

THE KIDNEY FOUNDATION OF CANADA
8th ANNUAL

2017 KIDNEY MARCH

3 DAYS
100 KILOMETERS
1 UNITED FRONT



**SPONSORSHIP
OPPORTUNITIES**

SEPTEMBER 8-10, 2017

A hero is an ordinary individual who finds the strength to persevere and endure in spite of overwhelming obstacles.

Christopher Reeve





Kidney March is the only event of its kind in Canada



As the only event of its kind in Canada, Kidney March is on the bucket list of anyone affected by kidney disease to attempt at least once, or for many of the participants, maybe even every year. Our goal for Kidney March 2017 is to bring teams from every province in the country with one common objective: bringing the kidney community together in reciprocal support and a united desire to improve the care and prognosis for those with kidney disease.



Your chance to take part in a national event

ALBERTA BOUND

One weekend each year in early September, courageous adventurers travel from across Canada to be part of the biggest kidney event in the country. Kidney March is not a typical run-of-the-mill charity walk, it is a 3-day, 100 kilometer pilgrimage that takes participants from Kananaskis Country to Calgary Olympic Park in one of the biggest challenges of their lives.

Kidney Marchers are drawn to Calgary with a common goal of doing something big to raise awareness for kidney disease and organ donation. Most people who accept the challenge have been personally affected by kidney disease. People like Susan, who received a kidney transplant in 2010, and her daughter, Alexandra, who is on the transplant waiting list. The mother-daughter duo traveled from Ontario with a team of friends and family to demonstrate their love and support for Alexandra who was diagnosed with kidney disease at the age of 27.



Co-Sponsoring Can Make An Even Bigger Impact

Joanne Drodge and Randy Haatvedt personify what Kidney March is all about. Both Kidney March veterans, Joanne and Randy could write the book about going the kilometer. A retired IT Consultant, Randy donated his kidney to his friend Pat in 2012. A long-time client at Pat's shoe shine business in downtown Calgary, Randy watched his friend of 20 years continuing to work hard every day, even though it was clear to him Pat was getting progressively worse. Randy did a little internet research and without a word to Pat, called Pat's doctor to see how he could help. Randy had hoped to do the transplant work-up anonymously so as not to get Pat's hopes up if he wasn't a match – but protocol would not allow that, and once he told Pat of his intentions, the two friends started 'knocking over the obstacles one at a time.' "It was an amazing experience," Randy says, "From the time I made that first call, I had a good feeling -- we both did. In fact, if I had another kidney to give, I'd do it all again."

Joanne Drodge first learned about kidney disease was when her nephew, Bryan, was born with it. Now 21, Bryan has had two transplants, and is on the waiting list for a third in Halifax. Though Joanne is not a match for her nephew, she's looking into the paired donor exchange program, and has begun kidney donor testing so that even if she cannot donate to her nephew, she can donate to someone else in need. "Awareness raised through Kidney March is critical when it comes to kidney disease and organ donation-- people need to understand, it could easily be them," she says.

It was Randy's idea to sponsor half a lunch pit stop with a donation of \$2,500, and Joanne, an independent insurance and financial advisor with the Pelican Group, was quick to respond. Both Randy and Joanne believe in giving back to the community. "If you are in any way philanthropic or community minded, you already understand that donating in the community has some spin off benefits for your business and helps you get your name out publicly and aligned with a meaningful cause. Kidney March is an obvious choice for anyone who knows about kidney disease or has a personal connection," Joanne says



Support Your Own Pit Stop



Pit Stops

Lunch Pit Stops
\$2,500 each

Quick Pit Stops
\$1,500 each or
3 for \$3,000

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.

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 be Pit Stop leaders or if they want a Kidney March Crew to run it for them. One thing is for sure - anyone who has the opportunity to lead a Pit Stop will be incredibly inspired by the heroes they meet and the stories they hear. They may just be forever changed...



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Make Your Own Unique Impression by supporting one of our **EXCLUSIVE** One-only Partnership Opportunities

If you have other ideas, we will work with you to design a sponsorship opportunity that aligns with your corporate mission.



Closing Ceremonies **\$15,000**

A Celebration Like No Other

At the end of the journey, participants are treated to an amazing and inspirational 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 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



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.



Tent City **\$7,500**

Referred to by some as the magical tent city, the Kidney March camp is like no other. Imagine a place 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.



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Phone Charging Stations **\$7,500**

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.



Opening Ceremonies **\$7,500**

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. 9th.



Dining Hall **\$5,000**

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.



Patient Program **\$5,000**

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 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.



Training Program **\$5,000**

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, such as 10-12 practice walks around Calgary 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.



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Porta-Potties **\$5,000**

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 **\$5,000**

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 **\$5,000**

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.



Kidney March Alumni Reunion November, 2017 **\$5,000**

The Annual Kidney March Alumni Reunion unites all Marchers and Crew from the previous six Marchers to share Kidney March stories and celebrate accomplishments and show the new Kidney March video. It's a time for kidney patients who participated in the Kidney March Patient Program to stand shoulder to shoulder with the Marchers who carried the torch on their behalf. It's an emotional reunion you won't want to miss.



General Store **\$3,000**

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 **\$3,000**

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. 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.



Doing Good Is Good For Business



We are asking you to join our family to unite to achieve our most ambitious goal ever - \$1 million in Kidney March 2017. Next year, because of a special one-time government grant, our funds will be matched.

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
- Opportunity to be featured as “sponsor of the month” in the Kidney March monthly e-Newsletter, including a feature story, link to your website and coupons if appropriate.
- Kidney March e-Newsletter, including feature story, links to website and coupons if appropriate.
- Name and logo recognition on Kidney March electronic newsletter distributed every two weeks to a lists of 4,000
- Name and logo in The Kidney Foundation of Canada Living Well newsletter distributed to 4,000+ twice in a year
- Name and logo recognition on The Kidney Foundation of Canada (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 and Twitter postings*

****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 2015 alone.***

- Signage recognition at Kidney March Alumni Reunion event in late November*
- Name and Logo inclusion in two e-blasts newsletters to subscribers radio (Country 105, Kiss 95.9, Jack FM)





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“You are not only making an impact for all of those people who are currently living with kidney disease, you are affecting the lives of generations to come.”

Calgary Mayor, Naheed Nenshi



KidneyMarch

2015 closing ceremonies



Dialysis patient, Jim Hutton, biked the equivalent of 100km in the dialysis unit as part of the Kidney March Patient Program and came to cheer Marchers over the finish line.



Southern Alberta Branch Kidney March Team



Dialysis patient and five-time Kidney Marcher, Didja, lost her battle with kidney disease in 2015. Didja's unquenchable spirit in the face of adversity embodied what Kidney March is all about.

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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