



NATIONAL KIDNEY FOUNDATION'S

37th Annual

Great Chefs of the West

FEATURING THE TOP CHEFS IN DENVER

Thursday, March 12, 2020

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 30 million Americans. A recent study predicts more than half of US adults aged 30 to 64 years are likely to develop kidney disease.

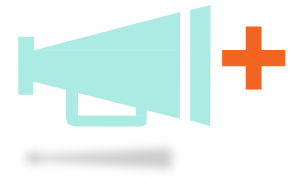
Anyone with an unhealthy lifestyle is susceptible to kidney disease because it contributes to diabetes and hypertension risk, which together result in over 70% of all cases of kidney failure.

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. and Colorado for kidney patients and government action on the organ donor shortage and funding kidney research.



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.

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 amounts 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.



Working together to enhance lives through action,



Get more

COMPANY EXPOSURE

Demonstrate that

YOU CARE

to your customers + the community.



Great Chefs of the West

FEATURING THE TOP CHEFS IN DENVER

Join us for one of the premier tasting events in Colorado, sample menus from Denver's top restaurants all proceeds benefit the National Kidney Foundation's work in Colorado and nationwide.

Great Chefs of the West is a highlight in Denver following restaurant week, and Denver's foodie event of the season. With an all-star gathering of top local chefs preparing amazing food and drinks, live music and live and silent auctions this is the event of the season. 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 kidneys.

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, UCHHealth, UMB Bank, Western Nephrology, Wills & Wellness, and many more!

2020 Great Chefs of the West Co-Chairs



Helen Drexler

President and CEO, Delta Dental of Colorado

Helen Drexler is a seasoned healthcare executive with a passion for creating highly functioning teams that work from a foundation of trust to achieve great results. She strongly believes in the importance of strengthening local communities through service and partnership.

With more than 30 years of progressive management experience, Ms. Drexler is deeply versed in all aspects of the health insurance industry. She has operations, strategic planning, organizational development, provider contracting, and sales experience. She led a national account service team from 2012–2016 and achieved record growth and retention. She currently serves as president and CEO of Delta Dental of Colorado, a leading nonprofit dental insurance company that provides coverage to 1.3 million Coloradans.

Ms. Drexler is a community leader who believes businesses see the greatest success when they help to strengthen the communities they serve. She served as chair of the board of directors of Florence Crittenton Services of Colorado and on the Women's Leadership Council for United Way of Greater Atlanta. Ms. Drexler was also a member of the Atlanta Heart Walk Executive Cabinet for the American Heart Association. She is currently a member of the Mile High United Way Tocqueville Society and Women United. Most recently, she served as the 2018 chair for the Denver Heart and Stroke Walk and the 20th Annual Women United Luncheon.

Peter T. Kennealey, MD, FACS, FICS

Associate Professor of Surgery, University of Colorado School of Medicine

Surgical Director, Kidney and Pancreas Transplant Programs

Director, Vascular Access Surgery Program, University of Colorado Hospital

Dr. Kennealey is the surgical director of the kidney and pancreas transplant programs at the University of Colorado Hospital and is one of the busiest vascular and peritoneal dialysis access surgeons in Colorado. He obtained his undergraduate degree in mathematics at Boston College and then earned his doctoral degree at Loyola University Chicago Stritch School of Medicine. He completed his surgical residency at Indiana University, a surgical oncology research fellowship at Memorial Sloan-Kettering Cancer Center and his transplant surgery fellowship at the Massachusetts General Hospital.

Dr. Kennealey is the Founder and Director of the Vascular Surgery Technique Course at the University of Colorado and he is actively involved in teaching medical students, surgical residents and transplant surgery and nephrology fellows. He is on the United Network for Organ Sharing's kidney committee, the CME committee of the American Society of Transplant Surgeons and he sits on the Board of the National Kidney Foundation, the National Kidney Registry, ESRD 15, and Donor Alliance.





Sponsorship Opportunities:

TITLE SPONSOR SOLD

Master Chef Sponsor \$7,500

(\$5,540 tax-deductible)

- ◇ 20 tickets, with two (2) reserved six (6)-top tables for guests
- ◇ Champagne service at your tables
- ◇ 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

(\$3,040 tax-deductible)

- ◇ 20 tickets, with one (1) reserved six (6)-top table for guests
- ◇ 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

(\$1,520 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

(\$1,108 tax-deductible)

- ◇ Four (4) Mix-and-Mingle Tickets (open seating & high tops available)
- ◇ Quarter-page ad in the program book
- ◇ Logo recognition on stage

Additional Sponsorship packages available.

All sponsorship packages are customizable and can be modified.

Exclusive Opportunities:

Only One (1) Available of each

Hospitality Sponsor (exclusive) \$7,500

(\$5,540 tax-deductible)

- ◇ 20 tickets, with one (1) reserved six (6)-top table for guests
- ◇ 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)

Auction Sponsor (exclusive) \$6,000

(\$4,530 tax-deductible)

- ◇ 15 tickets, with one reserved six (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 (exclusive) \$3,500

(\$2,520 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 (exclusive) \$3,500

(\$2,520 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**



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Great Chefs of the West

FEATURING THE TOP CHEFS IN DENVER

National Kidney Foundation
Serving Colorado & New Mexico
1391 Speer Blvd. Suite 250
Denver, CO 80204
720-748-9991 Ext. 451
Danielle Otsuka,

2020 Great Chefs of the West Sponsorship Form

I would like to become a sponsor at the following level:

- Title Sponsor-\$15,000 SOLD**
- Master Chef Sponsor-\$7,500** (\$5,540 tax-deductible)
- Executive Chef Sponsor-\$5,000** (\$3,040 tax-deductible)
- Sous Chef Sponsor-\$2,500** (\$1,520 tax-deductible)
- Chef de Partie Sponsor-\$1,500** (\$1,108 tax-deductible)

Exclusive Opportunities –Only One (1) of each available

- Hospitality Sponsor-\$7,500** (\$5,540 tax-deductible)
- Auction Sponsor-\$6,000** (\$4,530 tax-deductible)
- Corks and Caps Sponsor-\$3,500** (\$2,520 tax-deductible)
- Chef Station Sponsor-\$3,500** (\$2,520 tax-deductible)

Company Name: _____
(Specify how company/individual should be listed in event materials)

Contact Name: _____

Contact Title: _____

Mailing Address: _____

City: _____ **State:** _____ **Zip:** _____

Email: _____

Phone#: _____

Sponsorship Payment:

- Check enclosed (payable to the National Kidney Foundation)
- Please invoice
- Please call for payment: _____
- Credit Card Payment: Number: _____

Expiration Date: _____ CVV Code: _____

Total amount to charge: _____

Name on Card: _____

Signature: _____