

RICHARDSON
Wealth



KidneyMarch



SPONSORSHIP OPPORTUNITIES

September 8-10, 2023

100KM • FAILURE IS NOT AN OPTION



Kidney March, the only event of its kind.

Walk 100 kilometres, over three days, to fight against kidney disease and for organ donation. Every September hundreds of Marchers make the unforgettable 100KM walk from Kananaskis to Calgary, supported by over 200 Crew and volunteers. Marchers commit to raising a minimum of \$2,200 to participate, and Crew commits to 3 days of challenging but rewarding work to help make the event happen. This breathtaking adventure begins at the Millarville Racetrack, passes through Kananaskis and Bragg Creek, and ends at Winsport Canada Olympic Park in Calgary.

Since the inaugural Kidney March in 2010, over \$12 million has been raised to improve the lives of those affected by kidney disease and support life-changing research and to find a cure.

Kidney Marchers are everyday people doing the extraordinary. Patients, loved ones, medical professionals or those just wanting to make a difference, participate side-by-side to honour the long, hard journey kidney patients face everyday.

When you're involved in Kidney March, you discover the human side of kidney disease and organ donation. You hear the stories, meet the families, and witness the real power of supporting a cause that impacts thousands of Canadians.

The Kidney Foundation of Canada

Kidney March benefits The Kidney Foundation of Canada, a national volunteer organization committed to reducing the burden of kidney disease. Campaigns like Kidney March allow The Foundation to contribute millions of dollars to lifesaving research, organ donation initiatives, programs and services for those living with kidney disease. To truly make a difference, we must aim high. That is what Kidney March is all about.

The Kidney Cause

1 in 10 Canadians has kidney disease. Forty-six percent of new patients are under 65. Seventy-six percent of Canadians on the transplant waitlist are waiting for a kidney. There is no cure for kidney disease, and kidney failure is irreversible.





WHY ARE WE MARCHING?

1 IN 10 CANADIANS

HAVE KIDNEY DISEASE.

MILLIONS MORE ARE AT RISK.

DAILY, an average of **15**
**CANADIANS LEARN THEIR
KIDNEYS HAVE FAILED.**

Kidney Damage is
IRREVERSIBLE.



THE EVENT

3 days • 100KM • Kananaskis to Calgary

Walk the furthest you have ever walked and raise the most you can possibly raise in the fight against kidney disease and for organ donation.

From Friday, September 8 to Sunday, September 10, 2023, hundreds will raise a minimum of \$2,200 in their mission to walk 100KM from the foothills of the Rocky Mountains to Calgary. The 3-day journey pushes participants beyond all preconceived limits in one of the biggest challenges of their lives.

Marchers walk an average of 33KM a day, and are supported by hundreds of volunteer "Crew" who dedicate three days of hard, but rewarding work to help make the event happen. Marchers and Crew spend two nights under the stars at Kidney March Camp, their home away from home for the weekend.



At 77 years old, Fred Robins walked 100KM in 3 days for his third time in Kidney March 2021.

"I think I speak on behalf of all kidney patients when I say, that having your bravery, tenacity and support means more than mere words can ever convey."

- A dialysis patient's message to Fred.

Discover Fred's Kidney March experience in the inspiring video from 2020, [click here to watch](#).



Video Credit to David Gee, Producer Shaw Spotlight.

THE IMPACT

Kidney March's impact is proven by its continual growth. Thanks to the dedication and support of our marchers, crew, sponsors and volunteers, **Kidney March 2022 raised over \$1,072,521, contributing to the over \$12 million Kidney March has raised in its 13 years.**

In addition to fundraising a life-changing amount, Kidney March provides a community of support. The memories made and relationships formed last long after the event has ended.

People develop loyalty and belonging to the cause and its community. When you participate in Kidney March, you hear the stories, meet the people and learn that you are not alone, we are united in this fight together.



Watch the 2022 Video on our website at Kidneymarch.ca/video-gallery/

Get a glimpse of the Kidney March weekend and discover the spirit that makes it the only event of its kind.

WHO WE ARE: THE KIDNEY MARCH FAMILY

Kidney Marchers are patients, loved ones, doctors, nurses and researchers, participating side-by-side, creating a community of support that lasts all year round.

Kidney March is hosted by The Kidney Foundation of Canada's Southern Alberta Branch. A small but mighty team who strive year-round to make Kidney March the best it can be. This team is supported by strong advocates, volunteers and sponsors, who all play a crucial role in making an event of this magnitude a success.



THE BENEFITS

Being a Kidney March partner is an opportunity to be associated with a unique nationwide event. Kidney March is not a simple, one-day fundraiser. Kidney March is an experience, a life-changing journey. Participants develop a strong loyalty to the Kidney March brand and build strong community bonds through their combined struggles and accomplishments.

Sponsors gain exposure and the opportunity to engage with the hundreds of Marchers, Crew, volunteers and media.

Kidney March is ideal for brands that want to align themselves with a high-profile event that supports community, health, wellness, and improved care and prognosis for kidney disease patients.

- **Brand visibility:** reach new audiences and increase your brand exposure.
- **Target marketing:** a unique opportunity to engage with potential customers and increase your market share.
- **Enhanced reputation:** communicate and display your philanthropic responsibility and values.
- **Long-term value:** Components of event content will be available on-demand and continually shared, gaining more viewership and exposure.
- **Employee engagement and participation:** Sponsor employees are encouraged to be involved in Kidney March as participants or volunteers.



*Mattamy Homes employees
volunteering at the 2022 Closing Ceremony.*

Mattamy Homes continued their seven-year sponsorship in 2022, increasing its level of support from previous years as a Platinum Sponsor.

"Everything we read about this charity shows the efficiency of the funds raised – the money really goes directly to the patients. All the unsolicited comments we receive from customers and trades about this organization's impact are overwhelmingly positive. We are very proud to continue our involvement!"

- Don Barrineau, President of Mattamy Homes' Calgary division.

TITLE SPONSORSHIP

Title Sponsor \$50,000

The Title Sponsor provides Kidney March with the most significant sponsorship support as our most valued partner. We will work with you to craft an effective investment vehicle to meet your business objectives.

The Title Sponsor receives a first right of refusal to renew the sponsorship during the subsequent 2024 – 2026 period. Annual reports will be provided and additional ad hoc meetings will be arranged as agreed upon by both parties.

We are committed to developing a recognition plan that may include the following benefits:

- Brand recognition incorporated into the event title (e.g. “Kidney March Presented by”).
- Logo with a prominent display on all event marketing materials, signage, and merchandise as a “Title Sponsor”.
- Logo linked on the website’s sponsorship page.
- Recognition in Kidney March newsletter on the Kidney March blog, and highlighted on social media accounts.
- Named “Title Sponsor” and corporate logo on all participant’s and volunteer’s finishing shirts.
- Promotional items and/or samples included in all participant’s event packages.
- Exclusive exposure before, during and after the event. Such as speaking opportunities and corporate displays at the Opening and Closing Ceremonies and in the Dining Tent.
- Verbal recognition during event activities.
- Significant employee engagement opportunities, including complimentary Kidney March registrations.
- Other benefits, as agreed upon by both parties.

SOLD





PRESENTING SPONSORSHIP

Presenting Sponsor \$25,000

The Presenting Sponsor provides significant sponsorship support. We will work with you to craft an effective partnership to meet your business objectives.

We are committed to developing a recognition plan that may include the following benefits:

- Logo with a prominent display on event marketing materials and signage as “Presenting Sponsor”.
- Logo linked on the website’s home page and sponsorship page.
- Named “Presenting Sponsor” with a corporate logo on participant’s and volunteer’s finishing shirts.
- Recognition in Kidney March e-blasts, Kidney March blog, and highlighted on social media accounts.
- Promotional items and/or samples included in participant’s event packages.
- Exclusive exposure before, during and after the event. Such as speaking opportunities and corporate displays at the Opening and Closing Ceremonies and in the Dining Tent.
- Verbal recognition during event activities.
- Significant employee engagement opportunities, including complimentary Kidney March registrations.
- Other benefits, as agreed upon by both parties.

SOLD





SPECIAL CEREMONY SPONSORSHIPS



Closing Ceremony \$7,500

The celebration begins at the top of Canada Olympic Park where Marchers cross the finish line. This is an opportunity for sponsors to set up a booth. The festive parade of Marchers and Crew parade down the highway, greeted by hundreds of spectators. This opportunity provides the sponsor with significant media attention, recognition and public profile.

SOLD



Alumni Reunion & Celebration \$5,000

The Alumni Reunion & Celebration unites past participants to share stories, celebrate accomplishments and unveil the yearly video. It's an emotional reunion you won't want to miss. This sponsor can set-up a booth, giving the opportunity to distribute coupons, swag items and engage in face-to-face marketing with all attendees.



Opening Ceremony \$3,500

The Opening Ceremony is the energized kick-off for the 3-day adventure. Marchers are motivated and reminded of why they have taken on Kidney March. As they are them to embark on their journey, they get a warm up and hear from inspirational speakers. This ceremony is an opportunity for media exposure, with the potential of news stations in attendance.

SOLD

Kidney March is honoured to have renowned researchers and nephrologists as part of our Kidney March community. Dr. Daniel Muruve, Professor of Medicine, University of Calgary, Section Chief, Nephrology, Medical Director, Alberta Kidney Care South, explains why he will continue to march year after year.

"In the face of adversity, we did not pause because of the pandemic. Kidney March has grown into an international event, a beacon for those living with kidney disease. Kidney March crystalizes the kidney community and symbolizes the journey of living with kidney disease."

- Dr. Daniel Muruve



Dr. Daniel Muruve in Kidney March 2022



ALL SPONSORSHIP OPPORTUNITIES



Crew \$10,000

The 200+ people who form Crew are the supportive backbone that keeps the event running. From providing support on marchers, to providing critical supplies and services, KidneyMarch relies on Crew to make the event happen. This is a unique and prestigious opportunity to have their logo brand on all the Crew shirts, distributed at the Closing Ceremony, creating brand recognition and visibility long after Kidney March has ended.

SOLD



Tent City One and/or Two \$7,500 each

Cozy, four-person tents, lined in a perfect grid, nestled in the foothills of The Rocky Mountains, these tent cities are the home-away-from-home for the week. Participants enjoy a breathtaking outdoor setting with hundreds of their newly found friends. These sponsors receive signage throughout their sponsored tent city.

SOLD



Beacons of Hope! 250 for \$5,000

Marchers have described the row of porta-potties down the road as a 'beacon of hope on the horizon.' Being a porta-potty sponsor means your logo at every stop along the route, increasing brand visibility to the participants and the many drivers and spectators on the route. Our participants are big fans of these welcome pit stops, which is something you wouldn't usually expect. They are also located in every corner of our event camp. Our bathrooms are meticulously maintained and always pristine. Have fun with it and make this your opportunity to stand out! *(Space available inside and outside of each unit for additional messaging)*



Medical Building \$5,000

The Medical Building is essential to the well-being of Marchers and Crew while at Kidney March. Supported by medical professionals and directed by medical staff, this sponsor will receive title rights of the building and corporate logo placement on the building exterior, which is located in a central, high-traffic area of camp.

SOLD



Dining Tent \$5,000

The enormous, heated and spacious dining tent is the gathering centre at camp. Serving hot meals and providing nightly entertainment, this high-traffic site offers an exceptional partnership opportunity. The Dining Tent sponsor is invited to serve meals at camp, creating a fun corporate volunteer experience and marketing opportunities.



Transportation \$5,000

Although 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. Vehicles are needed to set up and tear down camp, transport supplies and provide support and medical attention to Marchers. This sponsor can have their logo as a decal in all 40 rental vehicles that roam the route for three days.



Camp Wi-fi Hotspots \$3,000

Help our Marchers share their experience with the world and thank you for it! Kidney March Camp is in a remote area outside of the city. Therefore, there is currently no Wi-Fi services and limited cell service for participants. This sponsor would be providing a very beneficial resource, allowing camp to have various Wi-Fi hotspots for participants to connect and share their experience with their friends, family, and beyond. You would be prominently featured in these hotspot zones, and we know participants will hang around and mingle in these areas to catch up and upload!



Day Zero \$2,000

Day Zero is on the Thursday before Kidney March. Throughout the day participants check-in, pick up their package of goodies for the weekend and attend safety sessions. It is the first opportunity for many to meet or reconnect with other participants, volunteers and supporters. Plus, get their first taste of Kidney March's energy and excitement.



Phone Charging Stations \$3,000

We try and accommodate participants in every need while at Kidney March, and the charging stations play a huge role in doing so. These stations allow participants to stay connected over the weekend and document their journey. The sponsor of these stations receives signage recognition at the three stations throughout Camp.

SOLD



Massage Tent \$3,000

The Massage tent is understandably one of the most popular services offered for marchers. This tent brings in registered massage therapists, and marchers book their 15 minute appointments. Massages are in high demand, creating a busy spot at camp with high-traffic and a great opportunity for highly visible sponsor signage.

SOLD



Golf Cart Crew \$3,000

The chauffeurs of Kidney March Golf Cart crew drives marchers around camp after a long day. The golf cart sponsor receives exceptional recognition as their corporate logo will be on all 20 golf carts that drive around camp during the entire three-day event.

SOLD



Recycling & Compost \$2,000

Kidney March is a large-scale event with hundreds of participants involved. We must make environmentally responsible choices to reduce our waste as much as possible. A sponsor allows Kidney March to be equipped with recycling and compost services at camp and all pit stops along the route, and will receive logo placement in all these areas.

SOLD



Stretching Tent \$1,500

Essential to the well-being of Marchers on their journey is stretching. Having a comfortable space with proper equipment to support their stretching is a valuable addition to camp. This tent is always busy, opening for when Marchers start their day at 5 am and closing after 9 pm. This sponsor would upgrade the tent in the form of new equipment, hiring more professional instructors and elevating the overall relaxing experience.



Pit Stops (36 spots)

Pit stops provide marchers with needed refuge throughout their journey, complete with drinks, snacks, portable toilets and medics. Along the route there are at least six quick pit stops and a daily lunch stop. The lunch stop also serves as a busy cheering station, where spectators come to show their support.

Pit stops provide sponsors with an opportunity to engage their staff in a meaningful volunteer experience and interact one-on-one with the hundreds of participants. Pit stops are a unique chance to be inspired by the heroes you meet, the stories you hear and take your corporate philanthropy to a fun and empowering level.

Lunch Pit Stops: \$2,500 per day. ~~SOLD~~

**Quick Pit Stops:
36 for \$3,500**



The Kidney March Store \$1,000

The Kidney March Store stocks Kidney March branded clothing, accessories and merchandise. Marchers and Crew wear these items with pride. They also buy store items as personal keepsakes or gifts for their supporters.

Visit kidneymarch.ca/store to view the Kidney March Store

THE REACH

Depending on the partnership option you choose, we will work with you to design the package that aligns with your corporate mission, values and needs. Here are some options:

- High visibility logo recognition on the Kidney March website, linked to your website.
- Sponsor feature article on the Kidney March blog, linked to your website and shared on Kidney March's social media channels.
- Email marketing: e-blasts to newsletter subscribers featuring the sponsor.
- Verbal recognition at Opening and Closing Ceremonies.
- Full screen thank you ads during information session breaks.
- Promotional booth at Kidney March Expo and Alumni events.
- Branded banner at event and online if applicable.
- Logo on signage in high-traffic areas for all three days at Kidney March Camp
- Recognition on Kidney March social media—Facebook, Twitter and Instagram.
- Screen recognition at the Kidney March Alumni Reunion event.

Expand your reach online by being a Kidney March Sponsor

Kidneymarch.ca:

312,014 + pageviews

59,222 + New Users

With an average of average 94 daily active users.

Social Media:

Kidney March's social media presence is growing yearly and has a highly engaged following.



[@kidneymarch](https://www.facebook.com/kidneymarch)

Likes 3,298+
and 5+ linked groups



[@kidneymarch](https://twitter.com/kidneymarch)

Followers 1,970+



[@kidneymarch](https://www.instagram.com/kidneymarch)

Followers 1314+

Strava Club Members: 311+

Kidney March E-newsletter subscribers: 1,600+

DATA SOURCE: As of October 2022. Statistics may change.

SPONSOR EXPERIENCES

“Thank you isn't enough. Kidney March has changed me and my daughter. As we rest our sore legs, we talk about how much we miss camp. As early and crisp the mornings were, the warmth of everyone made that disappear quickly. We could not get over how well everything was done. This weekend has changed me for life. Thank you from the bottom of my heart to you and your entire team.”

- Jon Hislop, six-year sponsor Mattamy Homes' employee and Kidney Marcher.

“Our Dad taught us that we are servants to the community, and we need to help others. We will continue to honour his legacy through Kidney March. He would be proud of our involvement in the march and would want us to be a part of this important cause. Being in Kidney March was such a heartfelt experience. It is a wonderful community of people with true selflessness and passion. We met so many incredible, giving individuals.”

- Kimber Pipella, Lawyer and Co-owner of two-year sponsor Pipella Law, and Kidney Marcher.





CONTACT US

Put your company on the frontier of heroism with Kidney March. Let's discuss the unique ways your organization will engage with consumers and the community. We will work with you to design an opportunity that aligns with your mission and fosters long-term, meaningful connections.

Laura Fleming

Manager, Kidney March & Signature Events

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KidneyMarch.ca

Charitable registration no. 10756 7398 RR0001

