

2026 MICHIGAN KIDNEY WALK at the Detroit Zoo

SUNDAY, MAY 17, 2026

The Detroit Zoo | Royal Oak

REGISTRATION 7:00 AM | WALK 8:45 AM

WALK FESTIVITIES 7:30 AM - 10:00 AM



Sponsorship Opportunities



GIRAFFE SPONSOR - \$25,000

Benefits

Printed Materials

- Logo prominently placed on the back of the 2026 Kidney Walk T-shirt
 - Up to 2,000 produced and distributed
- Logo prominently placed on the front of the 2026 Kidney Walk Brochure
 - Up to 5,000 produced and distributed
- Logo prominently placed on the 2026 Kidney Walk Poster
 - Up to 2,000 produced and distributed

Signage

- Logo included on banner displayed at registration, Walk start or main tent, or company can provide own banner
- Logo on four (4) Walk signs placed along the Walk route

Marketing and Promotion

- Placement of logo on the NKFM website and opportunity to link company website to the NKFM site
- Logo placed on the Kidney Walk page
- Recognition as a Giraffe Sponsor in press releases
- Recognition as a Giraffe Sponsor with three (3) social media posts including linking to company social media or web site

On-site

Sampling and promotional giveaway opportunity

- Includes tent space in a premiere location, table, chairs and opportunity to meet some of the 3,000+ expected walkers

Program

- Opportunity for company representative to speak during Opening Ceremony (approximately 2 minutes)

Live Mentions

- Live mentions by the DJ at the Walk
 - Up to five (5) mentions

Corporate Team Support

Personalized support from NKFM, including an on-site Walk presentation and information session prior to the event

PENGUIN SPONSOR - \$10,000

Benefits

Printed Materials

- Logo prominently placed on the back of the 2026 Kidney Walk T-shirt
 - Up to 2,000 produced and distributed
- Logo prominently placed on the inside of the 2026 Walk Brochure
 - Up to 5,000 produced and distributed
- Logo placed on the 2026 Kidney Walk Poster
 - Up to 2,000 produced and distributed

Signage

- Logo included on sign prominently located near the Walk's starting line
- Company name on three (3) Walk signs along the Walk route

Marketing and Promotion

- Opportunity to link company website to the NKFM site
- Logo placed on the Kidney Walk page
- Recognition as a Penguin Sponsor in press releases
- Recognition as a Penguin Sponsor with two (2) social media posts including linking to company social media or web site

On-site

Sampling and promotional giveaway opportunity

- Includes 10x10 tent, table, chairs and opportunity to meet some of the 3,000+ expected walkers

Program

- Acknowledgement in sponsor roll call during virtual program

Live Mentions

- Live mentions by the DJ at the Walk
 - Up to three (3) mentions

Corporate Team Support

Personalized support from NKFM, including a Walk presentation and information session prior to the event

POLAR BEAR SPONSOR - \$5,000

Benefits

Printed Materials

- Logo included on the back of the 2026 Kidney Walk T-shirt
 - Up to 2,000 produced and distributed
- Logo included on the inside of the 2026 Kidney Walk Brochure
 - Up to 5,000 produced and distributed
- Logo placed on the 2026 Kidney Walk Poster
 - Up to 2,000 produced and distributed

Signage

- Company name on two (2) Walk signs along the Walk route

Marketing and Promotion

- Logo placed on the Kidney Walk page
- Recognition as a Polar Bear Sponsor in press releases
- Recognition as a Polar Bear Sponsor with one (1) social media post including linking to company social media or web site

On-site

Sampling and promotional giveaway opportunity

- Includes booth space, table, chairs and opportunity to meet some of the 3,000+ expected walkers

Program

- Acknowledgement in sponsor roll call during virtual program

Live mentions

- One (1) Live mention by the DJ at the Walk

Corporate Team Support

Personalized support from NKFM, including a Walk presentation and information session prior to the event

ZEBRA SPONSOR - \$2,500

Benefits

Printed Materials

- Name included on the back of the 2026 Kidney Walk T-shirt
 - Up to 2,000 produced and distributed
- Name included on the inside of the 2026 Kidney Walk Brochure
 - Up to 5,000 produced and distributed

Signage

- Company name on two (2) Walk signs placed along the Walk route

On-site

Sampling and giveaway opportunity

- Includes booth space, table, chairs and opportunity to meet some of the 3,000+ expected walkers

Program

- Acknowledgement in sponsor roll call during the day of Walk program

Corporate Team Support

Personalized support from NKFM, including a Walk presentation and information session prior to the event

KANGAROO SPONSOR - \$1,500

Benefits

Printed Materials

- Name included on the back of the 2026 Kidney Walk T-shirt
 - Up to 2,000 produced and distributed

Signage

- Company name on one (1) Walk sign placed along the Walk route

On-site

Sampling and giveaway opportunity

- Includes booth space, table, chairs and opportunity to meet some of the 3,000+ expected walkers

PRAIRIE DOG SPONSOR - \$1,000

(Multiple Opportunities)

Benefits

On-site

Sampling and giveaway opportunity

- Includes booth space, table, chairs and opportunity to meet some of the 3,000+ expected walkers

PEACOCK SPONSOR- \$500

(Multiple opportunities)

Benefits

On-site

Shared sign with sponsor name at two (2) locations



SPONSORSHIP COMMITMENT FORM

Yes, I want to help the NKFM and support the **2026 Michigan Kidney Walk at the Detroit Zoo** as a . . .

- | | |
|---|--|
| <input type="checkbox"/> Giraffe Sponsor \$25,000 | <input type="checkbox"/> Zebra Sponsor \$2,500 |
| <input type="checkbox"/> Penguin Sponsor \$10,000 | <input type="checkbox"/> Kangaroo Sponsor \$1,500 |
| <input type="checkbox"/> Polar Bear Sponsor \$5,000 | <input type="checkbox"/> Prairie Dog Sponsor \$1,000 |
| | <input type="checkbox"/> Peacock Sponsor \$500 |

PLEASE NOTE:

Sponsorship Commitment Form and logo must be received by **February 25th** for brochures and other printed materials. Logos for t-shirts must be received by **April 17th**.
Please e-mail logo in an eps, tiff, jpeg or PDF file to sjackson@nkfm.org

Company/Organization: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Signature: _____

Payment Options

- Check Enclosed for \$ _____
- Payable to: National Kidney Foundation of Michigan (Memo: Michigan Kidney Walk)
- Please invoice me for \$ _____
- Charge My Credit Card: Please call in to process

The National Kidney Foundation of Michigan is a 501(c)3 tax exempt organization
Federal Tax ID# 38-1559941

Please return form to:

National Kidney Foundation of Michigan
Attn: Lisa Schutz Jelic
1169 Oak Valley Drive | Ann Arbor MI 48108
PHONE 734.222.9800 | FAX 734.222.9801
E-MAIL lschutz@nkfm.org