

THE KIDNEY FOUNDATION OF CANADA

2015 KIDNEY MARCH PARTNERSHIP OPPORTUNITIES

ANNIVERSARY
6th

We're on a mission to stand up
and make noise about kidney
disease and organ donation.

We hope you will too.

Every year, Kidney March is held the
first weekend after Labour Day.

Kidney March on **September 11, 12 and 13, 2015**
marks the 6th Anniversary of the Kidney Foundation's
only signature 100km walk in Canada!

Kidney March began in 2010. This year, we celebrate
how far we've come in the field of research, we
honour those we know and love who are affected
by kidney disease and we put faith in a future
where this silent killer no longer impacts over
3 million Canadians. And, most important of all,
we do something about it. Something Big.

Please help us by becoming a sponsor and helping us
shine a light on kidney disease and organ donation.





Kidney March Participants Inspire

95% of the people on Kidney March have never done anything like Kidney March in their lives. They are often daunted by the fundraising they have to do (a minimum of \$2,200 each), and by the distance they have to walk. This is not a group of athletes, although there may be a few. This is a group of people who are drawn together because they are personally dealing with kidney disease, they have a loved one who is, they've lost a loved one, or they simply want to do something truly meaningful to make a difference.

Over the last five years, close to 1500 Kidney Marchers have raised over \$3,710,000 to support life changing kidney research -- to support hope. 80% of Marchers are directly affected by kidney disease or are renal health care professionals. The Marchers are women and men ages 16 to 75+, coming from BC to Quebec, as individuals, teams and families.

The many brave individuals who walk in between their dialysis treatments provide motivation for even the weariest marcher to carry on.

These Marchers and the steadfast Crew they count on for support have a determination and inner strength that goes far beyond taking part in a 5km walk.



A UNIQUE OPPORTUNITY TO SPONSOR YOUR OWN PIT STOP



PIT STOPS

**Pit Stops
\$5,000 ea.**

or

**Three Pit Stops
for \$10,000**

Pit Stops provide Kidney Marchers with much needed refuge throughout their journey. All along the Kidney March route are five full-service pit stops, complete with water, electrolyte drinks, snacks, and portable toilets, as well as five quick-pits, where Marchers can replenish their water and grab a much needed snack. The third pit stop along each day's route is the lunch stop, where hearty nutritious re-fuel is served to shore up the Marchers for the rest of the day's journey.

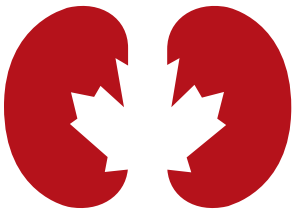
There are 30 Pit Stops in total, at Kidney March, 10 per day over 3 days. Sponsors have the option of sponsoring one Pit Stop for \$5000 or 3 Pit Stops for \$10,000 pick 3 pit stops in same day or one each day of the March.

Apart from the nourishment and a soft place to stretch sore muscles, the most inspiring thing pit stops offer, is the chance for crew, family, sponsors and fellow walkers, to drop by or wait at the pit stops to cheer Marchers on. From firefighters to senior citizen groups to elementary school classes, these energizing visits provide some of the most emotional elements of the entire experience.

Pit Stops provide sponsors with a unique way to engage their staff in a meaningful volunteer experience that makes a real difference to the amazing Marchers and the people who come to cheer them on. Of course sponsors can choose whether they want their employees to man the Pit Stops or if they want Kidney March Crew to man it for them. One thing is for sure - anyone who has the opportunity to man a Pit Stop will be incredibly inspired by the heroes they meet and the stories they hear. They may just be forever changed...

Sponsors also have the opportunity to have exclusive signage at each of the 10 pit stops each day.

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KidneyMarch

Exclusive, One-only Partnership Opportunities

**Closing
Ceremonies
\$25,000**

A Celebration Like No Other

At the end of the journey, participants are treated to an amazing and emotional closing ceremony to commemorate their accomplishment. It is truly a celebration like no other.

The site of the first Canadian Winter Olympics provides the perfect backdrop to complete and celebrate the achievements of the March and the impact it has in the battle against kidney disease.

Closing Ceremonies is the most prestigious partnership opportunity available – providing our lead partner with the most media buzz, recognition and public profile

**Dining Hall
\$15,000**

Mobile kitchens serve hot, nutritious dinners and breakfasts for Marchers and Crew.

The Dining Hall is also the site of evening entertainment and lots of tears and laughter at the end of an exhaustingly rewarding day. The Dining Hall provides an exceptional partnership opportunity for the right partner who wants to support and sustain our Kidney March heroes in one of the most important ways possible.

**Kidney March
Camp \$15,000**

Referred to by some as the magical tent city, Kidney March camp is like no other camp. Imagine a camp where people enjoy a breathtaking outdoor experience with hundreds of newly found friends. Each person shares a 2 person tent that is provided for them. A sea of pristine, cozy sleeping pods, all lined up in a grid, surrounded by an infrastructure on wheels that takes care of all the Marchers' needs. The camp experience also comes complete with 'live' entertainment in the evenings, a beautiful view of the stars, and even a luggage service from site to site!

**Kidney March
Patient Program
\$15,000**

In dialysis units across southern Alberta, dialysis patients are participating in their own Kidney March. Many dialysis patients have accepted the challenge to complete 100 kilometres of activity, using specialized bikes while on dialysis. Because being active while dialyzing is shown to clear more toxins from the blood, patients who take on this challenge are energized by physically and emotionally to do all they can to raise awareness and offer hope to others.

These individuals are not walking in Kidney March but they are with us every step of the way.



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Opening Ceremonies \$10,000

The Opening Ceremonies are critical to getting the Marchers off on the right foot! This highly charged kick-off event energizes, inspires and reminds Marchers exactly why they have taken on the amazing Kidney March challenge.

Opening Ceremonies partnership includes a mention and interview with Calgary's leading radio station, Country 105 on Day Zero, the day of Kidney March registration and Kick off, Sept. 10.

Kidney March Crew \$10,000

The 120 energetic people who form the Kidney March Crew provide the supportive backbone that keeps the kidney Marchers going every day. From cheering Marchers to bringing critical supplies to a marcher in trouble, Kidney March would simply not be possible without an amazing and dedicated volunteer crew. Providing support for the Kidney March Crew would provide the right partner with a unique opportunity to brand the Crew's clothing and gear to make them more visible and to provide Marchers with additional tools and resources. The Crew sponsor has the unique opportunity to put their name and logo on Crew shirts specifically for the Closing Ceremonies.

Kidney March Training Program \$10,000

Couch potatoes and experienced runners alike all benefit from the training and guidance that the Kidney March team offers to get Marchers from start to finish. Our comprehensive training program, which includes in-person and on-line components, in the months leading up to the March gradually and painlessly gets participants ready to handle the epic journey ahead. People are often surprised to find out that they are capable of doing this if they prepare. Best of all, Marchers train alongside other Marchers and inspire each other to keep going.

Porta-Potties \$10,000

Marchers have described the green hue of a porta potty down the road as a 'beacon on the horizon.' At Kidney March, Porta Potties are coveted destination points that take on a whole new stature.

Because Marchers are all too aware that urine can only be produced by someone with functioning kidneys – in this unique environment pee is something to be especially celebrated and revered. At Kidney March, the oft-disrespected porta potty really is king. We expect this unique sponsorship opportunity to go fast!

Showers \$10,000

Our camp showers provide all Marchers with a much needed shower at the end of a long day. Our shower sponsor has the opportunity to change an average, bare bones shower into the kind of spa-like, steamy hot refresh the Marchers deserve. The shower and bathroom facilities are rented at the camp sites and large amounts of water is trucked in.

Transportation \$10,000

Though feet are the primary mode of transportation at Kidney March, wheels, and lots of them, play a critical role in the success of Kidney March too. Vehicles are needed to set up and tear down Tent City, and to transport food and medical supplies to campers. The crew depends on vehicles to support March participants and provide aid to struggling Marchers or people needing medical attention. Buses are also used to transfer Marchers on the morning of day 1 and day 2 to start their journey.



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Phone Charging Stations \$10,000

Most Marchers bring along cell phones or cameras to take photos and share their experiences with family and friends in real time. One of the biggest challenges Marchers face is ensuring they have enough battery life to get that inspiring shot when the opportunity arises or to upload that perfect photo to share with a family member or on social media. A portable charging station along the route or in camp each day would be a welcome addition to the infrastructure already in place for Marchers.

General Store \$5,000

The mobile general store stocks key supplies Marchers may forget or run out of at super low prices. From snacks to sunscreen, the store is a critical resource for Marchers and Crew as they wander blissfully (and also blisterfully) in the great expanse of the Kananaskis countryside.

Massage Station \$5,000

The Kidney March massage station offered at the end of day one is one of the most popular and coveted services offered to Marchers throughout their journey. Volunteer massage therapists generously offer their time free of charge, but the line ups for a massage are understandably long and only a small number of Marchers have the stamina to wait in line until it is their turn. Your support for our massage station would help us bring in additional massage therapists and equipment, and provide a comfortable seating area for those willing to wait for a wee bit of relief.



KidneyMarch



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Doing Good Is Good For Business

Depending on the partnership option and amount you choose, we will customized recognition to fit your specific needs and interests. We will work with you to design the package that would work best for you. Here are some examples of what could be contained in your package:

- Name and logo recognition on Kidney March website, Kidney March handbook distributed to all Marchers and Crew
- Name and logo recognition on Kidney March electronic newsletter distributed every two weeks to a lists of 4,000
- Name and logo in Kidney Foundation print newsletter distributed to 4,000+ twice in a year
- Name and logo recognition of Kidney Foundation (Southern Alberta) web page
- Signage recognition at opening ceremonies, closing ceremonies
- Signage recognition in Kidney March Camp
- Signage with key Kidney March related messages along the route each day from the sponsor
- Recognition on Kidney March facebook postings and twitter postings
- Signage and recognition at Kidney March Alumni Reunion event in late October*
- Name & Logo Inclusion in 2 e-blast newsletter to subscribers and radio newsletters (Country 105, Kiss 95.9, Jack FM)

****Kidney March presence on social media throughout the year is significant and growing - with over 15,000 hits to our Facebook and website in the three days of Kidney March 2014 alone.***



Imagine your company in an embrace like this

More than ever, consumers are searching for meaning. Not only in the brands that they align with, but in the conduct of their lives. We offer people a chance to connect with the deepest part of themselves, and your company and employees the chance to connect with those people in incredibly meaningful ways.

Kidney March is no run-of-the-mill walk-a-thon. It's a pilgrimage that lasts three days, and takes participants 100 kilometres on a journey from K-Country all the way to Calgary. For some people, it's the most challenging thing they've ever done in their lives. They develop an impassioned loyalty to the brand that supports them in achieving it.

Let's talk about the possibility of Kidney March putting your company in an embrace with consumers unlike anything you've ever felt or been involved in before.

Call us. We'd love to put your company on the frontier of heroism.

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