. Each of our educational programs is subjected to critical review by our medical teams for accuracy and by our patient teams for relevance, ease of understanding, and practical use. Every program is designed with the purposes of:

- **Preventing** and addressing renal complications;
- **Understanding** a full range of self-care and clinical treatment options for selecting appropriate therapies;
- **Identifying** barriers to optimal health and wellness; and
- **Reinforcing** practical strategies to motivate change and achieve an overall improvement in health outcomes.

The AAKP engages in several multi-supported programs and activities that educate, advocate for, and empower patients to understand their condition, take control of their illness, and make informed choices on the best course of treatment for them. AAKP firmly believes that an informed patient is a healthy patient.

The Association takes pride in its current and future programs, as all activities must:

- Further its mission;
- Meet the strict definition and guidelines of AAKP's overriding initiatives (see on [page 4](#));
- And most importantly, begin and end with patients and improved outcomes.

## CENTERS FOR PATIENT RESEARCH & EDUCATION AND ENGAGEMENT & ADVOCACY MODEL

The charts outlined below demonstrate how both AAKP's Center for Patient Research & Education and Center for Patient Engagement & Advocacy are strategically aligned and complement each other for maximum effectiveness.

Center for Patient Engagement & Advocacy	
Engagement	Advocacy
<ul style="list-style-type: none"> <li>• <b>Ambassador Initiative</b> (<i>National/Global</i>)</li> <li>• <b>Ambassador Toolkit</b></li> <li>• <b>Ambassador Certification Program</b> - in development</li> <li>• <b>Speakers Bureau: Patient/Living Donor/Caregiver Certified Speakers</b> (<i>conferences, industry meetings, town hall meetings, interviews, media</i>)</li> <li>• <b>Patient Advocate Training Certification Program</b></li> <li>• <b>Social Media Training</b> (<i>web-based/in-person</i>)</li> <li>• <b>AAKP webinars</b></li> <li>• <b>Membership Services</b></li> <li>• <b>Flash surveys/questionnaires</b></li> <li>• <b>Decade of the Kidney™</b> (AAKP initiated and led)</li> <li>• <b>Social Media Platforms</b> <ul style="list-style-type: none"> <li>» Facebook @kidneypatient</li> <li>» Twitter @kidneypatients</li> <li>» LinkedIn, Instagram, Pinterest</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• <b>Washington, D.C. Capitol Hill Day Visits</b></li> <li>• <b>Virtual Hill Day Visits</b></li> <li>• <b>AAKP Action Center</b></li> <li>• <b>I Am a Kidney Voter™</b> (<i>register to vote campaign</i>)</li> <li>• <b>Public Policy Training Workshops</b> (<i>web-based/in-person</i>)</li> <li>• <b>How to Become Your Own Public Policy Advocate</b> (<i>brochure</i>)</li> <li>• <b>Patient Advocacy Training Guides</b> (<i>online/mobile ready</i>) – in development</li> <li>• <b>Action Alerts</b></li> <li>• <b>Targeted Press Releases</b></li> <li>• <b>Legacy Awards Program</b></li> <li>• <b>Patient Engagement &amp; Advocacy Awards Program</b></li> <li>• <b>Public Service &amp; Congressional Awards Program</b></li> </ul>
Center for Patient Research & Education	
Research	Education
<ul style="list-style-type: none"> <li>• <b>Clinical Trial Awareness Campaigns</b></li> <li>• <b>Market Research Recruitment</b></li> <li>• <b>Patient Training/Information</b> on clinical trial enrollment/participation</li> <li>• <b>Geographic targeting</b> of patients for specific engagement efforts</li> <li>• <b>Demographic targeting</b> of patients for specific engagement efforts</li> <li>• <b>AAKP Constituent Database</b> (<i>continual data collection</i>)</li> <li>• <b>Patient Advisory Panels/Councils</b></li> <li>• <b>Patient Roundtables</b></li> <li>• <b>Focus Groups</b> (<i>web-based/in-person</i>)</li> <li>• <b>Direct patient interviews</b> (<i>one-on-one</i>)</li> <li>• <b>Patient surveys</b> (<i>web-based/telephone</i>)</li> <li>• <b>Fabry Disease Diagnostic Testing Project</b></li> <li>• <b>Peer Mentor Program</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>AAKP Website</b> (<i>www.aakp.org</i>)</li> <li>• <b>COVID-19 Education Center</b></li> <li>• <b>National Patient Meeting</b></li> <li>• <b>Medal of Excellence Award Program</b></li> <li>• <b>AAKP Pocket Guide series</b> (<i>print/online programs</i>)</li> <li>• <b>Nutrition Program/AAKP Delicious!</b> (<i>print/online/App programs</i>)</li> <li>• <b>Kidney Beginnings series</b> (<i>print/online/interactive programs</i>)</li> <li>• <b>Patient Plan series</b> (<i>print/online/interactive programs</i>)</li> <li>• <b>aakpRENALIFE</b> (<i>national magazine</i>)</li> <li>• <b>Kidney Beginnings</b> (<i>e-newsletter</i>)</li> <li>• <b>Kidney Transplant Today</b> (<i>e-newsletter</i>)</li> <li>• <b>aakpRENALFLASH</b> (<i>e-newsletter</i>)</li> <li>• <b>At Home with AAKP</b> (<i>e-newsletter</i>)</li> <li>• <b>AAKP Pediatric Kidney Pals</b> (<i>e-newsletter</i>)</li> <li>• <b>HealthLine &amp; HealthLine Innovator Series</b> (<i>webinar programs</i>)</li> <li>• <b>Cystinosis Patient Scholarship Program</b></li> </ul>

## GLOBAL & NATIONAL CORPORATE INVOLVEMENT WITH AAKP

The American Association of Kidney Patients (AAKP) is the largest kidney patient organization in America. We have a proud 50-year history of advocating for increased patient care choice and access to the timely disease education and the diagnostics, biologics and devices that empower patients to remain fully engaged in life and society. We are unfailing optimists in our belief that science, innovation, and technology can save lives and improve patient outcomes – we know, because AAKP is led by patients whose lives have been saved by disease education and medical advancements. At AAKP, being patient-centric is inherent, not a mission statement.

The AAKP national team comprises experienced policy, business and non-profit professionals who happen to have kidney disease. Our national Board of Directors and our National and Global Patient Ambassadors represent the full range of kidney diseases, including rare/genetic diseases, and as a diverse team of enthusiastic advocates and educators, they represent the full diversity of America and the communities most impacted kidney diseases. We are united in our shared concern kidney diseases must be detected early and accurately, progression must be delayed, and patient care choice must include all new treatments and innovations – including pre-emptive transplantation and all home care options.

We understand the intricate world of policy, regulation, legislation, and reimbursement issues. We know how these mechanisms determine ongoing progress in the field of kidney disease medicine or a default to unimaginative status quo healthcare. With our expansive databases and data collection technologies, we are experts in collecting the unique patient preference insights (PPI), patient reported outcomes (PRO) and real-world evidence (RWE) that leaders in diagnostic, drug and device innovation need to develop solutions that are informed by patient life experiences.

AAKP is committed to adding high value to industry partners through substantive engagement and opportunities for industry to support the AAKP mission of helping reduce the devastating impacts of kidney diseases and to save lives. As a non-profit, non-partisan with a Platinum rating from GuideStar Charities, we use a national strategy to intelligently incorporate our dedicated legions of volunteer patient experts and smart business technologies – so we keep our overhead low, operate, and operate at a fraction of the cost of other national advocacy organizations whose comparatively massive overheads demand constant fundraising and diffuse impact and effectiveness. Our integrated national strategy has made us a well-known and highly respected advocate for our fellow kidney patients – and a vital partner for industry partners seeking to advance innovations and care treatments for the fellow patients we are honored to represent.

Simply stated, our annual corporate memberships allow our industry partners to demonstrate their commitment to helping to improve the life of patients. Based on the results we achieve and the level of genuine patient engagement the AAKP brand generates, we believe our **Global and National Corporate Memberships**, at any level, are among the best investments your company can make.

## GLOBAL & NATIONAL CORPORATE INVOLVEMENT WITH AAKP

Global Membership with AAKP is a unique opportunity to directly support the organization and AAKP's [Decade of the Kidney™](#) – a 10-year initiative announced in 2019, upon the signing of the ground-breaking and bipartisan Advancing American Kidney Health federal policy and the start of our 50th Anniversary year. During this decade, we believe kidney patients will take a more central role, alongside our allies, to accelerate kidney medicine away from the tired status quo of kidney care medicine.

We are committed to working with researchers, clinical trial experts and the private sector to reshape the future for patients and health outcomes. Help us – and let us help your company – toward a future defined by greater patient treatment choice; new, targeted therapies and diagnostics to detect, inhibit and better manage kidney diseases and prevent kidney failure; and greater access to life-sustaining devices and organs including artificial wearable and implantable kidneys. AAKP is convinced that an organized, global patient consumer voice, through a coordinated patient and professional consortium, will accelerate research and policies that speed innovation, increase market demand and lead to more favorable payment and reimbursement decisions to support the entry of new, life-sustaining products into the healthcare marketplace.

**Corporate Memberships** support AAKP and facilitate continuing dialogue among AAKP leadership, organizations, and industry partners to assist AAKP in best representing the interests, needs and priorities of all parts of the kidney community in our common mission of making lives better for patients and their families. Should you have any comments, questions, or additional areas of interest; or to secure your level of support, please contact Erin Kahle, Director of Patient Insights, Data Analytics, & Advocacy at [ekahle@aakp.org](mailto:ekahle@aakp.org) or (813) 400-2393 for National AAKP Membership and Diana Clynes, Executive Director at [dclynes@aakp.org](mailto:dclynes@aakp.org) or call (813) 400-2391 for Global AAKP Membership.

[View AAKP's current Corporate Members.](#)



## ADVERTISING & AWARENESS CAMPAIGNS

### Advertising Opportunities

- » **aakpRENALIFE bi-monthly magazine** delivers expert content on kidney disease management; treatment options including new medications and technologies; emerging research and innovations; nutrition, exercise and wellness education; public policy and advocacy issues; patient profiles; and much more!
- » **2022 Magazine Themes:**
  - **Jan/Feb:** A Look Ahead: AAKP in 2022 & Wellness Tips for Patients
  - **March/April:** Kidney Disease Awareness Month & National Donate Life Month
  - **May/June:** Related Health Conditions & AAKP Policy and Global Summits
  - **July/August:** Pediatric Kidney Disease including Resources and Recipes for Kids
  - **September/October:** Dialysis Technicians Month
  - **November/December:** Taking Steps to a Healthier Mind and Body



### AAKP E-newsletters

- » **Kidney Beginnings** provides educational information and resources for individuals who may be at risk for kidney disease or have recently been diagnosed with reduced kidney function.
- » **AAKP Renal Flash** provides detailed information for individuals on dialysis or approaching stage five kidney disease or ESRD (requiring a form of renal replacement therapy).
- » **Kidney Transplant Today** provides information for individuals who have received a kidney transplant or are considering transplantation as their form of renal replacement therapy.
- » **At Home with AAKP** provides information and news to individuals on or interested in home dialysis therapies.
- » **AAKP Pediatric Kidney Pals** contains current news, articles, and inspirational stories on pediatric and adolescent kidney patients for their parents and caregivers.

### Awareness Campaigns

AAKP is committed to increasing awareness on issues important to patients and making the patient and caregiver community aware of research opportunities that they may qualify for, such as market research and clinical trials. AAKP utilizes its various communication platforms to customize Educational Awareness campaigns and Clinical Trial Awareness Campaigns to target specific audiences to maximize reach/exposure and recruitment efforts.

For more information on advertising and awareness opportunities and to partner with AAKP on a customized campaign, please contact **Jennifer Rate, AAKP Marketing and Communications Manager** at [jrate@aakp.org](mailto:jrate@aakp.org) or (813) 400-2394.

[You can also view AAKP's Media Kit here.](#)

## MEDAL OF EXCELLENCE

American Association  
of Kidney Patients



The American Association of Kidney Patients' (AAKP) Medal of Excellence is one of the Association's highest honors for kidney healthcare professionals and is designed to elevate local, national and international figures who have been in the forefront of advancements in kidney care and patient empowerment. The award recognizes professionals who are committed to improving and extending the lives of all kidney patients through advocacy, research, technology, and quality-driven treatments that protect patient dignity and fully align with patient aspirations. This prestigious award program recognizes a variety of professionals within the healthcare team, including nephrologists, transplant surgeons, transplant professionals, nurses, social workers, dietitians, and dialysis technicians.

Sponsorships are accepted throughout the 2022 year. To receive full sponsorship benefits as listed, sponsorship commitments are encouraged no later than February 4, 2022.

**For additional information, please contact Erin Kahle [ekahle@aakp.org](mailto:ekahle@aakp.org), (813) 400-2393.**

### MEDAL OF EXCELLENCE SPONSORSHIP LEVELS

PLATINUM \$10,000	GOLD \$7,500	SILVER \$5,000	BRONZE \$2,500
Two (2) full-page, color ads in special Medal of Excellence issue of aakpRENALIFE, AAKP's national magazine	One (1) full-page, color ad in special Medal of Excellence issue of aakpRENALIFE, AAKP's national magazine	One-half (1/2) page, color ad in special Medal of Excellence issue of aakpRENALIFE, AAKP's national magazine	One-quarter (1/4) page, color ad in special Medal of Excellence issue of aakpRENALIFE, AAKP's national magazine
Company name and website link on AAKP website, on pages related to Medal of Excellence	Company name and website link on AAKP website, on pages related to Medal of Excellence	Company name and website link on AAKP website, on pages related to Medal of Excellence	Company name and website link on AAKP website, on pages related to Medal of Excellence
Company name recognition in press releases	Company name recognition in press releases	Company name recognition in press releases	Company name recognition in press releases

**[You can view 2022 honorees here.](#)**



# SPONSORSHIP FORM: MEDAL OF EXCELLENCE

**DEADLINE FOR RECEIPT: FEBRUARY 4, 2022**

**American Association of Kidney Patients**

**2022 MEDAL OF EXCELLENCE**

**Fax: Attn: Erin Kahle @ (813) 636-8122**

**Email: Erin Kahle, [ekahle@aakp.org](mailto:ekahle@aakp.org)**

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

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

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

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

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

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

## **Sponsorship Opportunities:**

Please place a check mark in the box provided next to the Sponsorship Package you wish to sponsor. An AAKP representative will contact you to confirm additional sponsor benefits.

☐ Platinum

☐ Gold

☐ Silver

☐ Bronze

## **Payment Method:**

☐ Check, please make payable to American Association of Kidney Patients  
14440 Bruce B. Downs Blvd., Tampa, FL 33613

☐ Please send an invoice to process payment. Payment must be received in order to receive sponsor benefits.  
Special instructions for invoice: \_\_\_\_\_

☐ Credit card:

☐ Visa

☐ MasterCard

☐ American Express

☐ Discover

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ 3 or 4 digit security code: \_\_\_\_\_

Name on card: \_\_\_\_\_

Authorized signature: \_\_\_\_\_

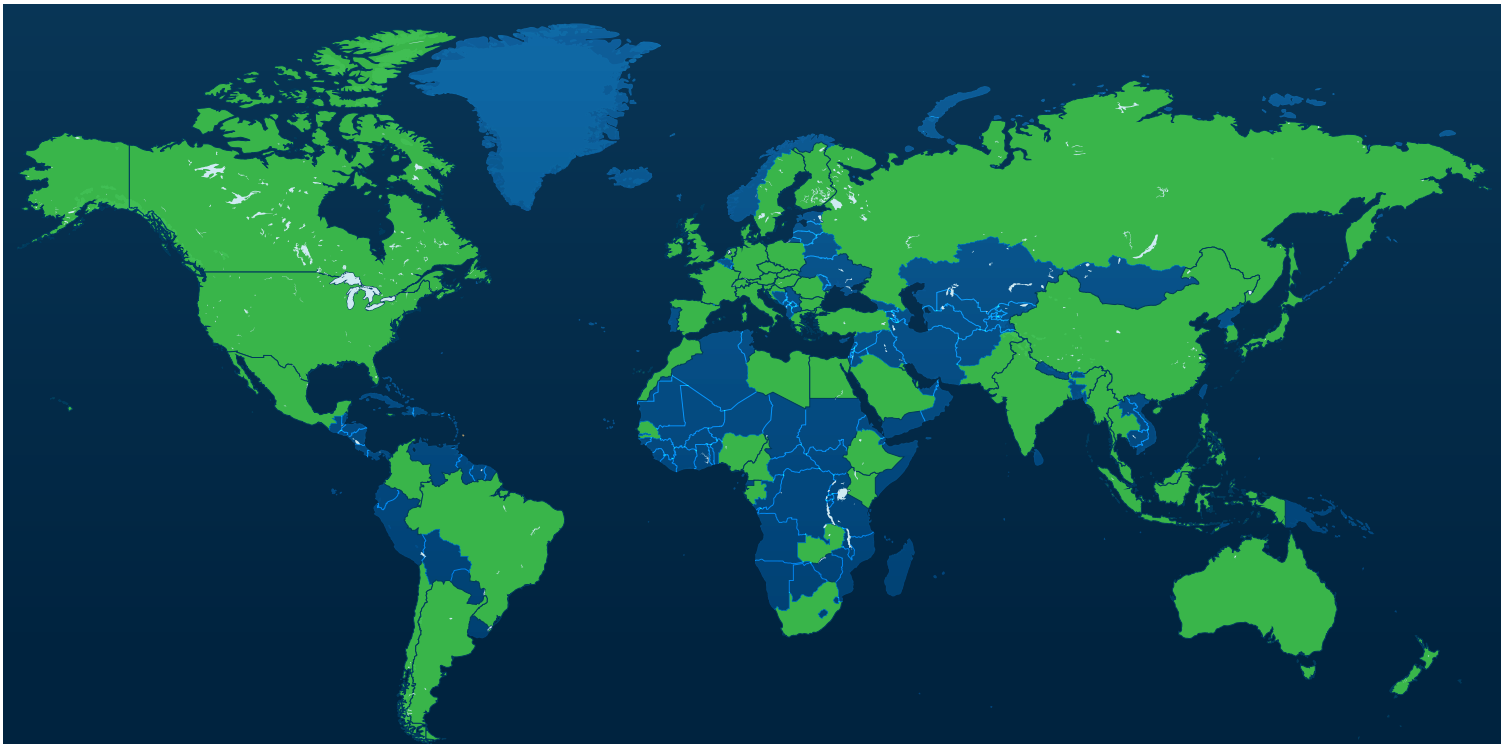
## 4<sup>th</sup> ANNUAL GLOBAL SUMMIT ON KIDNEY INNOVATION MAY 2022

AAKP will once again partner with George Washington University (GW) School of Medicine & Health Sciences (SMHS) to host the 4th Annual Global Summit virtually. The Global Kidney Innovations Summit has become the world's largest patient-led kidney innovation conference.

The 2021 Summit engaged participants in over 80 countries and included over 40 medical and patient subject matter experts and over 15 special medical and patient expert sessions on: COVID-19 impacts on the kidney and kidney patients; artificial intelligence and early disease diagnosis; greater diversity in clinical trials; precision medicine; genetic conditions such as APOLI; wearable and artificial implantable devices; and advancements in home dialysis care. Thousands of patients, clinical trial experts, pharmaceutical researchers, medical professionals, and policy leaders worldwide participated in the virtual Summit.

**For additional information, please contact Erin Kahle [ekahle@aakp.org](mailto:ekahle@aakp.org), (813) 400-2393.**

### 2021 Global Summit Highlights



## AAKP/GWU GLOBAL KIDNEY SUMMIT VIEWERS

- Over 80 countries reached
- 20,000+ viewers
- 15 + special medical and patient expert sessions
- 40 medical and patient subject matter experts featured
- Click [here](#) to view 2021 sessions OnDemand

## **GLOBAL SUMMIT SPONSORSHIP LEVELS**

<b>GOLD \$50,000</b>	<b>SILVER \$35,000</b>	<b>BRONZE \$25,000</b>	<b>PATRON \$10,00</b>	<b>SUPPORTING \$5,000</b>
Commercial video (60 sec) ad to run between a panel session. Ad will be seen by the live stream audience in real time. Commercials will also be incorporated into the Global Summit recording for an expanded reach post-event.	Commercial video (45 sec) ad to run between a panel session. Ad will be seen by the live stream audience in real time. Commercials will also be incorporated into the Global Summit recording for an expanded reach post-event.	Commercial video (30 sec) ad to run between a panel session. Ad will be seen by the live stream audience in real time. Commercials will also be incorporated into the Global Summit recording for an expanded reach post-event.	Acknowledgment included in event sponsor slide (Company logo)	Recognition on event web page (Company logo and link)
(1) direct (joint) eblast to Global Summit registrations post-event highlighting company product/information. Content must be approved by AAKP. AAKP to deploy eblast.	(1) direct (joint) eblast to Global Summit registrations post-event highlighting company product/information. Content must be approved by AAKP. AAKP to deploy eblast.	Acknowledgment included in event sponsor slide (Company logo)	Recognition on event web page (Company logo and link)	Acknowledgment in all event marketing & promotions pre/post event
Acknowledgment included in event sponsor slide (Company logo)	Acknowledgment included in event sponsor slide (Company logo)	Recognition on event web page (Company logo and link)	Acknowledgment in all event marketing & promotions pre/post event	
Recognition on event web page (Company logo and link)	Recognition on event web page (Company logo and link)	Acknowledgment in all event marketing & promotions pre/post event		
Acknowledgment in all event marketing & promotions pre/post event	Acknowledgment in all event marketing & promotions pre/post event			

# SPONSORSHIP FORM: GLOBAL SUMMIT

DEADLINE FOR RECEIPT: APRIL 1, 2022

American Association of Kidney Patients

## GLOBAL SUMMIT

May, 2022

Fax: Attn: Erin Kahle @ (813) 636-8122

Email: Erin Kahle, [ekahle@aakp.org](mailto:ekahle@aakp.org)

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

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

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

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

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

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

### Sponsorship Opportunities:

Please place a check mark in the box provided next to the Sponsorship Package you wish to sponsor. An AAKP representative will contact you to confirm additional sponsor benefits.

☐ Gold ☐ Silver ☐ Bronze ☐ Patron ☐ Supporting

### Payment Method:

☐ Check, please make payable to American Association of Kidney Patients  
14440 Bruce B. Downs Blvd., Tampa, FL 33613

☐ Please send an invoice to process payment. Payment must be received in order to receive sponsor benefits.  
Special instructions for invoice: \_\_\_\_\_

☐ Credit card:  
☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ 3 or 4 digit security code: \_\_\_\_\_

Name on card: \_\_\_\_\_

Authorized signature: \_\_\_\_\_

## AAKP 5<sup>th</sup> ANNUAL PUBLIC POLICY SUMMIT: JUNE 30, 2022

The 5th Annual Policy Summit will continue to bring together key influencers from across all sectors of the policy spectrum – patients, healthcare professionals, researchers, industry, and the Federal government. The focus for 2022 will be to highlight innovation in kidney biologics, diagnostics and devices as well as examine the expanding impact of kidney disease in America and the accelerating need for policies that honor full consumer choice in treatment and smarter policies to better align both regulatory and payment decisions.

**For additional information, please contact Erin Kahle [ekahle@aakp.org](mailto:ekahle@aakp.org), (813) 400-2393.**

### POLICY SUMMIT SPONSORSHIP LEVELS

<b>GOLD \$25,000</b>	<b>SILVER \$15,000</b>	<b>BRONZE \$10,000</b>
Company/Organization may have (1) representative participate in a panel presentation (panel TBD by AAKP).	Commercial video (30 sec) ad to run between a panel session. Ad will be seen by the live stream audience in real time. Commercials will also be incorporated into the Policy Summit recording for an expanded reach post-event.	Company/Organization logo recognition as a sponsor during virtual event.
Commercial video (60 sec) ad to run between a panel session. Ad will be seen by the live stream audience in real time. Commercials will also be incorporated into the Policy Summit recording for an expanded reach post-event.	Company/Organization logo recognition on panel transition slide.	Company/Organization logo recognition on post-event production recording.
Company/Organization logo recognition on panel transition slide.	Company/Organization logo recognition as a sponsor during virtual event.	Company/Organization name recognition in all event marketing and press releases (pre/post).
Company/Organization logo recognition as a sponsor during virtual event.	Company/Organization logo recognition on post-event production recording.	
Company/Organization logo recognition on post-event production recording.	Company/Organization name recognition in all event marketing and press releases (pre/post).	
Company/Organization name recognition in all event marketing and press releases (pre/post).		

**[You can view 2021 sessions here.](#)**

# SPONSORSHIP FORM: POLICY SUMMIT

**DEADLINE FOR RECEIPT: MAY 31, 2022**

American Association of Kidney Patients

## **POLICY SUMMIT**

June 30, 2022

Fax: Attn: Erin Kahle @ (813) 636-8122

Email: Erin Kahle, [ekahle@aakp.org](mailto:ekahle@aakp.org)

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

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

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

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

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

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

### **Sponsorship Opportunities:**

Please place a check mark in the box provided next to the Sponsorship Package you wish to sponsor. An AAKP representative will contact you to confirm additional sponsor benefits.

☐ Gold ☐ Silver ☐ Bronze

### **Payment Method:**

☐ Check, please make payable to American Association of Kidney Patients  
14440 Bruce B. Downs Blvd., Tampa, FL 33613

☐ Please send an invoice to process payment. Payment must be received in order to receive sponsor benefits.  
Special instructions for invoice: \_\_\_\_\_

☐ Credit card:

☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ 3 or 4 digit security code: \_\_\_\_\_

Name on card: \_\_\_\_\_

Authorized signature: \_\_\_\_\_



## 47<sup>th</sup> NATIONAL PATIENT MEETING: SEPTEMBER 21-23, 2022

AAKP will host a timely and interactive virtual meeting featuring a diverse line-up of speakers crossing all sectors of the kidney community including the top influencers in kidney care from Federal government, medical professionals, academia, private industry and non-profit professional organizations in the kidney community; along with a virtual exhibit hall which will allow participants to engage with various kidney-related companies/organizations.

AAKP is pleased to offer a variety of sponsorship packages for its Virtual National Patient Meeting. Sponsorship is an effective way to reach your target audience, patients who use your company's product and services. Each package is designed to provide companies with a number of ways to engage with meeting registrants. AAKP can also work with companies to create a more customized package that fits your needs. [Click here to view 2021 sessions OnDemand.](#)

There are several opportunities for companies to host Virtual Roundtables with patients during the AAKP Patient Meeting. Roundtables take place virtually by video chat with a limit of 10 participants per roundtable. Virtual Roundtables must be approved by AAKP and can only occur during specified times.

### **LIMITED TIME SLOTS AVAILABLE FOR VIRTUAL ROUNDTABLES, CONFIRMED ON A FIRST COME, FIRST RESERVED BASIS.**

AAKP charges a fee of \$4,000 per virtual roundtable. Confirmed Patient Meeting Sponsors are eligible to receive a discount to host a virtual roundtable (\$2,000 per virtual roundtable). AAKP will e-mail a pre-approved notice of your company's virtual roundtable to all registered AAKP Meeting registrants. The company conducting the virtual roundtable must submit the text for the letter, but AAKP will place the approved text on AAKP letterhead.

Applications to conduct a virtual roundtable must be received by AAKP no later than: **August 19, 2022**. Payment for sponsorship and roundtable(s) is required by **August 19, 2022**.

**For additional information, please contact Erin Kahle [ekahle@aakp.org](mailto:ekahle@aakp.org), (813) 400-2393.**





## PATIENT MEETING SPONSORSHIP LEVELS

PLATINUM \$35,000	GOLD \$25,000	SILVER \$15,000	BRONZE \$10,000	PATRON \$5,000
Sponsor Spotlight, a 30-minute Company presentation listed on meeting agenda during Sponsor Hall hours (non-competing times).	Sponsored Commercial Spot, a 30-second Company video to be played during session transition (scheduled time TBD)	Sponsorship of an AAKP educational session (based on availability, first-come, first reserved), includes Company name/logo recognition on agenda and during session.	Virtual Exhibit (specified hours), Company listing with name, logo, description, contact information, website link, ability to interact with meeting participants.	Virtual Exhibit (specified hours), Company listing with name, logo, description, contact information, website link, ability to interact with meeting participants.
Sponsored Commercial Spot, a 60-second Company video to be played during session transition (scheduled time TBD)	Sponsorship of an AAKP educational session (based on availability, first-come, first reserved), includes Company name/logo recognition on agenda and during session.	Virtual Exhibit (specified hours), Company listing with name, logo, description, contact information, website link, ability to interact with meeting participants.	Social media recognition as sponsor	
Sponsorship of an AAKP educational session (based on availability, first-come, first reserved), includes Company name/logo recognition on agenda and during session.	Virtual Exhibit (specified hours), Company listing with name, logo, description, contact information, website link, ability to interact with meeting participants.	Social media recognition as sponsor	Company logo listed on event web page	
Virtual Exhibit (specified hours), Company listing with name, logo, description, contact information, website link, ability to interact with meeting participants.	Social media recognition as sponsor	Company logo listed on event web page	Company name recognition in press releases, marketing & promotion of event	
Social media recognition as sponsor	Company logo listed on event web page	Company name recognition in press releases, marketing & promotion of event		
Company logo listed on event web page	Company name recognition in press releases, marketing & promotion of event			
Company name recognition in press releases, marketing & promotion of event				

# SPONSORSHIP FORM: NATIONAL PATIENT MEETING

**DEADLINE FOR RECEIPT: AUGUST 19, 2022**

American Association of Kidney Patients

## **NATIONAL PATIENT MEETING**

September 21-23, 2022

Fax: Attn: Erin Kahle @ (813) 636-8122

Email: Erin Kahle, [ekahle@aakp.org](mailto:ekahle@aakp.org)

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

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

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

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

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

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

### **Sponsorship Opportunities:**

Please place a check mark in the box provided next to the Sponsorship Package you wish to sponsor. An AAKP representative will contact you to confirm additional sponsor benefits.

☐ Platinum ☐ Gold ☐ Silver ☐ Bronze ☐ Patron

### **Payment Method:**

☐ Check, please make payable to American Association of Kidney Patients  
14440 Bruce B. Downs Blvd., Tampa, FL 33613

☐ Please send an invoice to process payment. Payment must be received in order to receive sponsor benefits.  
Special instructions for invoice: \_\_\_\_\_

☐ Credit card:  
☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ 3 or 4 digit security code: \_\_\_\_\_

Name on card: \_\_\_\_\_

Authorized signature: \_\_\_\_\_

# VIRTUAL ROUNDTABLE FORM

**DEADLINE FOR RECEIPT: AUGUST 19, 2022**

American Association of Kidney Patients

**NATIONAL PATIENT MEETING - VIRTUAL ROUNDTABLE**

September 21-23, 2022

Fax: Attn: Erin Kahle @ (813) 636-8122

Email: Erin Kahle, [ekahle@aakp.org](mailto:ekahle@aakp.org)

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

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

Name of Virtual Patient Roundtable: \_\_\_\_\_

Date of Event: \_\_\_\_\_

Start/End Time: \_\_\_\_\_

Describe the Proposed Activity: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Organizer of the Proposed Activity, if applicable: (organization handling the details [i.e., communications company, agency, etc.])

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

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

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

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

**Payment Method:**

☐ Check, please make payable to American Association of Kidney Patients  
14440 Bruce B. Downs Blvd., Tampa, FL 33613

☐ Credit card:

☐ Visa

☐ MasterCard

☐ American Express

☐ Discover

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ 3 or 4 digit security code: \_\_\_\_\_

Name on card: \_\_\_\_\_

Authorized signature: \_\_\_\_\_

## AAKP 3<sup>rd</sup> ANNUAL FUN WALK: DECEMBER 5-9, 2022

This year's virtual AAKP Fun Walk will be hosted December 5-9, 2022 to allow for participants to make the most out of the experience and participate in activities at their own pace and schedule!

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 chronic illness that impacts an estimated 850 million people worldwide and to support the great work of AAKP.

As the nation and the world continue to experience the unprecedented challenges of the coronavirus (COVID-19) pandemic, AAKP has continued to maintain and expand our services to kidney patients, their families, and caregivers. As patients ourselves, AAKP's leadership and Board know that the daily life of a chronic kidney disease (CKD) patient is highly stressful, especially since we manage a complex web of medications, treatments and modalities, and a host of complex underlying medical conditions. Coping with stress in a healthy way will make you, the people you care about, and your community, stronger. This is why AAKP chose to continue its focus for the 2022 Fun Walk on "Taking Steps to a Healthier Mind & Body!" Registrants will have the opportunity to participate in



numerous activities over the week including a "Count Your Steps" challenge; Mind and Body OnDemand virtual sessions; Social Media activities; and much more!

### 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 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.

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

## FUN WALK SPONSORSHIP LEVELS

SPONSOR BENEFITS	GOLD	SILVER	BRONZE	Non-Profit Supporting Sponsors
Sponsorship of (1) virtual session by providing a 30-60 commercial (MP4 file) to play at start of virtual session (limited number available - first come, first reserved)	X			
Company promotional material included in participant post-event mailing (must be approved by AAKP)	X	X		
Company logo on AAKP Fun Walk event web page	X	X	X	
Company name or logo recognition on marketing materials/press releases	X	X	X	X
Complimentary registrations	50	25	10	5
<b>PACKAGE COST</b>	\$5,000	\$2,500	\$1,000	Complimentary
<i>Please note: Some benefits subject to print deadlines.</i>				

# SPONSORSHIP FORM: FUN WALK

**DEADLINE FOR RECEIPT: NOVEMBER 4, 2022**

American Association of Kidney Patients

**FUN WALK**

December 5-9, 2022

Fax: Attn: Erin Kahle @ (813) 636-8122

Email: Erin Kahle, [ekahle@aakp.org](mailto:ekahle@aakp.org)

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

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

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

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

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

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**Sponsorship Opportunities:**

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Name on card: \_\_\_\_\_

Authorized signature: \_\_\_\_\_