



EAST TENNESSEE KIDNEY FOUNDATION

Proudly Offers the Following Support Opportunities for



The Region's Premier St. Patrick's Day Celebration!

@ETKidney

#KnoxShamrockFest



EAST TENNESSEE KIDNEY FOUNDATION



2022 FACT SHEET

Who: East Tennessee Kidney Foundation™ (ETKF)

What: Knox Shamrock Fest™ is the region's PREMIER St. Patrick's Day Celebration, drawing visitors from around the United States to our scruffy city of Knoxville, Tennessee. Knox Shamrock Fest™ is a weekend-long, family friendly way to celebrate St. Patrick's Day!

When: Saturday, March 19, 2022

10-12p Lucky Kidney Run™: Check-in at World's Fair Park. Course travels to Emory Place, through Historic 4th & Gill Neighborhood, and back. Festivities & awards in World's Fair Park.

10a-8p Family Friendly Shamrock Festival: children's midway games, bounce houses, balloon animals, face painting, vendor booths & concessions are available with purchase of "festival" tickets. FREE entertainment for the whole family includes live Irish music, Irish cultural demonstrations, dancers and interactive activities, all in Historic World's Fair Park.

Where: Historic World's Fair Park, Downtown Knoxville

Why: The **EAST TENNESSEE KIDNEY FOUNDATION™ (ETKF)** is a 100% LOCAL, independent 501(c)3 nonprofit dedicated to connecting individual East Tennesseans with early detection of kidney disease, education and access to life sustaining care. ETKF provides life-saving services for our community's most vulnerable populations. All contributions stay right here at home.



EAST TENNESSEE KIDNEY FOUNDATION

KNOX SHAMROCK FEST™ Sponsorship Agreement

Company Name: _____
(Write company name exactly how it should appear in publications & submit high-res logo via email.)

Company/Billing Address: _____

Company Website: _____

Social Media Handles: Facebook: _____ Instagram: _____ Twitter: _____

Contact Name: _____ Cell: _____

Contact Email: _____

Invoice Needed? ___ Yes ___ No Payment made: ___ Online ___ Paper Check to be Mailed

Submit high-resolution logo via email to katie@etkidney.org.

Support Opportunities (select all that apply):

- Title / Presenting \$30,000 (unavailable)**
- Shamrock \$1,000**
- Stage \$10,000**
- Lucky Kidney Run Course Water Table \$500**
- Emerald \$5,000**
- Banner Ad on Race Registration Website \$100**
- Gold \$2,500**
- In-Kind or Monetary Donation (list details below)**

Details: _____

I, _____ (print name), do hereby state that I have authority to make the above designated charitable donation(s) to the East Tennessee Kidney Foundation, Inc., that I agree to provide this donation before March 19, 2022.

Signature: _____ **Date:** _____

Email completed sponsorship agreement to katie@ETKidney.org & submit payment online, or mail form & check (payable to East Tennessee Kidney Foundation) to the East TN Kidney Foundation, P.O. Box 22072, Knoxville, TN, 37933. Email & online payment preferred.



EAST TENNESSEE KIDNEY FOUNDATION

KNOX SHAMROCK FEST™ Vendor Application & Agreement

Thank you for your interest in being a part of Knox Shamrock Fest™, the region's PREMIER family friendly St. Patrick's Day celebration!

A vendor booth includes one 10'x10' space covered by one carnival-style tent on Market Square, one 6' table with tablecloth and two chairs. Tents are open on all sides; however, optional side panel(s) may be added. A panel is 7'x20', wraps around half of the tent in a "U" shape and provides 10' of coverage or a "back wall" on one full side of the tent & 5' of coverage or "side walls" on two adjacent sides of the tent.

Booths must be family friendly and appropriate for young children. For maximum benefit, decorating in a Celtic theme and having an activity or fun items for children will attract more people to a booth. ****A VENDOR MAY NOT SELL OR DISTRIBUTE FOOD, ALCOHOL, T-SHIRTS, or ST. PATRICK'S DAY "festive wear" items, nor sell/distribute/incorporate any item into their booth which is not listed on the booth description below.**** A vendor may sell/demonstrate products/services and distribute marketing materials as long as they are included in the below booth description.

Email completed application to katie@etkidney.org, or mail to East TN Kidney Foundation, P.O. Box 22072, Knoxville, TN, 37933, no later than March 1, 2022. A vendor must include detailed description AND photo. Space is limited; this application does not guarantee a reservation. We reply to all applicants. Approved vendors agree to 1.) promote participation in Knox Shamrock Fest™ to customer base online, on social media using **@etkidney** & **#knoxshamrockfest** (minimum one post per platform: Instagram, Facebook & Twitter), email/website/other, and 2.) visibly display event poster to customers on both sides of storefront window or entryway door.

Company Name _____ High-Resolution Logo Submitted? _____
(Provide name exactly how it should appear in publications.) *(Submit **high-resolution logo** via email)*

Billing Address _____ City _____ State _____ ZIP _____

Company Website _____

Social Media Handles: Instagram @ _____ Facebook.com/ _____ Twitter @ _____

Contact Name: _____ Cell: _____ Email: _____

Proposed Booth Description (appearance, items sold, displays, activities/games): _____

Date: Saturday 3/19, 10a-10p. You may set up beginning at 8a; take down no later than 10p.

Vendor Fee: _____ **\$450 one day**

+Add-Ons: _____ **Tent Side Panel \$75** (U-shape, 7'x20', will cover back 10', 5' on each side)

_____ **Extra Chairs \$5 each** (Quantity _____ x \$5/chair = _____)

_____ **Add vendor name/logo with hyperlink to your website \$100** on Knox Shamrock Fest™ website
(active within 48 hours of your application approval confirmation, posted until at least March 31, 2022)

TOTAL FEE = \$ _____ **Make checks payable to East TN Kidney Foundation, Inc. or Pay Online: ETKidney.org**

_____**Payment submitted online.** _____**Check included with this agreement.** **REFUNDS:** *If your application is denied or space becomes full, ETKF will issue a full refund immediately. Refunds will not be made for any other reason.*

I, _____ (print name), am authorized to complete this vendor application & agreement and enter into contract for participation in Knox Shamrock Fest™ in exchange for agreed upon fee. I understand & agree to refund & security policies; I agree to remit full payment to ETKF upon submission of this vendor application & agreement. **SECURITY Policy:** *Vendor MUST secure cash & valuables. ETKF will NOT be held responsible for any damage to or lost or stolen property during the event.*

Signature: _____ **Title:** _____ **Date:** _____

Contact Katie Martin at 865-209-8885 cell or katie@ETKidney.org for Questions, Reservations, Assistance.



EAST TENNESSEE KIDNEY FOUNDATION

SHAMROCK FEST™ Food Truck Application & Agreement

Thank you for your interest in being a part of Knox Shamrock Fest™, the region's PREMIER family friendly St. Patrick's Day celebration!

In order to be eligible for participation, your food truck must be on the City of Knoxville's approved list of food trucks. Include a detailed description of the food your trucks sells AND a photo. If you have a logo, please email it to admin@etkidney.org if you would like it included in our event information.

Food Trucks will park along World's Fair Park Drive, near the old convention center. Specific placement / order will be determined by first come first serve. Food trucks must run on their own power. Electricity is not available.

Email completed application to admin@etkidney.org no later than Monday, March 14, 2022. Space is limited; this application does not guarantee a reservation. We reply to all applicants. Approved vendors agree to 1.)promote participation in Knox Shamrock Fest™ to customer base online, on social media using **@etkidney** & **#knoxshamrockfest** (minimum one post per platform: Instagram, Facebook & Twitter), email/website/other, and 2.)include Knox Shamrock Fest on your location calendar.

Truck Name _____ High-Resolution Logo Submitted? _____
(Provide name exactly how it should appear in publications.) (Submit high-resolution logo via email)

Billing Address _____ City _____ State _____ ZIP _____

Company Website _____

Social Media Handles: Instagram @ _____ Facebook.com/ _____ Twitter @ _____

Contact Name: _____ Cell: _____ Email: _____

Proposed Truck Description (theme, food sold, etc.): _____

Date: Saturday, 3/19, 10a - 10p. You may set up beginning at 8am.

Food Truck Fee: _____ \$350

+Add-Ons: _____ Add vendor name/logo with hyperlink to company website \$100 on Knox Shamrock Fest™ website...
...active within 48 hours of your application approval confirmation, posted until at least March 31, 2022.

SECURITY Policy: ETKF will NOT be held responsible for any damaged, lost or stolen property, nor damage or loss of property.

TOTAL FEE = \$ _____ **Pay Online:** ETKidney.org or mail to P.O. Box 22072, Knoxville, TN 37933.

____ Payment submitted online. ____ Check included with this agreement. **REFUNDS:** If your application is denied or space becomes full, ETKF will issue a full refund immediately. Refunds will not be made for any other reason.

I, _____ (print name), am authorized to complete this food truck application & agreement and enter into contract for participation in Knox Shamrock Fest™ in exchange for agreed upon fee. I understand & agree to refund & security policies; I agree to remit full payment to ETKF upon submission of this food truck application & agreement.

Signature: _____ **Title:** _____ **Date:** _____

Contact Katie Martin at 865-209-8885 cell or katie@ETKidney.org for Questions, Reservations, Assistance.

2022 Knox Shamrock Fest™, Lucky Kidney Run™

Saturday, March 19, 2022

In-Person Festival & Race / Fun Run, with a Virtual Participation Option

	Banner Ad on Registration Website \$100	Shamrock \$1,000	Gold \$2,500	Emerald \$5,000	Stage \$10,000	Title \$30,000
"Sponsored by _____" logo on all pages of the RunSignUp.com race registration website						X
Sponsor name included anywhere event name is published or read by ETKF						X
Company name included in all paid online advertising						X
Inclusion in <i>Visit Knoxville (VK)</i> Tourism online event listing						X
Company name recognition in all radio/television <i>interviews</i> to advertise event						X
Opportunity for company representative to speak before and/or after the Lucky Kidney Run™						X
"First right of refusal" benefits for next year's event						X
Sponsor logo included on all participants' Race Bibs - both digital & physical						X
Sponsor logo included on all participants' Finisher Certificates						X
Opportunity to provide sponsor branded race packets						X
Sponsor logo/name on full-day event stage to read, "Stage sponsored by _____"					X	
Opportunity to provide swag in race packets			X	X	X	X
Social media posts: Instagram Facebook Twitter		1x	2x	3x	4x	8x
Company Logo on "Thank You To Our Sponsors" sections on event & registration pages		X	X	X	X	X
Logo on digital marketing materials		Small	Medium	Large	Large	Largest
Lucky Kidney Run™ Corporate team (discounted registration of \$20/person up to ____ people, additional team members regular price)		5	10	20	30	50
Company logo included on back of Lucky Kidney Run™ race shirts (deadline to have logo included on shirt is March 1, 2022)		Small	Medium	Large	Large	Largest, in color
Your logo & hyperlink to website on Lucky Kidney Run™ registration page	X	X	X	X	X	X
Logo with hyperlink to your website listed on ETKF website as Corporate Sponsor for at least 30 days		X	X	X	X	X
Employee safety through a virtual event option		X	X	X	X	X
Corporate support & charitable giving		X	X	X	X	X
Opportunity to make a positive impact on a tight-knit community		X	X	X	X	X