



NATIONAL KIDNEY FOUNDATION PRESENTS

35th Annual

Great Chefs of the West

FEATURING THE TOP CHEFS IN DENVER

Thursday, March 15, 2018

EXDO Event Center

RiNo Art District

Partnership 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 US.

The Epidemic

The United States is in the midst of a serious public health crisis. A decline in exercise, confusing USDA diet recommendations, sleep deprivation, an increase in screen time and the availability of well-marketed, inexpensive ultra-processed foods have contributed to an epidemic of unhealthy, overweight Americans.

All of this contributes to higher rates of diabetes and hypertension, the two leading causes of kidney disease, which affects 26 million Americans. A recent study predicts more than half of US adults aged 30 to 64 years are likely to develop kidney disease.

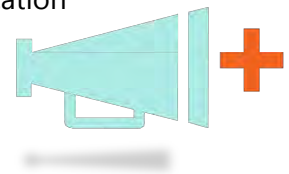
Anyone with an unhealthy lifestyle is susceptible to kidney disease because it contributes to diabetes and hypertension risk, which together result in over 70% of all cases of kidney failure.

Other risk factors include:

- Obesity.
- Age 60 or older.
- African Americans, Hispanics, Asians, Native Americans, and Pacific Islanders are all at increased risk.
- Smoking.
- Family history of kidney failure.

The National Kidney Foundation is:

- Raising public awareness about kidney disease and risk reduction through education
- 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



35th Annual

Great Chefs of the West

FEATURING THE TOP CHEFS IN DENVER

Sample menus from Denver's premiere restaurants to benefit the National Kidney Foundation.

Great Chefs of the West will undoubtedly be the highlight following restaurant week, and Denver's foodie event of the season. With an all-star gathering of food and drinks, live music and exciting live and silent auctions, it is impossible to duplicate unless you attempt a very long night out on the town with an unlimited budget. To top it off, it's all for a great cause.

The Great Chefs of the West 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, Baxter, Children's Hospital Colorado, Colorado Acute Longterm Hospital, DaVita, Colorado Kidney Care, Colorado Business Bank, Fresenius Kidney Care, Kaiser Permanente, Mid First Bank, Novartis, Pikes Peak Nephrology, Porter Adventist Hospital, Presbyterian/ St. Luke's Medical Center, Stonebridge Companies, UCHHealth, UMB Bank, Western Nephrology, Wills & Wellness Estate Planning, and many more!



Get more

COMPANY EXPOSURE

Demonstrate that

YOU CARE
to your customers + the community.



Sponsorship Opportunities

Title Sponsor _____ \$15,000

(\$12,176.40 tax-deductible)

- ◇ All references to the event state "Great Chefs of the West Gala Presented by: Name of Company"
- ◇ 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 20 people (2 tables), plus 10 additional open seating tickets.
- ◇ Champagne service at each table
- ◇ Logo recognition on tables around the room
- ◇ Gobo (with companies logo) displayed in the room
- ◇ Opportunity to provide gift/marketing to guests
- ◇ Opportunity to address attendees on stage at the event
- ◇ Opportunity to place company marketing (up to 4 easel signs) around the venue. (Company to provide marketing)
- ◇ Recognition during Gift of Life program
- ◇ First right of refusal for 2019 event

Master Chef Sponsor _____ \$7,500

(\$4,676.40 tax-deductible)

- ◇ 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 20 people (2 tables)
- ◇ Champagne service at your tables
- ◇ Logo recognition on stage
- ◇ Logo recognition around the room
- ◇ Opportunity to provide a guest takeaway

Executive Chef Sponsor _____ \$5,000

(\$3,117.60 tax-deductible)

- ◇ 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 10 people (1 table) plus 10 additional open seating tickets
- ◇ Logo recognition on stage
- ◇ Opportunity to provide a guest takeaway

Sous Chef Sponsor _____ \$2,500

(\$1,558.80 tax-deductible)

- ◇ Quarter-page ad in the program book**
- ◇ Recognition in marketing material, including invitations*, social media and web page (8,500+ people reached)
- ◇ Open seating tickets for 10 people

Chef de Partie Sponsor _____ \$1,500

(\$823.52 tax-deductible)

- ◇ Quarter-page ad in the program book**
- ◇ Open seating tickets for 4 people
- ◇ Logo recognition on stage

Exclusive Opportunities

Hospitality Sponsor _____ \$7,500

(\$1,558.80 tax-deductible)

- ◇ Signature drink named for sponsor, served at the event
- ◇ Cocktail napkins branded with companies name
- ◇ Full-page ad and prominent placement in the program book**
- ◇ Logo recognition on the Chef Bill Inserts, distributed to all participating restaurants
- ◇ Logo recognition on stage
- ◇ Recognition in marketing material, including invitations* and web page (8,500+ people reached)
- ◇ Table signage and seating for 10 (1 table), plus 10 additional open seating tickets.

Auction Sponsor _____ \$5,500

(\$1,558.80 tax-deductible)

- ◇ Recognition in e-blasts, social media and web page (8,500+ people reached)
- ◇ Recognition on auction mobile bid site
- ◇ Half page ad in the program book**
- ◇ Special sponsor signage on all Auction signs (over 70 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), plus 4 additional open seating tickets.

Corks & Caps Sponsor _____ \$3,500

(\$1,558.80 tax-deductible)

- ◇ Recognition in marketing material, including invitations*, social media and web page (8,500+ people reached)
- ◇ Quarter page ad in the program book**
- ◇ Special sponsor signage at the Corks & Caps Station (opportunity to brand this area, company to provide marketing)
- ◇ Opportunity to provide a gift/marketing to guests
- ◇ Opportunity to staff Caps & Corks with your marketing team and /or provide marketing/information for your company at Corks & Caps
- ◇ 10 open seating tickets for the event

Individual Tickets Available. Open Seating, refers to anyone with an individual ticket. Open seating tickets can sit in our lounge seating, open table seating or gather at our high-tops around the room.

Artwork Deadlines

* Invitation Artwork Deadline: January 4, 2018

**Program Artwork Deadline: February 22, 2018



National
Kidney
Foundation™

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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 Mile High Stadium!

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.



**Working together to enhance lives through action,
education and accelerating change.**