



NATIONAL KIDNEY FOUNDATION PRESENTS THE  
————— 30th Anniversary —————

## San Francisco Authors Luncheon

Saturday, November 3, 2018

San Francisco Marriott Marquis

### Sponsorship Opportunities



National **Kidney** Foundation™



National  
Kidney  
Foundation™

## Who We Are

The National Kidney Foundation (NKF) is the largest, most comprehensive, and longstanding patient centric organization dedicated to the awareness, prevention and treatment of kidney disease in the United States.

## What We Do

- **Raise** public awareness about kidney disease and risk reduction through education
- **Provide** free local health screenings
- **Support** kidney patients, organ donors, and their families
- **Advocate** in Washington, D.C. for kidney patients and government action on the organ donor shortage and funding of kidney research
- **Educate** doctors and healthcare professionals with the best information in the field

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## ————30th Anniversary———— San Francisco Authors Luncheon

**The National Kidney Foundation's 30th Anniversary Authors Luncheon** is the largest literary event of its kind in the Bay Area, bringing together those who are passionate about literature and saving lives through kidney disease research, advocacy, and education.

Welcoming nearly 1,000 guests annually, the event celebrates a group of renowned, bestselling authors, and includes many leading corporate, medical, community, and literary partners. Attendees have the opportunity to meet each author during book signing sessions.

Supporters at the \$5,000 level and up are also invited to attend the Authors Dinner on November 2, 2018. This time-honored tradition is an exclusive opportunity for leading sponsors to enjoy conversations with our 2018 presenting authors and prominent alumni authors in an intimate dinner setting. Reservations are on a first come, first served basis.

### EXECUTIVE LEADERSHIP CHAIR

**Jessica L. Bier**

*Managing Director, Deloitte Consulting LLP*

### PLANNING COMMITTEE CHAIR

**Sheila Gordon**

### LITERARY PARTNER

**Book Passage**

*Corte Madera • San Francisco Ferry Building • Sausalito  
A portion of all book sales benefits the National Kidney Foundation*

**Authors to be announced late spring 2018—stay tuned!**  
**[www.kidney.org/authorsluncheonsf](http://www.kidney.org/authorsluncheonsf)**





## Sponsorship Opportunities

### Gold Sponsor \_\_\_\_\_ \$50,000

(\$47,000 tax-deductible)

Includes all benefits of Authors Circle Sponsor, plus:

- ◇ Opportunity to place branded signage at venue (\*company to provide marketing)
- ◇ On-stage recognition in opening remarks

### Authors Circle Sponsor \_\_\_\_\_ \$25,000

(\$22,750 tax-deductible)

- ◇ Premium seating for 30 people (3 tables) at the luncheon, including seating with a presenting author
- ◇ 8 tickets to the Authors Dinner Party, with presenting author
- ◇ Full-page ad in program
- ◇ Recognition in marketing materials, including press releases, save the date, invitations, social media with sponsor tagging (21,000 Facebook impressions), event website and in all event e-blasts
- ◇ 3 sets of autographed book sets and tote bag

### Silver Sponsor \_\_\_\_\_ \$15,000

(\$13,500 tax-deductible)

- ◇ Premium seating for 20 people (2 tables) at the luncheon
- ◇ 4 tickets to the Authors Dinner Party, with presenting author
- ◇ Full-page ad in program
- ◇ Recognition in marketing materials, including press releases, save the date, invitations, social media (21,000 Facebook impressions), event website and in all event e-blasts
- ◇ 1 set of autographed book sets and tote bag

### Nobel Prize Sponsor \_\_\_\_\_ \$10,000

(\$9,250 tax-deductible)

- ◇ Premium seating for 10 people (1 table) at the luncheon
- ◇ 2 tickets to the Authors Dinner Party, with guest author
- ◇ Full-page ad in program
- ◇ Recognition in marketing materials, including press releases, save the date, invitations, social media (21,000 Facebook impressions), event website and in all event e-blasts

### Pulitzer Prize Sponsor \_\_\_\_\_ \$5,000

(\$4,250 tax-deductible)

- ◇ Preferred seating for 10 people (1 table) at the luncheon
- ◇ 2 tickets to the Authors Dinner Party, with guest author
- ◇ Half-page ad in program
- ◇ Recognition in printed invitation, event website and event e-blasts

### Best Seller Sponsor \_\_\_\_\_ \$2,500

(\$1,750 tax-deductible)

- ◇ Preferred seating for 10 people (1 table) at the luncheon
- ◇ Recognition in event program

### Early Readers Table Sponsor \_\_\_\_\_ \$1,350

(\$600 tax-deductible)

### Premium Early Readers Table Sponsor \_\_\_\_\_ \$1,600

Includes a pre-signed book bundle set

**Skip the book buying lines & pick-up your book set at Check-In!**

(\$600 tax-deductible)

- ◇ Seating for 10 people (1 table) at the luncheon
- ◇ Recognition in event program
- ◇ Readers Table cost increases on September 1, 2018

### Individual Seating \_\_\_\_\_ \$145

(\$70 tax-deductible)

### Premium Individual Seating \_\_\_\_\_ \$170

Includes one \$30 gift certificate toward a Book Passage purchase at the Authors Luncheon

(\$70 tax-deductible)

## Additional Exclusive Opportunities

### Beverage Bar Sponsor \_\_\_\_\_ \$5,000

- ◇ Sponsor may select a co-branded Mimosa or Coffee Bar
- ◇ Recognition in pre- and post-event social media postings with sponsor tagging (21,000 Facebook impressions), and event email blasts

### Tote Bag Sponsor \_\_\_\_\_ \$5,000

- ◇ Sponsor logo to appear on 30th Anniversary limited edition tote design
- ◇ Custom sponsorship activation and station branding
- ◇ Recognition in pre- and post-event social media postings with sponsor tagging (21,000 Facebook impressions), and event email blasts

**Sponsorship, Tables & Tickets available online at  
[www.kidney.org/authorsluncheonsf](http://www.kidney.org/authorsluncheonsf)**



**Gold Sponsor: \$50,000**

**Authors Circle Sponsor: \$25,000**

**Silver Sponsor: \$15,000**

**Nobel Prize Sponsor: \$10,000**

**Pulitzer Prize Sponsor: \$5,000**

**Best Seller Sponsor: \$2,500**

**Early Readers Table: \$1,350**

**Premium Early Readers Table: \$1,600**

*Includes Pre-Signed Book Bundle Set  
Readers Table increases to \$1,450 on September 1, 2018*

**Individual Seating: \$145 x \_\_\_\_\_**

**Premium Individual Seating: \$170 x \_\_\_\_\_**

*Includes \$30 gift certificate to Book Passage*

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 the need arise.*

### **PAYMENT INFORMATION**

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

CARD #: \_\_\_\_\_

EXP. DATE: \_\_\_\_ / \_\_\_\_   Cardholder Name: \_\_\_\_\_

**NKF Tax I.D. #13-1673104**

Costs in excess of \$75 per person are a tax-deductible charitable contribution.

*Priority seating is based on date of full purchase.*

**National Kidney Foundation**

c/o Authors Luncheon

717 Market Street, Suite 450

San Francisco, CA 94103

Fax: 415.543.3331

[www.kidney.org/authorsluncheonsf](http://www.kidney.org/authorsluncheonsf)

**To add guest names and for more information, please contact Brad Murdock**

**T: (415) 543-3303 | E: [brad.murdock@kidney.org](mailto:brad.murdock@kidney.org)**