



Introducing...

The 2017 Kidney March

Corporate Sponsorship Challenge

Exclusive Benefits for Corporate Sponsors of \$5000 or more

- ✓ Opportunity to be featured as **Kidney March Sponsor of the Month** on Kidney March website and in the Kidney March monthly e-Newsletter once, including a company interview, feature story, link to your website, and coupons.
- ✓ Identification of your **corporation's own "Kidney Marcher,"** someone who is participating in the March who will talk about their personal story, attend at least one corporate event (including attendee at the July quarterly staff meeting*), wear corporate gear, etc. *If the specific Kidney Marcher for your company is not available the day of the meeting(s), another Marcher with an equally meaningful story will be present.
- ✓ Opportunity to provide **shirts and/or corporate swag** for promo kits / or booth for walk at Kidney March Expo (April 23, 2017), and provide a promo item for registration packages at Kidney March Registration (Day Zero, September 7, 2017)
- ✓ Name and logo recognition on Kidney March electronic newsletter distributed a minimum of monthly to a list of 4,000+.
- ✓ Name and logo in one edition of The Kidney Foundation of Canada Southern Alberta and Saskatchewan Branch Living Well print newsletter distributed to 4,000+.
- ✓ Name and logo recognition on The Kidney Foundation of Canada (Southern Alberta) web page for a minimum of one month
- ✓ Signage recognition at opening ceremonies, closing ceremonies
- ✓ Signage recognition in Kidney March Camp
- ✓ Signage with key Kidney March related messages from the sponsor along the route each day, to be mutually agreed upon by the corporation and The Kidney Foundation
- ✓ Recognition on two Kidney March Facebook and Twitter postings
- ✓ Signage recognition at Kidney March Alumni Reunion event on October 28, 2017
- ✓ Opportunity for live interview with Country 105 at Kidney March Expo on Sunday, April 23, 2017
- ✓ Kidney March Social Media Stats

Kidney March presence on social media throughout the year is significant and culminates as we get closer to Kidney March itself – with over 15,000 hits to our Facebook page and website in the three days of Kidney March alone.