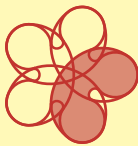


**SPONSORSHIP BENEFITS**

Presented by



National  
Kidney  
Foundation™  
of MARYLAND

**Presenting Sponsor**

\$15,000

(ONE AVAILABLE)

- Rappel for Kidney Health presented by Over the Edge, the NKF-MD and Your Company on all promotional materials for the event, including brochures (1,000 printed), posters (500 printed), websites, email blasts and e-newsletters\*
- Industry exclusivity for event sponsorship
- 15 tickets to the VIP Reception and the opportunity to welcome guests
- Acknowledgement during event remarks
- Two reserved spots to Rappel for Kidney Health and go Over the Edge
- Parking for your event participants
- Acknowledgement as the Presenting Sponsor in all publicity efforts, including radio, television, print, press releases and public service announcements
- Linked banner ad on home page of NKF-MD website
- Logo on front and back of participant shirts (4 inches)\*
- Logo on all event signage
- Company logo with a link to your website on event website
- Opportunity to display company-provided banner at VIP Reception, registration area the day of the event and at Post-Event Reception
- Recognition in NKF-MD Annual Report, NKF-MD website and all e-newsletters sent out prior to the event (every 5 weeks)

**Platinum Sponsor**

\$10,000

(ONE AVAILABLE)

- Logo on all promotional materials for the event, including brochures (1,000 printed), posters (500 printed), websites, email blasts and e-newsletters\*
- Industry exclusivity for event sponsorship
- 10 tickets to the VIP Reception
- Acknowledgement during event remarks
- One reserved spot to Rappel for Kidney Health and go Over the Edge
- Parking for your event participant
- Acknowledgement as a major sponsor in all publicity efforts, including radio, television, print, press releases and public service announcements
- Linked banner ad on NKF-MD website
- Logo on front and back of participant shirts (3 inches)\*
- Logo on all event signage
- Company logo with a link to your website on event website
- Opportunity to display company-provided banner at Post-Event Reception
- Recognition in NKF-MD Annual Report, NKF-MD website and all e-newsletters sent out prior to the event (every 5 weeks)

**VIP Reception Sponsor**

\$7,500

(ONE AVAILABLE)

- Logo on all promotional materials for the event, including brochures (1,000 printed), posters (500 printed), websites, email blasts and e-newsletters\*
- 8 tickets to the VIP Reception and the opportunity to welcome guests
- Prominent signage displayed during VIP Reception
- Opportunity to display company-provided banner at VIP Reception
- Logo on VIP Reception invitations and tickets
- Acknowledgement during event remarks
- Acknowledgement as a major sponsor in all publicity efforts, including radio, television, print, press releases and public service announcements
- Linked banner ad on NKF-MD website
- Logo on front and back of participant shirts (3 inches)\*
- Logo on all event signage
- Company logo with a link to your website on event website
- Recognition in NKF-MD Annual Report, NKF-MD website and all e-newsletters sent out prior to the event (every 5 weeks)

**Post- Event Reception Sponsor**

\$7,500

(ONE AVAILABLE)

- Logo on all promotional materials for the event, including brochures (1,000 printed), posters (500 printed), websites, email blasts and e-newsletters\*
- 8 tickets to the VIP Reception
- Prominent signage displayed during Post-Event Reception and the opportunity to welcome guests
- Opportunity to display company-provided banner at Event Reception
- Acknowledgement during event remarks
- Acknowledgement as a major sponsor in all publicity efforts, including radio, television, print, press releases and public service announcements
- Linked banner ad on NKF-MD website
- Logo on front and back of participant shirts (3 inches)\*
- Logo on all event signage
- Company logo with a link to your website on event website
- Recognition in NKF-MD Annual Report, NKF-MD website and all e-newsletters sent out prior to the event (every 5 weeks)

**Silver Sponsor**

\$5,000

(UNLIMITED NUMBER AVAILABLE)

- Logo on all promotional materials for the event, including brochures (1,000 printed), posters (500 printed), websites, email blasts and e-newsletters\*
- 6 tickets to the VIP Reception
- Acknowledgement during event remarks
- Acknowledgement as a sponsor in all publicity efforts, including radio, television, print, press releases and public service announcements
- Logo on back of participant shirts (3 inches)\*
- Logo on all event signage
- Company logo with a link to your website on event website
- Recognition in NKF-MD Annual Report, NKF-MD website and all e-newsletters sent out prior to the event (every 5 weeks)

**Registration Sponsor**

\$3,000

(ONE AVAILABLE)

- Opportunity to display company-provided banner in Registration Area
- Opportunity to assist with registration
- 4 tickets to the VIP Reception
- Acknowledgement during event remarks
- Logo on back of participant shirts (2 inches)\*
- Logo on all event signage
- Company logo with a link to your website on event website
- Recognition in NKF-MD Annual Report, NKF-MD website and all e-newsletters sent out prior to the event (every 5 weeks)

**Photography Sponsor**

\$2,500

(ONE AVAILABLE)

- Logo on photo folder given to each participant
- 4 tickets to the VIP Reception
- Acknowledgement during event remarks
- Logo on back of participant shirts (2 inches)\*
- Logo on all event signage
- Company logo with a link to your website on event website
- Recognition in NKF-MD Annual Report, NKF-MD website and all e-newsletters sent out prior to the event (every 5 weeks)

**Bronze Sponsor**

\$2,500

(UNLIMITED NUMBER AVAILABLE)

- 4 tickets to the VIP Reception
- Acknowledgement during event remarks
- Logo on back of participant shirts (2 inches)\*
- Logo on all event signage
- Company logo with a link to your website on event website
- Recognition in NKF-MD Annual Report, NKF-MD website and all e-newsletters sent out prior to the event (every 5 weeks)

### **Mission Statement and Brief History of the National Kidney Foundation of Maryland**

The NKF-MD is dedicated to preventing kidney and urinary tract diseases, improving the health and well-being of individuals and families affected by these diseases and increasing the availability of all organs for transplantation. The NKF-MD is a nonprofit, voluntary health organization established in 1955 by Dr. Harriet G. Guild, a well-known Baltimore physician. The organization became one of the original affiliates of the NKF in 1964. In 2003, the MD Association of Nonprofit Organizations (MANO) awarded the MD Nonprofit Seal of Excellence to the NKF-MD. In addition, *Worth Magazine* has named NKF one of *America's 100 Best Charities*. NKF-MD is a member agency of the United Way and of Combined Health Charities.

### **Commonly Asked Questions -- What is Chronic Kidney Disease (CKD)?**

CKD is a condition that damages kidneys. This condition decreases the ability of the kidneys to: balance body fluid, regulate body water and important minerals, remove waste products from the blood, remove drugs and toxins from the body or release hormones to control blood pressure, make red blood cells and keep bones healthy. If left untreated, kidney disease becomes kidney failure—to survive kidney failure, there are only two options – kidney dialysis or a kidney transplant.

### **Who gets CKD?**

Anyone! However, studies show that some are more susceptible than others. The following people should be especially proactive about having routine check-ups: Individuals with diabetes, people with high blood pressure, people with a family history of CKD, diabetes or hypertension: senior citizens, African Americans, Hispanics, Asians or Pacific Islanders and American Indians.

### **What are the warning signs?**

Puffiness around the eyes, gradual swelling of the face and ankles, back pain below the rib cage, frequent need to urinate, especially at night, burning or difficulty during urination, bloody or tea-colored urine, high blood pressure.

### **How are our dollars spent?**

- ◆ Research
- ◆ Patient Emergency Assistance Program
- ◆ KEY (Kidneys: Evaluate Yours) health screenings – *free & open to the public*
- ◆ Medical Alert Jewelry
- ◆ Patient Transportation Fund
- ◆ Professional Education and Symposia
- ◆ Educational materials – brochures, literature, videos

**NKF-MD Service Areas:** **Maryland:** Allegany, Anne Arundel, Baltimore City/County, Caroline, Carroll, Cecil, Dorchester, Frederick, Garrett, Harford, Howard, Kent, Queen Anne's Somerset, Talbot, Washington, Wicomico, Worcester. **West Virginia:** Berkeley, Grant, Hampshire, Jefferson, Mineral, Morgan, Tucker. **Virginia:** Accomack, Northampton. **Delaware:** Kent and Sussex.

### **Some Interesting Maryland Statistics:**

- ◆ One in nine Marylanders currently has kidney disease--thousands remain at risk!
- ◆ 10-12 Marylanders die daily awaiting a life-saving organ.
- ◆ Currently, 1,387 Marylanders await a kidney for transplantation.<sup>1</sup>
- ◆ Over 7,600 people in Maryland are on dialysis; 66% of those patients are African-American.<sup>2</sup>

### **National Statistics of Interest:**

**Diabetes & Hypertension** are the major causes of kidney disease in the U.S. today.

- ◆ African-Americans and Hispanics are hardest hit by kidney disease
- ◆ African-Americans constitute 33% of all patients treated for kidney failure in the U.S.; they develop it at an earlier age than do whites.
- ◆ Twenty-six million Americans have kidney disease; newly diagnosed cases are on the rise.<sup>3</sup>

### **Diabetes is the leading cause of CKD in African-Americans**

- ◆ 20.8 million people have diabetes.
- ◆ 13.3% of all African-Americans (3.2 million) have diabetes – 8.8% of women, 10.5% of men.
- ◆ About 2.5 million Hispanic Americans have diabetes, the leading cause of Chronic Kidney Disease (CKD) within this population.
- ◆ People with Diabetes Type II are more likely to die from cardiovascular disease first. The Medicare statistics for people in the U.S. with CKD and Diabetes Type II show they are 5 times more likely to die from cardiovascular disease than they are to develop CKD.<sup>4</sup>

### **Hypertension is the 2<sup>nd</sup> leading cause of CKD in the U.S.**

- ◆ One in four adult Americans has hypertension; 30% are unaware they have it.
- ◆ Hypertension accounts for 34% of newly diagnosed CKD annually within the African-American population.
- ◆ Very few develop CKD due to hypertension alone; more likely hypertension fuels underlying kidney disease. Only those with malignant hypertension develop CKD as a result

<sup>1</sup> <http://www.optn.org/latestData>, January 25, 2008.

<sup>2</sup> Mid-Atlantic Renal Coalition/Network 5: <http://esrdnet5.org/ZipCode.asp>, January 2, 2008, page 82.

<sup>3</sup> National Kidney Foundation headquarters website: [www.kidney.org](http://www.kidney.org).

<sup>4</sup> Centers for Disease Control and Prevention. National diabetes fact sheet: general information and national estimates on diabetes in the United States, 2005. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, 2005