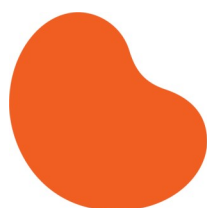


Great Chefs of the West

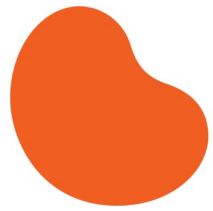
FEATURING THE TOP CHEFS IN DENVER



2021 Great Chefs of the West– On The Go! Sponsorship Opportunities



NATIONAL KIDNEY
FOUNDATION®



NATIONAL KIDNEY FOUNDATION®

WHAT IS THE NATIONAL KIDNEY FOUNDATION?

Fueled by passion and urgency, National Kidney Foundation is a lifeline for all people affected by kidney disease. As pioneers of scientific research and innovation, 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.



1 in 3 Americans are
**at-risk for kidney
disease.**



37 million people
**have chronic kidney
disease.**



660,000 people
**live with kidney
failure.**



100,000 people
**are waiting for a
kidney transplant.**

NKF COLORADO: HOW WE SUPPORT KIDNEY PATIENTS

- Host education for Health Care Professionals in the state: Renal Roundtables
- Provide various Patient Education Series: First Steps to Transplant, Big Ask Big Give, Your Kidneys and You
- Education and resources for staying healthy: kidney friendly recipes, NKF Cares and NKF Peers
- Advocate local and state government officials to support kidney patients, their caregivers, family & friends
- Provide tools to screen and know your risk factors for kidney disease: KEEP Healthy screening, online tools and additional information



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 38th Annual Great Chefs of the West (GCW) benefiting the National Kidney Foundation welcomes patrons from across Colorado who are passionate about good food and raising money for a good cause.

For the 2021 Great Chefs of the West event it will look a little different this year. This year, the GCW will not be gathering in the same way but we will be offering a unique opportunity to still support the National Kidney Foundation and local restaurants. This year's event will focus on a few select restaurants for a unique take out or dine in experience and then a chance to engage with restaurants and supporters. We will also be providing an additional virtual unique experience to our constituents and a recipe book where our key restaurant partners can help support us and get additional advertising by providing a recipe for the GCW participants.

The event offers a unique, cause-related marketing opportunity. Your 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.

2021 Great Chefs of the West Corporate 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 *(\$6,200 tax-deductible portion)*

- ◇ 20 Great Chefs of the West tickets to be used at any of the exclusive restaurants for Dine In or Take Out on specific dates. Tickets include a special Great Chefs of the West 3 course meal (appetizer, main course and dessert) and one signature cocktail provided and recipe book
- ◇ Opportunity to have up to 5 people participate in virtual Chef Demo/Cocktail Class leading up to the event
- ◇ Full-page ad in the recipe book
- ◇ Logo recognition in print marketing materials; All opportunities for sponsor print recognition based on print deadlines
 - ◇ Save the Date
 - ◇ Invitation
 - ◇ Logo on signage at select restaurants
- ◇ Virtual Recognition:
 - ◇ Logo on Event Website
 - ◇ Logo on all email blasts out to several thousand NKF constituents
- ◇ Social Media Recognition: Three (3) posts on various local social media platforms (one post dedicated to sponsor only).
- ◇ Virtual Event Ceremony recognition both verbal and logo

Executive Chef Sponsor

\$5,000 *(\$3,700 tax-deductible portion)*

- ◇ 20 Great Chefs of the West tickets to be used at any of the exclusive restaurants for Dine In or Take Out on specific dates. 3 course meal provided with each ticket (appetizer, main course and dessert). One signature cocktail provided and recipe book.
- ◇ Opportunity to have up to 4 people participate in virtual Chef Demo/Cocktail Class leading up to the event
- ◇ Half-page ad in the recipe book
- ◇ Logo recognition in print marketing materials;
 - ◇ Invitation
 - ◇ Logo on signage at select restaurants
- ◇ Virtual Recognition:
 - ◇ Logo on Event Website
- ◇ Social Media Recognition: Two (2) posts on various local social media platforms (one post dedicated to only sponsor).
- ◇ Virtual Event Ceremony recognition both verbal and logo

Sous Chef Sponsor

\$2,500 *(\$1,850 tax-deductible portion)*

- ◇ Ten (10) tickets to be used at any of the exclusive restaurants for Dine In or Take Out on specific dates. 3 course meal provided with each ticket (appetizer, main course and dessert). One signature cocktail provided.
- ◇ Opportunity to have up to 4 people participate in virtual Chef Demo/Cocktail Class leading up to the event
- ◇ Half-page ad in the recipe book
- ◇ Logo recognition in print marketing materials;
 - ◇ Logo on signage at select restaurants
- ◇ Virtual Recognition:
 - ◇ Logo on Event Website
- ◇ Social Media Recognition: One post on various local social media platforms
- ◇ Virtual Event Ceremony recognition both verbal and logo

Sponsorship Opportunities: continued

Chef de Partie Sponsor **\$1,500** *(\$1,240 tax-deductible portion)*

- ◇ Four (4) tickets to be used at any of the exclusive restaurants for Dine In or Take Out on specific dates. 3 course meal provided with each ticket (appetizer, main course and dessert). One signature cocktail provided.
- ◇ Opportunity to have up to 3 people participate in virtual Chef Demo/Cocktail Class leading up to the event
- ◇ Quarter-page ad in the recipe book
- ◇ Logo recognition in print marketing materials;
 - ◇ Logo on signage at select restaurants
- ◇ Virtual Recognition:
 - ◇ Logo on Event Website
- ◇ Virtual Event Ceremony recognition both verbal and logo

*Additional Sponsorship packages available.
All sponsorship packages are customizable and can be modified.*

Exclusive Opportunity for 2 Companies

Virtual Networking Cocktail Class or Chef Demo Sponsor (Exclusive 2 Available) **\$7,500** *(\$6,200 tax-deductible portion)*

- ◇ 20 tickets to be used at any of the exclusive restaurants for Dine In or Take Out on specific dates. 3 course meal provided with each ticket (appetizer, main course and dessert). One signature cocktail provided.
- ◇ Exclusive Sponsor of One Cocktail Class or Chef Demo
 - ◇ Title would be “Company Cocktail Class/Chef Demo Sponsor” marketed to participants in the GCW
 - ◇ Ability to provide a 30 second video to be played during the class
 - ◇ Opportunity to be host/emcee of the class
 - ◇ Logo placement during the class
- ◇ Opportunity to have up to ten (10) people participate in virtual Chef Demo/Cocktail Class leading up to the event
- ◇ Half-page ad in the recipe book
- ◇ Logo recognition in print marketing materials; All opportunities for sponsor print recognition based on print deadlines
 - ◇ Logo on signage at select restaurants
- ◇ Virtual Recognition:
 - ◇ Logo on Event Website
- ◇ Social Media Recognition: One (1) dedicated post on a social media platform (one post dedicated to sponsor only).
- ◇ Virtual Event Ceremony recognition both verbal and logo

Exclusive Opportunities:

Only One (1) Available of each

People's Choice Voted Most Popular Dish Sponsor (exclusive)–SOLD

- ◇ 20 tickets to be used at any of the exclusive restaurants for Dine In or Take Out on specific dates. 3 course meal provided with each ticket (appetizer, main course and dessert). One signature cocktail provided.
- ◇ Exclusive sponsor of the voting for Best Dish.
 - ◇ Title would be "Company People's Choice Best Dish Sponsor"
 - ◇ Logo on dedicated page for voting
 - ◇ Logo on bill inserts talking about voting
 - ◇ Logo on Award/Plaque to be provided to Winner
- ◇ Opportunity to have up to 5 people participate in virtual Chef Demo/Cocktail Class leading up to the event
- ◇ Half-page ad in the recipe book
- ◇ Logo recognition in print marketing materials; All opportunities for sponsor print recognition based on print deadlines
 - ◇ Invitation
 - ◇ Logo on signage at select restaurants
- ◇ Virtual Recognition:
 - ◇ Logo on Event Website
- ◇ Social Media Recognition: Three (3) posts on various local social media platforms (one post dedicated to sponsor only).
- ◇ Virtual Event Ceremony recognition both verbal and logo

Recipe Book Sponsor (exclusive) \$5,000 (\$3,700 tax-deductible portion)

- ◇ 20 tickets to be used at any of the exclusive restaurants for Dine In or Take Out on specific dates. 3 course meal provided with each ticket (appetizer, main course and dessert). One signature cocktail provided.
- ◇ Exclusive sponsor of the Recipe Book
 - ◇ Logo on Front Cover
 - ◇ Full Page Ad in the recipe book
 - ◇ Opportunity to provide a mailable item or letter to go with recipe book that will be mailed out to participants
- ◇ Opportunity to have up to 5 people participate in virtual Chef Demo/Cocktail Class leading up to the event
- ◇ Logo recognition in print marketing materials; All opportunities for sponsor print recognition based on print deadlines
 - ◇ Logo on signage at select restaurants
- ◇ Virtual Recognition:
 - ◇ Logo on Event Website
- ◇ Social Media Recognition: One (1) post on social media platform.
- ◇ Virtual Event Ceremony recognition both verbal and logo

Exclusive Opportunities: **Only One (1) Available of each**

Auction Sponsor (exclusive) **\$5,000** (\$3,960 tax-deductible portion)

- ◇ 16 tickets to be used at any of the exclusive restaurants for Dine In or Take Out on specific dates. 3 course meal provided with each ticket (appetizer, main course and dessert). One signature cocktail provided.
- ◇ Exclusive sponsor of the Auction
 - ◇ Logo recognition on the Auction bid site
 - ◇ Opportunity to provide mailable/small item or letter to go with each auction item that is mailed out to auction winners
- ◇ Opportunity to have up to 5 people participate in virtual Chef Demo/Cocktail Class leading up to the event
- ◇ Logo recognition in print marketing materials; All opportunities for sponsor print recognition based on print deadlines
 - ◇ Logo on signage at select restaurants
- ◇ Virtual Recognition:
 - ◇ Logo on Event Website
 - ◇ Logo in email blasts out to participants when mentioning the auction
- ◇ Half-page ad in the recipe book
- ◇ Social Media Recognition: Two (2) posts on social media platform and anytime the auction is mentioned on social media
- ◇ Virtual Event Ceremony recognition both verbal and logo

Cocktail Sponsor (exclusive) **\$5,000** (\$3,960 tax-deductible portion)

- ◇ 16 tickets to be used at any of the exclusive restaurants for Dine In or Take Out on specific dates. 3 course meal provided with each ticket (appetizer, main course and dessert). One signature cocktail provided.
- ◇ Cocktail will be named after company
- ◇ Cocktail Recipe provided in the Recipe book and logo will be on the recipe page
- ◇ Opportunity to have up to 5 people participate in virtual Chef Demo/Cocktail Class leading up to the event
- ◇ Logo recognition in print marketing materials; All opportunities for sponsor print recognition based on print deadlines
 - ◇ Logo on signage at select restaurants
- ◇ Virtual Recognition:
 - ◇ Logo on Event Website
- ◇ Social Media Recognition: Two (2) posts on social media platform
- ◇ Half-page ad in the recipe book
- ◇ Virtual Event Ceremony recognition both verbal and logo

* Invitations go to print in early January

** Recipe Books go to print in mid-February



National
Kidney
Foundation™

National Kidney Foundation
Serving Colorado & New Mexico

1391 Speer Blvd. Suite 250
Denver, CO 80204
720-748-9991 Ext. 451
Danielle Otsuka, Development Director
Danielle.Otsuka@kidney.org

2021 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 (\$6,200 tax-deductible)
- ☐ Executive Chef Sponsor-\$5,000 (\$3,700 tax-deductible)
- ☐ Sous Chef Sponsor-\$2,500 (\$1,850 tax-deductible)
- ☐ Chef de Partie Sponsor-\$1,500 (\$1,240 tax-deductible)

Exclusive Opportunities –Only One (1) of each available. See list above:

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: _____

This signature authorizes the National Kidney Foundation to charge the credit card number above the stated and agreed upon amount.

Please Return the Completed Form to
Danielle Otsuka, Development Director
National Kidney Foundation, Serving Colorado and New Mexico
1391 Speer Boulevard, Suite 250
Denver, CO 80204
720-748-9991 ext 451 * Danielle.Otsuka@kidney.org