NATIONAL KIDNEY FOUNDATION PRESENTS

34th Annual

Great Chefs of the West

FEATURING THE TOP CHEFS IN DENVER

Thursday, March 16, 2017
Denver Marriott City Center
Downtown, Denver

Sponsorship Opportunities

National Kidney Foundation™

1391 Speer Blvd. Suite 250
Denver, CO 80204
kidney.org/greatchefswest
The National Kidney Foundation is:

- Raising public awareness about kidney disease and risk reduction
- Providing free local health screenings
- Supporting kidney patients, organ donors, and their families
- Advocating in Washington, D.C. for kidney patients and government action on the organ donor shortage and funding kidney research
- Educating doctors and many other healthcare professionals with the best information in the field

34th Annual Great Chefs of the West Gala

Sample menus from Denver’s premiere restaurants to benefit NKF.
The Great Chefs of the West Gala welcomes over 400 patrons from the Denver area who are passionate about good food and raising money for a good cause. Attendees will sample the finest dishes from some of Denver’s top restaurants as well as enjoy exciting live and silent auctions. In previous years, Great Chefs of the West raised over $130,000 for life-saving programs and services.

The Great Chefs of the West Gala offers your company a unique, cause-related marketing opportunity. Your company’s name and logo will be seen by thousands of people in the culinary, medical, and business communities. These are people who want to support companies and organizations which align themselves with a cause close to their hearts.

You are in good company! Past and present sponsors include: American Renal Associates, AMGEN, Children’s Hospital Colorado, Colorado Business Bank, DaVita, Colorado Kidney Care, Fresenius Medical Care, Baxter, Kaiser Permanente, Novartis, Porter Adventist Hospital, Presbyterian/ St. Luke’s Medical Center, University of Colorado Hospital, Western Nephrology and many more!

Previous participating restaurants include: Mercantile Dining and Provision, Root Down, D Bar, Old Major, Sartos, Bar Dough, Osaka Ramen, City O’ City, The Oceanaire Seafood Room, Second Home Kitchen + Bar, Jax Fish House, Fruition, many more!

For more information please contact Kendra Burrell at 720-748-9991 ext. 452 or kendra.burrell@kidney.org
**Sponsorship Opportunities**

<table>
<thead>
<tr>
<th>Title Sponsor</th>
<th>$15,000</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>($12,176.40 tax-deductible)</td>
</tr>
</tbody>
</table>

- All references to the event state “Great Chefs of the West Presented by: Company Name”
- Full-page ad and prominent placement on back cover of program*
- Recognition in marketing material, including press releases, save the dates, invitations**, social media, event website and in all event e-blasts (8,500+ people reached)
- Table signage and premium seating for 30 people (3 tables)
- Champagne service at your tables
- Logo recognition on stage
- Full-page ad and prominent placement in the program book*
- Recognition in marketing material, including press releases, save the dates, invitations**, social media, e-blasts and web page (8,500+ people reached)
- Table signage and premium seating for 30 people (3 tables)
- Champagne service at your tables
- Valet Parking for 15 vehicles
- Opportunity to provide a guest takeaway
- Opportunity to provide gift/marketing to guests
- Opportunity to address attendees on stage at the event
- Valet Parking for 10 vehicles
- Logo recognition on stage
- Opportunity to provide a guest takeaway

<table>
<thead>
<tr>
<th>Executive Chef Sponsor</th>
<th>$5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>($3,117.60 tax-deductible)</td>
<td></td>
</tr>
</tbody>
</table>

- Half-page ad and prominent placement in the program book*
- Recognition in marketing material, including invitations**, social media, e-blasts and web page (8,500+ people reached)
- Table signage and premium seating for 20 people (2 tables)
- Logo recognition on stage
- Opportunity to provide a guest takeaway

<table>
<thead>
<tr>
<th>Sous Chef Sponsor</th>
<th>$2,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>($1,558.80 tax-deductible)</td>
<td></td>
</tr>
</tbody>
</table>

- Quarter-page ad in the program book*
- Recognition in marketing material, including invitations**, social media and web page (8,500+ people reached)
- Table signage and premium seating for 10 people (1 table)

<table>
<thead>
<tr>
<th>Chef de Partie Sponsor</th>
<th>$1,200</th>
</tr>
</thead>
<tbody>
<tr>
<td>($823.52 tax-deductible)</td>
<td></td>
</tr>
</tbody>
</table>

- Quarter-page ad in the program book*
- Seating for 4 people
- Recognition on stage

**Exclusive Opportunities**

<table>
<thead>
<tr>
<th>Auction Sponsor</th>
<th>$5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>($1,558.80 tax-deductible)</td>
<td></td>
</tr>
</tbody>
</table>

- Recognition in e-blasts, social media and web page (8,500+ people reached)
- Half page ad in the program book**
- Special sponsor signage on all Auction signs (over 90 signs)
- Special sponsor recognition on guest bid cards
- Opportunity to provide marketing/information for your company in the Auction vicinity
- Logo recognition on stage
- Table signage and seating for 10 (1 table)

<table>
<thead>
<tr>
<th>5280 Marketing Sponsor</th>
<th>$5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>($1,558.80 tax-deductible)</td>
<td></td>
</tr>
</tbody>
</table>

- Exclusive media sponsor for all 5280 Magazine Marketing
- Prominent logo placement on the below 5280 marketing:
  - 5280 Selects Newsletter (goes out to over 80,000 Foodie/A-Listers)
  - Logo banner advertisements in the Eat & Drink Section of 5280.com
  - Listed as the Marketing Sponsor in the 5280 Agenda (print and online)
- Recognition in e-blasts, social media and web page (8,500+ people reached)
- Half page ad in the program book**
- Logo recognition on stage
- Table signage and seating for 10 (1 table)

<table>
<thead>
<tr>
<th>Photo Booth Sponsor</th>
<th>$3,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>($1,558.80 tax-deductible)</td>
<td></td>
</tr>
</tbody>
</table>

- Recognition in e-blasts, social media and web page (8,500+ people reached)
- Quarter page ad in the program book**
- Special sponsor signage at the Photo Booth
- Logo Recognition on the Photo Booth Pictures (all guests receive complimentary)
- Opportunity to staff Photo Booth with your marketing team and/or provide marketing/information for your company at the Photo Booth
- Table signage and seating for 10 (1 table)

<table>
<thead>
<tr>
<th>Wine Pull Sponsor</th>
<th>$3,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>($1,558.80 tax-deductible)</td>
<td></td>
</tr>
</tbody>
</table>

- Recognition in e-blasts, social media and web page (8,500+ people reached)
- Quarter page ad in the program book*
- Special sponsor signage at the Wine Pull Station (opportunity to wrap wine bottles with your company logo)
- Opportunity to staff Wine Pull with your marketing team and/or provide marketing/information for your company at the Wine Pull station
- Table signage and seating for 10 (1 table)

*Save the Date Artwork Deadline: November 2, 2016
** Invitation Artwork Deadline: January 4, 2017
* *Program Artwork Deadline: February 22, 2017
Kidney Disease

CONNECTS US ALL

Kidney disease is a major public health issue:

- 1 in 3 American adults are at risk for kidney disease
- 26 million people have kidney disease — and most don’t know it.
- High blood pressure and diabetes are the leading causes of kidney disease

Of the 118,000 Americans on the waiting list for a lifesaving organ transplant, more than 96,000 need a kidney. That’s more than enough to fill Sports Authority Field at Mile High!

As chronic kidney disease progresses, outcomes worsen and treatment costs escalate. On average, the total medical payments for a CKD patient in stage 5 treated with dialysis is more than $70,000. This number is only expected to rise. Annual Medicare costs to treat CKD amount to over $57 billion—about 30% of total Medicare spending.

In addition to the monetary costs, CKD leads to lost productivity due to disability and absenteeism, with work hours missed per week often exceeding 10. Additionally, affected family members miss work caring for loved ones, visiting doctors and treatment centers, and taking care of household responsibilities that ill family members can no longer handle.

Please join us in the fight against kidney disease.