

# MoveIt with purpose

**Sponsorship**  
September 2023



Benefiting Bridge of Life

**Davita**

# Join Move It with Purpose!

## LET'S MOVE IT TO STRENGTHEN GLOBAL HEALTH CARE.

We are a community first and a company second. We put people at the center of everything we do – thousands of teammates coming together each day to care for our patients, each other and our world. **Move It with Purpose** is a Village Program focused on supporting global health care, building local community and encouraging well-being. Like all Village Programs, **Move It with Purpose** gives everyone the opportunity to bring The DaVita Way to life. But only **Move It with Purpose** lets each of us play a central role in the success of Bridge of Life's mission to strengthen health care globally.

**DaVita teammates can participate in one of three ways:**

- 1) Move for miles, where participants can unlock a \$250,000 donation to Bridge of Life by tracking their movement in the new event app
- 2) Direct donations or fundraising on the Bridge of Life website
- 3) Participate in a Regional Move It with Purpose Event

In the last 15 years, DaVita has raised over \$14 million for Bridge of Life to assist in their efforts to help prevent, control, and treat kidney disease and its key causes around the globe. Bridge of Life, an independent 501(c)(3) public charity founded by DaVita Inc., is an international nonprofit organization working to strengthen health care globally through sustainable programs that prevent and treat chronic disease. Their vision is a world where all human beings have access to quality health care.

Be sure to download the new event app, MoveSpring, and start tracking your movement in the month of September!

For sponsorship information, contact:

Lori Vaclavik at Bridge of Life • (303) 523-8439 • [lori.vaclavik@bolteam.org](mailto:lori.vaclavik@bolteam.org)





*Since BOL's first mission to set up a dialysis clinic in Cameroon, it's been volunteers and donors who have made it possible to strengthen healthcare for more than 148,000 adults and children. Everyone deserves the chance to live a healthy and fulfilling life. Your support of Bridge of Life through Move It with Purpose gives thousands of adults and children that opportunity.*

## DEAR FRIENDS:

Thanks to some visionary leaders at DaVita, Bridge of Life was founded in 2006 to bring kidney care to underserved communities throughout the world. Since that time, many thousands of lives have been touched, changed and saved through our chronic disease prevention and treatment programs.

Your support is urgently needed to continue and expand this vital work.

Generous sponsors of "Move It with Purpose" and its predecessor events (Tour DaVita and Virtual Tour) have contributed more than \$14 million dollars towards Bridge of Life's mission. Each year, our sponsors join DaVita and its teammates in activities to have fun while also changing the world!

In addition, our sponsors receive benefits that include recognition and exposure to DaVita's Village through event t-shirt logos, social media and other communication channels.

This year we are adding new benefits that include a Bridge of Life volunteer activity facilitated at your location to engage your employees and highlight your support!

So join 2023 Move It With Purpose and be a part of something that is great for your business, fun for your employees, and contributes to a healthier world for all of us!



With gratitude,

Lori Vaclavik  
Executive Director, BOL



Working together for a healthier world

# Strengthening Global Health Care

OUR VISION IS A WORLD WHERE ALL HUMAN BEINGS HAVE ACCESS TO QUALITY HEALTH CARE.

With your support of Move It with Purpose, BOL's goals to treat and prevent kidney disease in 2023 include:

- Provide lifesaving dialysis treatment by establishing 2 new dialysis clinics, including bringing the first ever dialysis treatment to the country of Tonga.
- Expand our newly piloted PD room program to provide safe, at-home dialysis treatment for 10 kids in rural Guatemala.
- Placement of 20 AV fistulas for pediatric patients through surgical medical missions.
- Improve the quality of care offered to patients through comprehensive clinical, technical and standards of care training to hundreds of clinicians across the globe.
- Lower the incidence of kidney disease through early detection by screening over 3,500 people for hypertension, diabetes and chronic diseases.
- Slow the progression of chronic diseases that lead to end-stage renal disease by empowering 100 Community Health Workers to support, treat and educate high-risk patients in their local communities.
- Equip clinics and partners with vital resources through the distribution of medical equipment, supplies and medication.



*"As I have witnessed how people lost their lives due to not having proper treatment, I started Aarogya Foundation Dialysis Center with the hope that patients could have proper treatment at affordable costs. I am grateful to Bridge of Life for putting so much effort in helping our clinic. I feel happy that we are able to give service to as many people as possible with better treatment."*

Aarogya Health Foundation in Kathmandu, Nepal

## Our Impact Across the Globe



# Why Your Company?

## DAVITA STRIVES TO BE A COMMUNITY FIRST, A COMPANY SECOND.

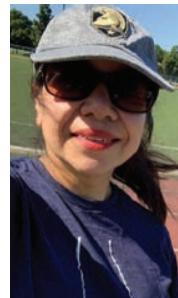
DaVita's Village Service Partners are part of the DaVita community and we need you to join us in supporting Bridge of Life's vital work. Our sponsors enjoy tremendous exposure to DaVita's Village. The marketing impressions this year will highlight our sponsors and their support of the event and community—in dozens of communities across the nation. DaVita's Village Service Partners are part of the DaVita community and we invite you to join us in supporting Bridge of Life's vital work!

**We love sponsors. We love teams.**

**We really love sponsors who have teams.**

Unlock a new level of fun with your **Move It with Purpose** sponsor team! We will work with you to create unique experiences that can raise your team's level of participation. Each sponsor is different, and we want to be sure we give you the pieces that truly make a difference in moving your staff and stakeholders.

**Please reach out to us if you're interested in this personalized opportunity.**





# Sponsorship Opportunities

# Sponsorship Deliverables

**NEW THIS YEAR!** Exciting opportunities to engage employees and see BOL's work in action!

- **Diamond Only:** Placement for 2 company representatives to join Bridge of Life on an international mission in late 2023/early 2024

Customized employee volunteer service opportunity hosted by Bridge of Life to engage up to 200 employees

**NEW!** Prominent logo placement on Move It with Purpose event app

**NEW!** Featured article on Move It with Purpose event app with link to company website

**NEW!** Link to sponsor provided content on Move It with Purpose event app

Video sponsor spot on BridgeOfLifeInternational.org event site

Guaranteed spoken recognition from DaVita leadership in kickoff video

Virtual meeting with DaVita leadership

- **Gold Only:** Placement for 1 company representative to join Bridge of Life on an international mission

Customized employee volunteer service project hosted by Bridge of Life to engage up to 50 employees

Logo on banners for DaVita clinics - DaVita Store download

Logo on banners at DaVita Corporate Business Offices

Logo on pages and banners throughout event websites

Recognition in event promotion and wrap videos

Logo on posters for DaVita clinics - DaVita Store download

Logo on official event T-shirt for all participants

"Featured Sponsor of the Week" designation on BOL e-communications

Logo on prominent BridgeOfLifeInternational.org event banners

Recognition in press release

Logo placement on Bridge of Life Social Media

One color logo on official event T-shirt

Guaranteed recognition in kickoff video

Name on banners at DaVita Corporate Business Offices

**NEW!** Logo placement on Move It with Purpose event app

Recognition in closing video

Logo on official event banner/poster

Sponsor acknowledgement posts on BOL social media

Logo on event landing page

Name on official event T-shirt

Logo rotation on BridgeOfLifeInternational.org homepage

Event promotional materials/marketing assets

**NEW!** Sponsor acknowledgement post through Move It with Purpose event app\*

Recognition in the 2024 **Move It with Purpose** event sponsorship brochure

	DIAMOND \$100,000	GOLD \$50,000	SILVER \$25,000	COPPER \$15,000	PEARL \$10,000	BRONZE \$5,000	COBALT \$2,500	QUARTZ \$1,000
• Diamond Only: Placement for 2 company representatives to join Bridge of Life on an international mission in late 2023/early 2024	◆							
Customized employee volunteer service opportunity hosted by Bridge of Life to engage up to 200 employees	◆	◆						
<b>NEW!</b> Prominent logo placement on Move It with Purpose event app	◆	◆						
<b>NEW!</b> Featured article on Move It with Purpose event app with link to company website	◆	◆						
<b>NEW!</b> Link to sponsor provided content on Move It with Purpose event app	◆	◆						
Video sponsor spot on <u>BridgeOfLifeInternational.org</u> event site	◆	◆						
Guaranteed spoken recognition from DaVita leadership in kickoff video	◆	◆						
Virtual meeting with DaVita leadership	◆							
• Gold Only: Placement for 1 company representative to join Bridge of Life on an international mission		◆						
Customized employee volunteer service project hosted by Bridge of Life to engage up to 50 employees		◆	◆					
Logo on banners for DaVita clinics - <u>DaVita Store</u> download	◆	◆						
Logo on banners at DaVita Corporate Business Offices	◆	◆						
Logo on pages and banners throughout event websites	◆	◆	◆					
Recognition in event promotion and wrap videos	◆	◆	◆					
Logo on posters for DaVita clinics - <u>DaVita Store</u> download	◆	◆	◆					
Logo on official event T-shirt for all participants	◆	◆	◆					
"Featured Sponsor of the Week" designation on BOL e-communications	◆	◆	◆					
Logo on prominent <u>BridgeOfLifeInternational.org</u> event banners	◆	◆		◆				
Recognition in press release	◆	◆		◆	◆			
Logo placement on Bridge of Life Social Media	◆	◆		◆	◆			
One color logo on official event T-shirt	◆	◆		◆		◆		
Guaranteed recognition in kickoff video	◆	◆		◆	◆	◆		
Name on banners at DaVita Corporate Business Offices	◆	◆		◆	◆	◆		
<b>NEW!</b> Logo placement on Move It with Purpose event app	◆	◆		◆	◆		◆	
Recognition in closing video	◆	◆		◆	◆	◆	◆	
Logo on official event banner/poster	◆	◆		◆	◆	◆	◆	
Sponsor acknowledgement posts on BOL social media	◆	◆		◆	◆	◆	◆	
Logo on event landing page	◆	◆		◆	◆	◆	◆	
Name on official event T-shirt	◆	◆		◆	◆	◆	◆	
Logo rotation on <u>BridgeOfLifeInternational.org</u> homepage	◆	◆		◆	◆	◆	◆	
Event promotional materials/marketing assets	◆	◆		◆	◆	◆	◆	
<b>NEW!</b> Sponsor acknowledgement post through Move It with Purpose event app*	◆	◆		◆	◆	◆	◆	
Recognition in the 2024 <b>Move It with Purpose</b> event sponsorship brochure	◆	◆		◆	◆	◆	◆	

\*Sponsorships must comply with all applicable laws, and the amount contributed is not connected to or contingent on the volume or value of referrals or other business generated between the parties.

# Thank You to our 2022 Sponsors!



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