

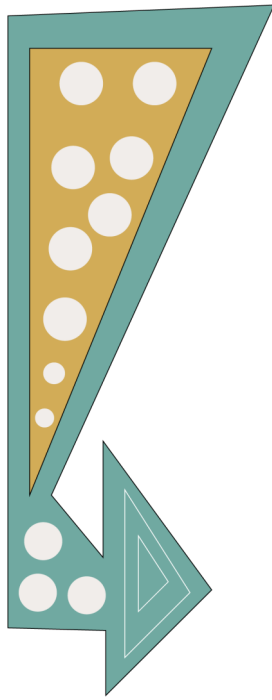


Partnership Opportunities

Magic of Giving Gala, Thursday, May 16, 2019



National Kidney Foundation™



THE MAGIC OF GIVING GALA

Thursday, May 16, 2019 • 6:00 PM

The Abbott

1901 Cherry Street • Kansas City, MO

the VISION

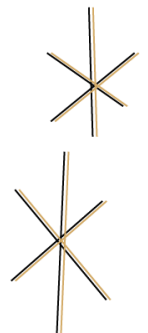
Imagine a world where kidney disease is caught “before early” and treated before it causes significant damage. Imagine a world where people don’t have to go to a dialysis center three times a week to stay alive. Imagine a world where \$100 billion a year in public funding does not have to be diverted to kidney healthcare. Imagine a world with no wait list for people seeking a kidney. Imagine a world where people live healthier lives.

These realities are within our grasp. We invite you to join us in this vision by partnering with us for the *Magic of Giving Gala 2019*.

the OPPORTUNITY

Magic of Giving Gala 2019 is a signature event of the National Kidney Foundation. Proceeds from the evening benefit kidney disease patients in Kansas and Missouri.

This event is a great way to make a difference in your community. Host clients and friends, showcase your business and most importantly, help the NKF shine a light on this growing public health issue as a caring community partner and a leading voice for patients.



National Kidney Foundation™

The National Kidney Foundation is the leading organization in the United States dedicated to the awareness, prevention and treatment of kidney disease.

- 30 million Americans are living with kidney disease.
- 80 million Americans are at risk for kidney disease.
- 120,000+ people are waiting for a kidney transplant.
- Kidney disease is the 9th leading cause of death in America.



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the EVENT

The Magic of Giving Gala is a celebration of inspiring stories, good food, and great drinks. This signature event is an ideal opportunity to interact with a sophisticated audience who appreciates your commitment to our community. With high visibility within the healthcare arena, the Gala is well attended and sponsored by area hospitals, nephrologists, nephrology nurse practitioners, transplant providers, and those who care for patients with CKD such as cardiologists and nurse practitioners.

Guests will enjoy a balloon pop, silent and live auctions, fabulous food, entertainment and more. The Magic of Giving Gala's success is crucial in maintaining our services and programs in the Kansas City community. Outstanding contributions to the community in the fight against kidney disease are recognized through the presentation of the Patrick and Virginia Clune Award of Excellence.

Associate your name with this distinctive event and show your dedication to our community by being a partner in the *Magic of Giving Gala*.

the NKF

Chronic kidney disease is serious and so are we! The National Kidney Foundation is the leading organization in the U.S. 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.

Fueled by passion and urgency, the NKF is a lifeline for all people affected by kidney disease. As pioneers of scientific research and innovation, the NKF focuses on the whole patient through the lens of kidney health. Relentless in our work, we enhance lives through action, education and accelerating change.

By supporting the National Kidney Foundation, you directly influence and positively impact the lives of those at risk for kidney disease, those living with chronic kidney disease, and those who care for, and about them.



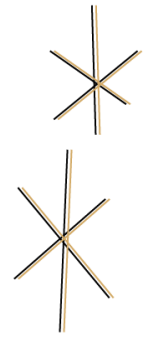
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the PARTNERSHIPS—exclusive

pending

Presenting Sponsor \$15,000

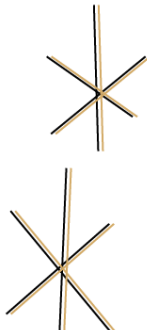
- Recognition as presenting partner on all promotional materials.
- Premier dinner seating for 30 guests (3 tables).
- Name or logo on all promotional materials including: save the date, invitations, e-blasts (commitment must be received by November 15 2018).
- Name or logo on event website with a link to company site.
- Logo on partnership & donation packets (commitment must be received by November 15, 2018)
- Special logo recognition on mobile bidding application (exclusivity during pre-event promotions) with a link to company site.
- Name or Logo in printed program and in event audiovisual elements.
- Prominent two-page ad placement in event printed program.
- Recognition in event program remarks and opportunity for representative to speak.
- Other exclusive benefits to be determined with Presenting Sponsor.
- Tickets (14) to the Patron's Party, sponsored by NephroChoice by iSalus Healthcare, if received by January 15, 2019.

Hospitality Sponsor \$10,000

- Premier dinner seating for 20 guests (2 tables).
- Name or logo on event website with a link to company site.
- Logo recognition on mobile bidding application on event day, with a link to company site.
- Name or logo in printed program, in event audiovisual elements.
- Logo champagne welcome for all guests.
- Full page ad in printed program
- Recognition in remarks during event program.
- Logo swag bag given to each guest at event close (bottled water, mints, Thank you)
- Tickets (12) to the Patron's Party, sponsored by NephroChoice by iSalus Healthcare, if received by January 15, 2019.



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Mission Sponsor \$7,500

- Premier dinner seating for 20 guests (2 tables).
- Name or logo on event website with a link to company site.
- Logo recognition on mobile bidding application on event day, with a link to company site.
- Name or Logo in printed program and in event audiovisual elements.
- Recognition in remarks during event program.
- Full-page ad in event printed program.
- Featured partner for the Gift of Life mission moment to include program mention and logo on all guest bid cards.
- Tickets (8) to the Patron's Party, sponsored by NephroChoice by iSalus Healthcare, if received by January 15, 2019.

Cocktail Sponsor \$7,500

- Premier dinner seating for 20 guests (2 tables).
- Logo on cocktail napkins.
- Name or logo on event website with a link to company site.
- Name or Logo in printed program and in event audiovisual elements.
- Recognition in remarks during event program.
- Full-page ad in event printed program.
- Featured partner for the signature drink to include naming opportunity and cocktail napkins.
- Tickets (6) to the Patron's Party, sponsored by NephroChoice by iSalus Healthcare, if received by January 15, 2019.

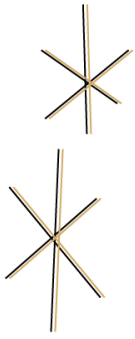
After Party Sponsor \$5,500

- Premier dinner seating for 10 guests (1 table).
- Name or logo on event website with a link to company site.
- Name or logo in printed program, in event audiovisual elements.
- Logo promotion with all After Party activities (Entertainment)
- Full page ad in printed program
- Recognition in remarks during event program.
- Tickets (4) to the Patron's Party, sponsored by NephroChoice by iSalus Healthcare, if received by January 15, 2019.

pending



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The Gallery

61 E. 14th Street • Kansas City, MO

the PARTNERSHIPS—exclusive

Patron's Party Sponsor \$5,000

Sold Out

- Premier billing as Patron's Party host
- Recognition in remarks during Patron Party event program.
- Opportunity to distribute branded materials (brochures, educational materials) to Party guests.
- Tickets (6) to the Patron's Party
- 2 Tickets to the 5.16.19 Gala
- Name included in all partnership packet proposals.
- Name or Logo on Gala website and in printed program and in event audiovisual elements.
- Half-page ad in Gala event printed program.

Valet Sponsor \$5,000

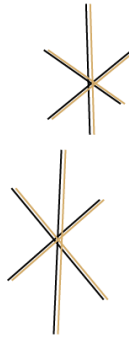
- Premier dinner seating for 10 guests (1 table).
- Premier billing as Valet Sponsor
- Logo on all valet services
- Opportunity to distribute branded materials (brochures, educational materials) to Party guests.
- Name or Logo on Gala website and in printed program and in event audiovisual elements.
- Half-page ad in Gala event printed program.
- Tickets (4) to the Patron's Party, sponsored by NephroChoice by iSalus Healthcare, if received by January 15, 2019.

Balloon Pop Sponsor \$4,000

- Dinner seating for 10 guests (1 table).
- Logo on 100+ balloons night of event.
- Name or logo on event website.
- Name or Logo in printed program and in event audiovisual elements.
- Recognition in remarks during event program.
- Half-page ad in event printed program.
- Opportunity to donate branded swag item to event guests
- Tickets (4) to the Patron's Party, sponsored by NephroChoice by iSalus Healthcare, if received by January 15, 2019.



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Silver Sponsorship \$5,000

- Dinner seating for 10 guests (1 table)
- Name or logo on event website with a link to the company site.
- Recognition in remarks during event program.
- Name or logo in printed program and in event audiovisual elements.
- Full-page ad in event printed program.
- Opportunity to donate branded swag item to guests
- Tickets (4) to the Patron's Party, sponsored by NephroChoice by iSalus Healthcare, if received by January 15, 2019.

Bronze Sponsorship \$3,000

- Dinner seating for 10 guests (1 table)
- Name on event website.
- Name in printed program and in event audiovisual elements.
- Half-page ad in event printed program.
- Tickets (2) to the Patron's Party, sponsored by NephroChoice by iSalus Healthcare, if received by January 15, 2019.

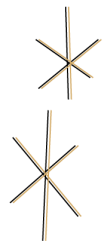
Full-Page Ad \$500

Half-Page Ad \$250

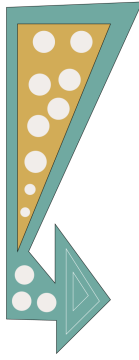
Individual Tickets \$150

Print Deadlines

- Partnership packets—November 30, 2018
- Save the Date—December 15, 2018
- Invitations—December 20, 2018



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PARTNERSHIP AGREEMENT

Thank you for partnering with the National Kidney Foundation with a gift of:

- Presenting**—\$15,000 **Hospitality**—\$10,000 **Mission**—\$7,500 **Cocktail**—\$7,500 **After Party**—\$5,500
- Patron Party**—\$5,000 **Valet**—\$5,000 **Balloon Pop**—\$4,000 **Silver**—\$5,000 **Bronze**—\$3,000
- Full-Page Ad**—\$500 **Half-Page Ad**—\$250 **Ind. Tickets**—\$150 (\$1,500 for a table of 10) Qty. _____
- I choose not to receive benefits and am making a fully tax-deductible donation in the amount of \$ _____

Name _____ Title _____

Company _____

Address _____

City / State / Zip _____ Phone _____

Email _____ Name _____
(as it should appear in print)

Payment options:

Amount: \$ _____

- Check enclosed (payable to the National Kidney Foundation). Please invoice me.

- Charge my: AMEX VISA M.C. DISCOVER

Card # _____ Exp. _____ Signature _____

Please return completed form to:

NKF-Attn: Tori Snowden, Development Director
6405 Metcalf Ave., Suite 204
Overland Park, KS 66202
Tax ID #13-1673104

Phone: 913-262-1551 x476
Email: tori.snowden@kidney.org



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