



National Kidney Foundation's 27th Annual San Francisco Authors Luncheon



The National Kidney Foundation's 27th Annual **Authors Event** is the largest literary event of its kind in the Bay Area. Featuring a luncheon and a dinner, the event brings together those who are passionate about literature and saving lives through kidney disease research, advocacy, and education.

The *Authors Luncheon* will welcome over 1,000 guests from San Francisco's leading social, corporate, medical, and literary circles to celebrate a group of renowned, bestselling authors and their captivating stories. Attendees have the opportunity to meet each author during book signing sessions.



The *Authors VIP Cocktail & Dinner Party* takes place the night before the Luncheon.

This time-honored tradition is an exclusive opportunity for leading sponsors to enjoy an intimate dinner and conversation with featured authors before the next day's luncheon. Reservations are on a first come, first served basis, and offered to individuals and corporations sponsoring the event at \$5,000 and above.



EVENT CHAIR

Robert M. Ceccato

Senior Vice President, Wells Fargo

EXECUTIVE LEADERSHIP CHAIR

Chuck Columbus

Senior Vice President & Chief Human Resources Officer, Kaiser Permanente

MASTER OF CEREMONIES

Michael Krasny, PhD

Renowned Author and Host of KQED Public Radio's "Forum"

The National Kidney Foundation is the leading organization in the United States dedicated to the awareness, prevention, and treatment of kidney disease for hundreds of thousands of healthcare professionals, millions of patients and their families, and tens of millions of Americans at risk.

Friday, October 23, 2015

Authors VIP Cocktail & Dinner Party

Saturday, October 24, 2015

27th Annual Authors Luncheon

Marriott Marquis, San Francisco

10:00 AM: Book Sales & Signing

12:00 PM: Luncheon

12:30 PM: Program & Authors Presentations

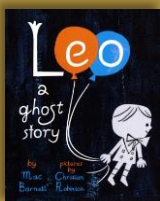
2:30 PM: Book Sales & Signing



National Kidney Foundation™

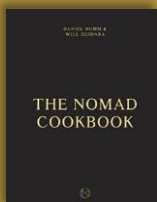


National Kidney Foundation's Authors Luncheon Literary Partner & Featured Authors



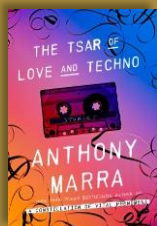
MAC BARNETT & CHRISTIAN ROBINSON

Mac Barnett is the *New York Times* bestselling author of *Extra Yarn*, which won a Caldecott Honor, the Boston Globe–Horn Book Award, and the E.B. White Read Aloud Award. Christian Robinson illustrated *Josephine: The Dazzling Life of Josephine Baker*, receiving the Coretta Scott King Honor, Robert F. Sibert Honor, Bologna Ragazzi Honor Award, and Boston Globe–Horn Book Honor.



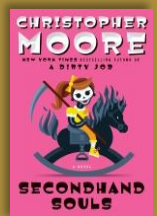
CHEF DANIEL HUMM & WILL GUIDARA

Co-owners of New York's The NoMad Hotel and Eleven Madison Park – honored with six James Beard Foundation awards and three Michelin stars – Chef Humm and restaurateur Guidara have landed on the San Pellegrino list of the World's Best Restaurants. They are also the authors of *Eleven Madison Park: The Cookbook* and *I Love New York: Ingredients and Recipes*.



ANTHONY MARRA

With his debut novel *A Constellation of Vital Phenomena*, Marra won the National Book Critics Circle's inaugural John Leonard Prize, the Anisfield-Wolf Book Award in fiction, and the Barnes and Noble Fiction Discover Award. He received an MFA from the Iowa Writers' Workshop and was a Stegner Fellow at Stanford University, where he teaches as the Jones Lecturer in Fiction.



CHRISTOPHER MOORE

Author of fifteen novels, including international bestsellers *Lamb*, *A Dirty Job*, and *You Suck*, Moore attended Ohio State University and Brooks Institute of Photography. He worked as a roofer, grocery store clerk, hotel night auditor, waiter, and DJ all before publishing his first comic fantasy, *Practical Demonkeeping*.



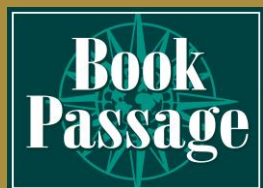
DIANA NYAD

A journalist, prominent sports broadcaster for ABC's "Wide World of Sports", NPR, and Fox Sports, motivational speaker, and long-distance swimmer, Nyad set a world swimming record circling Manhattan in 1975. In 2013 at age 64, she became the first known to swim from Cuba to Florida without a shark cage. She has written four books, including *Other Shores* and this fall's *Find a Way*.



YEONMI PARK

Twenty-one-year-old Park is a human rights activist and North Korean defector. Her memoir *In Order to Live* tells the story of her struggle to survive in the darkest, most repressive country on earth; her harrowing escape to South Korea through China's underworld of smugglers and human traffickers; and her emergence as a human rights activist.



BOOK PASSAGE

A celebrated event partner of NKF for many years, Book Passage is a *New York Times*-reporting book store with locations in Corte Madera and the San Francisco Ferry Building. To pre-order books, please visit: www.bookpassage.com/kidney



National Kidney Foundation's Authors Luncheon Sponsorship Opportunities

Gold Sponsor - \$50,000

- Four (4) tables of ten (10) at the luncheon with priority seating and VIP author at each table
- 16 tickets to the VIP Cocktail & Dinner Party, including seating with guest author at table
- One (1) full-page acknowledgment in event program
- Recognition at luncheon as Gold Sponsor
- Recognition as Gold Sponsor on Save The Date, Invitation, NKF website, & NKF e-newsletter
- Four (4) sets of autographed books

Authors Circle Sponsor - \$25,000

- Three (3) tables of ten (10) at the luncheon with priority seating
- 8 tickets to the VIP Cocktail & Dinner Party, including seating with guest author at table
- One (1) full-page acknowledgment in event program
- Recognition at luncheon as Authors Circle Sponsor
- Recognition as Authors Circle Sponsor on Save The Date, Invitation, NKF website, & NKF e-newsletter
- Three (3) sets of autographed books

Silver Sponsor - \$15,000

- Two (2) tables of ten (10) at the luncheon with priority seating
- Four (4) tickets to the VIP Cocktail & Dinner Party (including seating with guest author at table)
- One (1) full-page acknowledgment in event program
- Recognition at luncheon as Silver Sponsor
- Logo recognition in NKF e-newsletter and on NKF website
- Two (2) sets of autographed books

Nobel Prize Sponsor - \$10,000

- One (1) table of ten (10) at the luncheon with priority seating
- Two (2) tickets to the VIP Cocktail & Dinner Party (including seating with guest author at table)
- One (1) full-page acknowledgment in event program
- Recognition at luncheon as Nobel Prize Sponsor
- Logo recognition in NKF e-newsletter and on NKF website
- One (1) set of autographed books

Pulitzer Prize Sponsor - \$5,000

- One (1) table of ten (10) at the luncheon with preferred seating
- Two (2) tickets to the VIP Cocktail & Dinner Party (including seating with guest author at table)
- One (1) half-page acknowledgment in event program
- Recognition at luncheon as Pulitzer Prize Sponsor
- Logo recognition in NKF e-newsletter and on NKF website

Best Seller Sponsor - \$2,500

- One (1) table of ten (10) at the luncheon with preferred seating
- Recognition as Best Seller Sponsor in event program

Readers Table - \$1,300 (*Early Readers Table: \$1,200 before September 1st*)

- One (1) assigned table of ten (10) at the luncheon – *Must be paid in one payment, cannot combine individual seating tickets*
- Recognition as Readers Table Sponsor in event program

Individual Seating - \$135



Sponsorship & Table Reservations

VIP Dinner & Authors Luncheon

- ☐ Gold Sponsor: \$50,000
- ☐ Authors Circle Sponsor: \$25,000
- ☐ Silver Sponsor: \$15,000
- ☐ Nobel Prize Sponsor: \$10,000
- ☐ Pulitzer Prize Sponsor: \$5,000

Authors Luncheon Only

- ☐ Best Seller Sponsor: \$2,500
- ☐ Early Readers Table: \$1,200
**Must be paid in one payment, cannot combine individual seating tickets*
- ☐ Individual Seating: \$135 x _____

NAME: _____

COMPANY (if applicable): _____

ADDRESS: _____

CITY, STATE, ZIP: _____

E-MAIL (required): _____

PHONE (required): _____

**Listing an email address and phone number will allow us to contact you quickly should a need arise.*

PAYMENT INFORMATION

- ☐ MASTERCARD ☐ VISA ☐ AMEX ☐ CHECK (payable to *National Kidney Foundation*)

CARD #: _____

EXP. DATE: _____ / _____ Cardholder Name: _____

NKF Tax I.D. #13-1673104

Costs in excess of \$69 per person are a tax-deductible charitable contribution.

Priority seating based on date of full purchase.

National Kidney Foundation

c/o Authors Luncheon
131 Steuart Street, Suite 425
San Francisco, CA 94105
Fax: 415.543.3331
www.kidney.org/nca



National Kidney Foundation™

To add guest names and for more information, contact Nichole Ringer
at (415) 543-3303 or Nichole.Ringer@kidney.org