



NATIONAL KIDNEY FOUNDATION'S

36th Annual

Great Chefs of the West

FEATURING THE TOP CHEFS IN DENVER

Wednesday, March 13, 2019

EXDO Event Center

RiNo Art District



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 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.

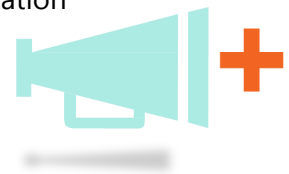
Anyone with an unhealthy lifestyle is susceptible to kidney disease because it contributes to diabetes and hypertension risk, which together result in over 70% of all cases of kidney failure.

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



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 Long-term Hospital, DaVita, Delta Dental, Centura Health, 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, UHealth, UMB Bank, Western Nephrology, Wills & Wellness, and many more!



Get more

COMPANY EXPOSURE

Demonstrate that

YOU CARE
to your customers + the community.



Sponsorship Opportunities

Title Sponsor SOLD **\$15,000**

Master Chef Sponsor \$7,500

(\$5,236 tax-deductible)

- ◇ 20 tickets, with two reserved 6-top tables for guests
- ◇ Champagne service at your tables
- ◇ VIP Early Access to the event for all 20 guests. Includes VIP specialty drink, and exclusive tasting by top-chefs.
- ◇ Full-page ad and prominent placement in the program book
- ◇ Recognition in marketing material, including save the dates, invitations*, social media, e-blasts and web page. 8,500+ Reach
- ◇ Logo recognition on stage
- ◇ Logo recognition around the room
- ◇ Opportunity to provide a guest takeaway

Executive Chef Sponsor \$5,000

(\$2,736 tax-deductible)

- ◇ 20 tickets, with one reserved 6-top table for guests
- ◇ VIP Early Access to the event for all 20 guests. Includes VIP specialty drink, and exclusive tasting by top-chefs.
- ◇ 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)
- ◇ Logo recognition on stage
- ◇ Opportunity to provide a guest takeaway

Sous Chef Sponsor \$2,500

(\$1,368 tax-deductible)

- ◇ 10 Mix-and-Mingle Tickets (open seating & high tops available)
- ◇ Quarter-page ad in the program book
- ◇ Recognition in marketing material, including invitations*, e-blasts and web page (8,500+ people reached)
- ◇ Logo recognition on stage

Chef de Partie Sponsor \$1,500

(\$1,047.20 tax-deductible)

- ◇ 4 Mix-and-Mingle Tickets (open seating & high tops available)
- ◇ VIP Early Access to the event for all 4 guests. Includes VIP specialty drink, and exclusive tasting by top-chefs.
- ◇ Quarter-page ad in the program book
- ◇ Logo recognition on stage

Individual Mix-and-Mingle Tickets Available

These tickets are open seating, guests can sit in our lounge seating, open table seating or gather at our high-tops around the room.

**Tickets available online at
kidney.org/greatchefswest**

Exclusive Opportunities

Hospitality Sponsor \$7,500

(\$5,236 tax-deductible)

- ◇ 20 tickets, with one reserved 6-top table for guests
- ◇ Signature drink named for sponsor, served at the event
- ◇ Cocktail napkins branded with companies name
- ◇ VIP Early Access to the event for all 20 guests. Includes VIP specialty drink, and exclusive tasting by top-chefs.
- ◇ 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)

Auction Sponsor \$6,000

(\$4,302 tax-deductible)

- ◇ 15 tickets, with one reserved 6-top table for guests
- ◇ Logo recognition on auction mobile bid site
- ◇ Special sponsor signage on all Auction signs (over 70 signs)
- ◇ Special sponsor recognition on all guest bid cards
- ◇ Opportunity to provide a guest takeaway in the Silent Auction vicinity
- ◇ Logo recognition on stage
- ◇ Half page ad in the program book**
- ◇ Recognition in e-blasts, social media and web page (8,500+ reached)

Corks & Caps Sponsor \$3,500

(\$2,368 tax-deductible)

- ◇ 10 Mix-and-Mingle Tickets (open seating & high tops available)
- ◇ 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
- ◇ Recognition in marketing material, including invitations*, social media and web page (8,500+ people reached)
- ◇ Quarter page ad in the program book*

Chef Station Sponsor \$3,500

(\$2,368 tax-deductible)

- ◇ 10 Mix-and-Mingle Tickets (open seating & high tops available)
- ◇ Logo recognition on all Chef Stations (15+ Chef Stations)
- ◇ Special sponsor signage advertising Chef Voting (at Registration, On Stage, on all Chef Voting Jars)
- ◇ Special sponsor recognition on all communication to Chefs (Confirmation, Registration Forms and Thank You)
- ◇ Opportunity to provide a takeaway to all Chefs
- ◇ Half page ad in the program book**
- ◇ Recognition in e-blasts, social media and web page (8,500+ reached)
- ◇ Quarter page ad in the program book*

* Invitations go to print in early January

** Program Books go to print in early March



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
- 30 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.**