National Kidney Foundation™ of Florida

33RD ANNUAL NKF RICH SALICK PRO/AM SURF FESTIVAL

RON JON SURF SHOP "ONE OF A KIND" Cocoa Beach, Fla.

COCOA BEACH, FLORIDA August 31st – September 3rd, 2018 • www.nkfsurf.com

SPONSORSHIP PROPOSAL

WESTGATE RESORTS welcomes you to the COCOA BEACH PIER

RON JON SURF SHOP "ONE OF A KIND" Cocoa Beach, Fla.

National Kidney Foundation™ of Florida

1040 Woodcock Road, Suite 119
Orlando, FL 32803
800.927.9659 ● 407.894.7325
FAX 407.895.0051
www.kidneyfla.org

3280 Ponce De Leon Blvd.
Coral Gables, FL 33134
305.648.9004● FAX 305.648.9005

401 Meade Ave
Cocoa Beach, FL 32931
321.784.5661

Dear Business Leader,

We are proud to offer you an exclusive opportunity to sponsor our 33rd Annual NKF Rich Salick Pro Am Surf Festival that will be held Labor Day Weekend at the Cocoa Beach Pier. (August 31st – September 3rd, 2018)

You will be joining some of the biggest names in surfing including Ron Jon Surf Shop, Angel Anarchy Eyewear, Ocean Potion along with key businesses such as Regions Bank, Capri Sun, Chobani, Verizon, Jeep and Kashi to name a few.

Our success in this event allows us to raise much needed funds to support the kidney patients in our community and implement programs like our Early Detection Kidney Screening which we offer free to the community. Also the NKFF's Patient Aid Program delivers vital financial aid for food, medicine and transportation to and from dialysis for kidney disease patients in need. We are advocates in the State and Federal legislatures for all kidney and ALL transplant issues and raising awareness that organ donation is a priority with over 118,000 people on the transplant waiting list and 96,000 that are waiting for kidneys alone. With 73 million Americans at risk for kidney disease our efforts are urgently needed to raise awareness for this "Silent Killer".

Our fundraising goal for this year is to raise a record $150,000, of which we hope you will be contributing a part.

So join us as we celebrate 33 years of surfing for a cause. For promotional purposes, I hope to hear from your as soon as possible so that we can include your logos in our pre-event marketing. If you need additional information please do not hesitate to call.

Kind Regard,

Phil Salick, Co-Founder
NKF Rich Salick Pro Am Surf Festival
321-848-1507

Savanna Lanza
Chief Executive Officer
321-298-4437; slanza@kidneyfla.org

2018 Sponsor Levels

Title Sponsor (1) $50,000

- Name as part of event title
- Speaking time at opening and awards ceremonies
- Special gift and presentation during awards ceremony
- Media interviews available during event
- Primary logo placement on all promotional materials to include: Posters, Entry forms, and Event T-shirts.
- Full page color advertisement in Eastern Surf Magazine, Space Coast Living, Brevard Live, and Florida Today
- Participant in Clear Channel Marketing Campaign
- Prominence as title sponsor in the following: Press Releases, Radio Promotions, Television Promotions, Banner Space
- Full page advertisement in patron book
- VIP beach event access
- Ticketing for sponsor and guests at all Festival activities

Presenting Sponsor (2) $25,000

- Name as exclusive presenting sponsor
- Speaking time at opening and awards ceremonies
- Special gift and presentation during awards ceremony
- Media interviews available during event
- Primary logo placement on all promotional materials to include: Posters, Entry forms, and Event T-shirts.
- Full page color advertisement in Eastern Surf Magazine, Space Coast Living, Brevard Live, and Florida Today
- Participant in Clear Channel Marketing Campaign
- Prominence as title sponsor in the following: Press Releases, Radio Promotions, Television Promotions, Banner Space
- Full page advertisement in patron book
- VIP beach event access
- Ticketing for sponsor and guests at all Festival activities

Paddle Board Presenting $25,000

- Name as exclusive presenting sponsor
- Speaking time at opening and awards ceremonies
- Special gift and presentation during awards ceremony
- Media interviews available during event
- Primary logo placement on all promotional materials to include: Posters, Entry forms, and Event T-shirts.
- Full page color advertisement in Eastern Surf Magazine, Space Coast Living, Brevard Live, and Florida Today
- Participant in Clear Channel Marketing Campaign
- Prominence as Paddle Board title sponsor in the following: Press Releases, Radio Promotions, Television Promotions, Banner Space
- VIP beach event access
- Ticketing for sponsor and guests at all Festival activities

Media Sponsor (3) $25,000

- Secondary logo placement next to or under title sponsor on all promotional materials to include: Poster and Event T-shirt
- Exclusive media sponsor
- Prominence in the following: Press Releases and Banner placement
- Tent space for event coverage
- Badge and ticketing to all events

Banquet Sponsor $15,000

- Recognition as Presenting sponsor at Taste of Brevard & Silent Auction
- Prominent logo placement on all promotional materials to include: Posters and Event T-shirts
- Prominent Banner Display at Festival and Banquet events
- Event space for product promotion
- Prominent sponsor board at banquet events
- Ticketing for sponsor and guests and all Festival events

Product Sponsor $10,000

- Recognition as Product sponsor throughout event
- Prominent logo placement on all promotional materials to include: Posters and Event T-shirts
- Prominent Banner Display at Festival and Banquet events
- Event space for product promotion
- Prominent sponsor board at banquet events
- Ticketing for sponsor and guests and all Festival events

Beer Sponsor $10,000

- Recognition as Beer sponsor throughout event
- Prominent logo placement on all promotional materials to include: Posters and Event T-shirts
- Prominent Banner Display at Festival and Banquet events
- Event space for product promotion
- Prominent sponsor board at banquet events
- Ticketing for sponsor and guests and all Festival events

Soft Drink, Water, or Sports Drink Sponsor $10,000

- Recognition as Product sponsor throughout event as well as exclusivity
- Prominent logo placement on all promotional materials to include: Posters and Event T-shirts
- Prominent Banner Display at Festival and Banquet events
- Event space for product promotion
- Prominent sponsor board at banquet events
- Ticketing for sponsor and guests and all Festival events

Men’s Pro Sponsor $10,000

- Recognition as Men’s Pro sponsor throughout event
- Prominent logo placement on all promotional materials to include: Posters and Event T-shirts
- Prominent Banner Display at Festival and Banquet events
- Event space for product promotion
- Prominent sponsor board at banquet events
- Ticketing for sponsor and guests and all Festival events

Women’s Pro Sponsor $5,000

- Recognition as Women’s Pro sponsor throughout event
- Prominent logo placement on all promotional materials to include: Posters and Event T-shirts
- Prominent Banner Display at Festival and Banquet events
- Event space for product promotion
- Prominent sponsor board at banquet events
- Ticketing for sponsor and guests and all Festival events

Operations Sponsor $5,000

- Recognition as Operations Sponsor throughout the Event
- 20 x 20 tent space on the beach to promote your company
- Prominent logo placement on all promotional materials to include: Posters and Event T-shirts
- Prominent Banner Display at Festival and Banquet events
- Event space for product promotion
- Prominent sponsor board at banquet events
- Ticketing for sponsor and guests and all Festival events

"Luke Mackin" Jr Men's Pro Sponsor $3,500

- Recognition as Jr Mens Pro sponsor throughout event
- Prominent logo placement on all promotional materials to include: Posters and Event T-shirts
- Prominent Banner Display at Festival and Banquet events
- Event space for product promotion
- Prominent sponsor board at banquet events
- Ticketing for sponsor and guests and all Festival events

Men or Women Longboard Pro Sponsor $3,000

- Recognition as Longboard Pro sponsor throughout event
- Prominent logo placement on all promotional materials to include: Posters and Event T-shirts
- Prominent Banner Display at Festival and Banquet events
- Event space for product promotion
- Prominent sponsor board at banquet events
- Ticketing for sponsor and guests and all Festival events

VIP Sponsor $2,500

- Recognition as VIP sponsor throughout event
- Prominent logo placement on all promotional materials to include: Posters and Event T-shirts
- Prominent Banner Display at Festival and Banquet events
- Event space for product promotion
- Prominent sponsor board at banquet events
- Ticketing for sponsor and guests and all Festival events

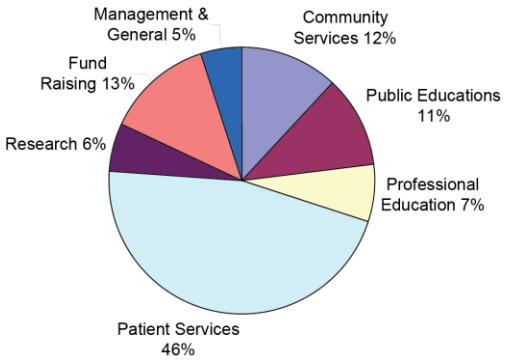
Double Amateur Division Sponsor $2,500

- Sponsors men and women of any Division
- 10 X10 tent in main stage area all throughout the 3 day Surfing Festival
- Recognition on Press Releases
- Opportunity to hang company banner on main stage of scaffolding
- Logo placement on all promotional materials. (posters/t-shirts)
- Recognition from main stage throughout contest, especially during division heats
- Option to present trophies during Awards ceremony.
- Recognition on NKFSURF.com

Amateur Division Sponsor $1,000

- Sponsors a single division.
- Logo placement on all promotional materials. (posters/t-shirts)
- Recognition from main stage throughout contest especially during division heats
- Option to present trophies during Awards ceremony.
- Option to hang company banner in event area
- Recognition on NKFSURF.com

Marketing Advantages of the NKF of Florida Surf Festival



The National Kidney Foundation of Florida Surf Festival is an entertainment extravaganza that combines world class surfing competition and beach activities with food, drink, and music. All proceeds from the event go to the National Kidney Foundation of Florida, a 501(c)(3) public charity to support programs in patient services, research, public and professional education, and organ donation. The NKF of Florida is proud to say that 82 cents of every dollar raised by the foundation goes directly to patient programs and services.

The format of the event is an outdoor, large scale festival featuring sanctioned pro and amateur surfing competition, continuous live music, radio personalities, live broadcasts, a silent auction, giveaways, and much more. The event target market is surfing fans of all ages, families with children ages 5-13, and young adults 25 and up, with 75% of attendees coming from Brevard County.

Corporations and the overall public have a major stake in Florida's health and the prevention of kidney disease. The 33rd Annual NKF of Florida Surf Festival is a unique way to reach a major market segment and assist in educating the public about causes and prevention of kidney disease.

Specifically, the Surf Festival is designed to:

1. Bring sponsor products and services to the attention of the public;
2. Assist companies in marketing their products and services directly to the public, building revenues and repeat purchases, strengthening market share and building consumer familiarity;
3. Expand media coverage and provide more media options for event sponsors through an active and ongoing radio and print media promotional effort;
4. Provide a new marketing outlet and an event to showcase products and services of sponsors;
5. Place the name of the event sponsors and their products before the approximately 50,000 attendees;
6. Assist in identifying sponsors as companies which are active participants in health issues among their employees and in their communities.

The Surf Festival is a unique platform for astute, sophisticated marketers who have the spirit and insight of marketing innovation. Sponsorships are available only on a first come first served basis. Most sponsorship levels have exclusivity rights with respect to certain product categories and the right of first refusal. Special sponsorships may be created upon request of individual companies.

Many companies make products and provide services which can be marketed to the Surf Festival target audience. Specific products which have participated in the past include sun care products, sunglasses, soft drinks, tropical drink mixes, bottled water, swimsuits, sport drinks, surfboards and related equipment, water sports equipment, insurance companies, financial institutions, restaurants, health and exercise products, and others. Past sponsors have included Capri Sun, Pantene, Verizon, Jeep, Kashi, Angel/Anarchy, Honest Tea, to name a few.

Past Media Coverage

Fancy footwork. Adam Wickwire takes a wave during Heat 2 of the Cocoa Beach Men's Pro portion of the surf festival behind Coconuts on the Beach in Cocoa Beach.

Waves of opportunity. Mike Creggar takes advantage of the big waves at Cocoa Beach. The National Kidney Foundation Pro-Am Labor Day Surfing Festival takes place this weekend at Coconuts on the Beach draw hundreds of beachgoers.

20TH ANNIVERSARY
NKF PRO-AM SURFING FESTIVAL

SEAN BOWMAN FLIES TO FOURTH

UNIDENTIFIED SNAP

Ophelia pumps up waves for 20th NKF Surf Festival

By Sean O'Hare

The largest charitable surf contest in the world was rewarded with good overhead surf for most of the event compliments of Tropical Storm Ophelia's sudden development near the Bahamas. Like many previous Labor Day weekends in Florida, winds and rain kept the spectators under umbrellas and tents for a good portion of the event but the high level of surfing also kept them on the edge of their (at times) rain-soaked beach towels. This was the first time a storm was named Ophelia but it wasn't the first time over 400 surfers had gotten together to raise money for The National Kidney Foundation. For the past 20 years, friends and family have come together from all over the country to surf and have some fun under the sun in good old Cocoa Beach. Founders of the event, Richard and Phil Salick, have done a great job keeping the focus on surfing and enabled many of, aspiring young pros a chance to showcase their skills and make some travel cash and other hardened semi-retired veterans a chance to pay some bills. This year was no different. Old versus new, carving round houses versus pop shuv-its. Competitive surfing has changed a bunch over the past 20 years but one thing has stayed the same. Anything can happen in a heat. That's right folks, anything. That said, I bet no one expected at the beginning of the event that Blake Jones would win both the Men's pro and Junior Pro in consecutive heats in good size over head chunky surf. I know I didn't. Having judged the entire event and seeing B Jones strug-

Surf fest still stron

NFK celebrates 20 years of raising funds

BY HILLARD GROSSMAN
FLORIDA TODAY

COCOA BEACH — Rich Salick is a happy-go-lucky guy.

And why shouldn't he be?

He's survived three kidney transplants and one shark bite, and his

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Matt Kechele and
Richie Collins, who
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The event has incl
World Champions
C.J. and Damien Ho
and Shea Lopez, and
champion Kelly Sla
Beach, who won hi
here in the super m

iff does double duty at NKF

kids and my kids' kids will be involved with this event."

Guilbeau, Hewitson advance in men's pro. Eddie Guilbeau of Melbourne Beach and Bryan Hewitson of Indialantic won their second-round heats Sunday to advance to the quarterfinals. Guilbeau started slowly in his second heat but finished strong, scoring a 7.9 on his eighth and final wave to raise the top spot.

Adam Wickwire of Satellite Beach, Kyle Carson of Melbourne Beach, Danny Melhado of Indialantic and Cocoa Beach's Sean Slater and David Aubrey did not

See SURF, 3D

Wave of opportunity. Christa Alves of Cocoa Beach takes a wave during the National Kidney Foundation Surfing Festival in Cocoa Beach Sunday. Alves is a member of the U.S. Surfing Team.

FLORIDA TODAY file

he waves. Jake Kirschenbaum of Cocoa Beach cuts back across a wave dur-nal Kidney Foundation Pro-Am Surfing Festival. Last year's event was inter-rricane Frances, but coordinators are expecting this year's to be storm-free.

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DOWLING
RIDA TODAY

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Foundation (NKF) Pro-Am Surfing Festival, Richard Salick was brimming with optimism.

"You know, last year wasn't our best one," he said. "We kind of got curtailed by a hurricane. But this year, we're not going to have a hurricane and everything is going to be great."

Salick, whose long battles with kidney disease spurred the foundation of the annual surfing-with-a-cause event, expects thousands of people to attend the annual Labor Day weekend festival, which is set for Friday through Monday, Sept. 2-5, at the beach near Minuteman Causeway.

Professional and amateur

See FESTIVAL, Page 2

Upfront

Michael Lynch

photo by Jason Terry

Surf's Up!

THE 20TH ANNUAL Mike Erdman Toyota/Cocoa Beach Surf Company National Kidney Foundation Pro-Am Surfing Festival will be held Labor Day weekend, September 2 to Monday, September 5 at Coconuts, Minuteman Causeway at A1A.

The event kicks off on Friday night with a registration party at Coconuts from 6 to 11 p.m. Members of the Surfing Hall of Fame East Coast Legends and Dan Madkin, Wyland Gallery artist, will meet and greet guests.

Surfing competitions will begin on Saturday at 7 a.m. All professional division competitions will be held as will the amateur surfers' quarter and semifinals, depending on the number of entries. Heats will be arranged at the registration party.

Courtesy shuttles, provided by Creative Management Technology, will begin at 10 a.m., running every 15 minutes between Cocoa Beach High School and Coconuts on the Beach. The last shuttle will leave Coconuts at 6 p.m.

Other events throughout the day include live broadcasts from Clear Channel radio stations, T-shirts by Jimmy Buffet Parrotheads/CMT employees, massages for donations by Cocoa Beach Wellness Center Beach Spa, wax ups for donations by Zog, and Surf School demonstrations and lessons on the beach. Live entertainment will start at noon. A bikini contest will also be held on the beachside deck at Coconuts.

Saturday night the Taste of Brevard and Silent Auction will begin at the Cocoa Beach Country Club at 6:30 p.m. A $20 donation is requested at the door. Samples from Brevard's finest restaurants will be available at the Surfing Hall of Fame reception sponsored by Colt Clothing Company. Auction items include original artwork, fishing charter, surfboards and gift certificates.

Surfing competition continues Sunday, and the finals will be held Monday. Courtesy shuttles will run at the same times all three days.

For more information call 449-0855 or visit www.kidneyfla.org.

photo by Jason Terry

The Origin of the NKF of Florida Surf Festival

The Surf Festival began years ago as a small event to benefit chronically ill dialysis patients. It was the heartfelt commitment of former professional surfer, Rich Salick and his twin brother Phil, who put his life on the line in 1974 by donating a kidney to save Rich's life.

Rich was a member of the original Dewey Weber Surf Team in the late 1960's, the US Surfing Team in 1972, and qualified as a member of the World Surfing Team in 1973. Shortly after signing professional contracts to endorse and promote surfboards with a prominent California based company, he had a violent decline in his health. Faced with dialysis treatments to save his life, his ability to do the things he loved vanished. Rich had spent much of his life surfing around the globe, but he couldn't walk one block from his home to the shores of Cocoa Beach.

Phil gave Rich his new lease on life on September 17, 1977 at the University of Florida's Shands Teaching Hospital. After a rugged first year adjusting to medications, his health began to improve. Shortly after his recovery, Rich started thinking about surfing again, something his doctors told him he would never do. Because the transplanted kidney was placed in the abdominal cavity on the right side, his doctors told him it would be difficult to protect it from injury. Rich visited Cypress Gardens and asked about "ensolite," the material used to make water ski jackets.

From this inspiration, he developed a padding system to protect his transplanted kidney and went on to surf against the advice of his doctors. However, there was one doctor who encouraged him, Dr. Robert Cade. Dr. Cade, more famous as the inventor of Gatorade, was one of the physicians that gave Rich the go ahead to surf again. Rich's return to surfing was slow and painful as many of the movements he had become so accustomed to making were now very strenuous. He fought his way back to eventually surf larger waves and even decided to re-enter competition. In his first effort at competing he garnered second place overall and won his next surfing event. That first place trophy still sits in the dialysis unit at the University of Florida where Richard spent 8 hours a day, 3 days a week on life saving dialysis machine. He has never forgotten his time there, and has dedicated much of his life to support transplant and dialysis patients.

Richard even went on to surf professionally again and is recognized by Contemporary Dialysis Magazine as the first athlete ever to return to his sport at the professional level after a kidney transplant. Richard was also the recipient of the prestigious "Nancy Katin Award" given to one surfer in the world each year, voted upon by the presidents of the Worldwide Surfing Associations and Federations.

Rich and Phil were so grateful about their recovery; they wanted to do something for other kidney patients. They started a series of surfing contests called the Florida Team Invitational. The proceeds went directly to patients in the local dialysis centers. It was an interesting scene when the twins showed up with a brown grocery bag full of cash for immediate patient needs, like medications, food, and transportation of patients to dialysis treatments. The first formative tournament was a shop versus shop competition between Rich and Phil's company, Salick Surfboards and their good friends at the Ocean Avenue Shop. It raised $125.00.

The man they met next was influential in the growth of the surf festival. Dr. Craig Tisher was the new Chief of Nephrology at the University of Florida and was reviewing files of his departments' patients. He came across numerous news articles about an unusual transplant recipient doing things never heard of by a transplant recipient and actively raising money for patients, traveling around the country talking about recovery, wellness after transplantation, and organ donation. Dr. Tisher at the time was also the Region II Vice President of the National Kidney Foundation. He suggested a competitive surfing tournament on a national level and queried Rich on this possibility. This was the beginning of the National Kidney Foundation Pro-Am Surfing Program.

Unfortunately, at this time Rich encountered another severe test. Due to a reoccurrence of IGA Nephropathy, a type of Glumerulonephritas, he was going to lose his transplanted kidney which had been a perfect match for 12 years and allowed him to do so many wonderful things.

The second surgery was put off until a donor was found. Rich's older brother, Channing, wanted to be the donor. Years earlier, Channing was not a strong match, but over time there had been many advances with immunosupressive medication and he was now soundly considered. Unfortunately, in 1999 after having the second transplant for twelve years, the IGA Nephropathy reappeared and Rich needed a third Transplant from his younger brother Wilson.

Rich continued to work for Transplant and Dialysis patients and was honored as the National Chairman of the National Kidney Foundations Patient and Family Council 2000. At the 2000 US Transplant Games, Rich was awarded the coveted "Making Lives Better Award" voted by his transplant and professional peers. At the 2000 NKF Professional Staff Association meeting at Mt. Hood Oregon, Rich was presented the "Charles T. Weber Award" for Humanitarian Efforts," one of only two awards given by the National Professional Staff Association. His real "dream" came true as he was a 2000 inductee into the "Surfing Hall of Fame" as an "East Coast Legend". The Surfing Tournament that Richard and Phil Salick hoped would help people has now become one of the greatest financial and motivational tools of the National Kidney Foundation of Florida.

The first official NKF of Florida Pro-Am event, with the help and encouragement of Dr. Tisher and Spero Moutsatsos, raised $67,000. Media attention for the festival grew along with sponsorships and, to date, this event has raised over five million dollars for patient programs provided by the NKF of Florida. Thousands of people attend the five-day event which features name entertainment, surfing competition, food and music, and a banquet and silent auction. Hundreds of prizes are given away including trips and surfboards from many manufacturers.

The NKF of Florida Surf Festival is the largest charity surfing competition in the world. Held over Labor Day weekend, the festival has been attended by several hundred thousand people throughout its 29 year history. All proceeds go to the NKF of Florida to support programs in patient services, research, public and professional education, and organ donation. In addition to raising funds, the festival strives to increase awareness of kidney disease with an emphasis on prevention and support for organ donation and transplantation.

In July 2012, we lost our beloved friend and patient advocate, Rich Salick. Because of our dedicated volunteers, we are able to continue to hold the event in Rich's legacy and raise funds for kidney patients and raise awareness of kidney disease, which was exactly what Rich strived to do.

33rd Annual NKF Rich Salick PRO-AM Surfing Festival
Sponsor Commitment Form

- ☐ $50,000 - Title Sponsor
- ☐ $25,000 - Presenting Sponsor
- ☐ $25,000 - Paddle Board Presenting
- ☐ $25,000 - Media Sponsor
- ☐ $15,000 - Banquet Sponsor
- ☐ $10,000 - Product Sponsor
- ☐ $10,000 - Beer Sponsor
- ☐ $10,000 - Soft Drink, Water, or Sports Drink Sponsor
- ☐ $10,000 - Men's Pro Sponsor
- ☐ $5,000 - Women's Pro Sponsor
- ☐ $5,000 – Operations
- ☐ $3,500 - Jr Men's Pro Sponsor
- ☐ $3,000 - Men or Women Longboard
- ☐ $2,500 - VIP Sponsor
- ☐ $2,500 - Double Amateur Division Sponsorship (Select 2 divisions)
- ☐ $1,000 - Amateur Division Sponsorship (select 1 division)

Amateur Divisions

- ☐ Super Menehune Girls
- ☐ Super Menehune Boys
- ☐ Menehune Girls
- ☐ Menehune Boys
- ☐ Boys
- ☐ Jr. Womens
- ☐ Jr. Mens
- ☐ Womens
- ☐ Mens
- ☐ Masters
- ☐ Sr. Womens
- ☐ Sr. Mens
- ☐ Grand Masters Women
- ☐ Grand Masters Men
- ☐ Jr. Womens Longboard
- ☐ Jr. Mens Longboard
- ☐ Womens Longboard
- ☐ Mens Longboard
- ☐ Bodyboard
- ☐ Sr. Womens Longboard
- ☐ Sr. Mens Longboard
- ☐ Legends Shortboard
- ☐ Legends Longboard
- ☐ Pollywog

Yes! I would like to sponsor the 33rd Annual Surf Festival

Contact Name: _____

Title: _____ Company: _____

Address: _____

City: _____ ST: _____ Zip: _____

Phone: (___) _____ Fax: (___) _____

E-Mail: _____ Website: _____

Authorized Signature: _____

Please Print Name: _____

Please return this page via fax to 407-895-0051 or email to slanza@kidneyfla.org

☐ Please Invoice my Company for a sponsorship of _____
☐ Enclosed is a check for a sponsorship of _____

Please make check payable to:
The National Kidney Foundation of Florida
1040 Woodcock Rd, Ste 119, Orlando, FL 32803

For questions, please contact the NKF of Florida office at 321.784.5661
National Kidney Foundation of Florida Federal Tax ID # is 59-2190073