

31st Annual KIDNEY BALL



March 14, 2015
Vie, Philadelphia

Honoring
Mr. Arthur Pasquarella
Equus Capital Partners, Ltd.

Dr. Jeffrey Berns
Hospital of the University of Pennsylvania

Presenting Corporate Sponsor
Mr. William Feggins
Divine Insurance Group



National
Kidney
Foundation®

Chaired by: Taylor Campitelli & Peter Cordua



National
Kidney
Foundation®

31st Annual
KIDNEY BALL

Event Overview

Saturday, March 14, 2015

7:00pm at Vie

Philadelphia, Pennsylvania

The Kidney Ball is a black-tie gala founded in 1984. It is the premier event for the renal physicians from New Jersey, Delaware, Eastern and Central Pennsylvania, and helps raise funds to support ongoing programs in medical research, patient and community services, professional and community education, and organ donation awareness run by the National Kidney Foundation.

The event is attended by more than 400 guests, including Philadelphia business, government and community leaders, C-level executives, and kidney patients along with their families. At the event, the NKF also honors members of the community who have championed our mission and is dedicated to helping those with kidney disease.

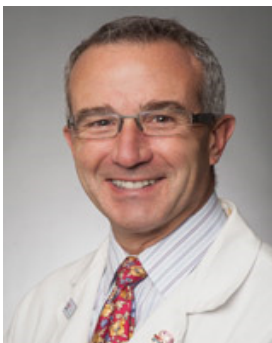
Meet Our Honorees



Bobby Rydell Volunteer Honoree

Arthur Pasquarella

Arthur P. Pasquarella, is a principal of Equus Capital Partners, Ltd. serving as the firm's Chief Operating Officer. Art holds an M.S. in Real Estate Appraisal and Investment Analysis from the University of Wisconsin-Madison and a B.S. in Finance from The Pennsylvania State University. He is a member of The Counselors of Real Estate and served as the 2010 Chair of its National Board of Directors. Art is currently a member of both the National and Delaware Valley Boards of Directors of the National Kidney Foundation ("NKF"). He previously served as the 2010-2012 Chair of the NKF's Delaware Valley Board. He is currently serving as the Development Committee Chair for the NKF's national board and was recently elected to serve as the 2016-2017 national board chair.



Physician Honoree

Dr. Jeffrey Berns

Dr. Jeffrey Berns is Professor of Medicine and Pediatrics and Associate Dean for Graduate Medical Education at the Perelman School of Medicine at the University of Pennsylvania. He is also Associate Chief and Director of the Nephrology Fellowship Program for the Penn Medicine Renal, Electrolyte and Hypertension Division. He has been frequently recognized by America's Top Doctors and Philadelphia Magazine's Top Doc issues and has been the recipient of numerous teaching awards from the University of Pennsylvania School of Medicine. Dr. Berns recently began a two year term as President of the National Kidney Foundation.



**31st Annual
KIDNEY BALL**

Presenting Corporate Sponsor

William Feggins, Divine Insurance Group

Founded in 2008 by its principal and sole owner, William Feggins, Divine Insurance Group is a licensed brokerage firm and Independent Marketing Organization (“IMO”) that specializes in offering various insurance products to seniors, the disabled, and the low-income market. The mission of Divine Insurance Group is to provide financial literacy services across disadvantaged communities nationally and to promote a better quality of life to those whom his insurance professionals serve.



Sponsorship Levels

City Hall Sponsor \$25,000

Entertainment Benefits

- Three tables of ten with prime seating by dance floor
- Three guest rooms at the Bellevue in Philadelphia
- Complimentary valet parking for guests
- Two complimentary tickets for living donor/dialysis guests
- Welcoming remarks by company representative at podium

Corporate Promotion and Marketing

- Company cited as Presenting Sponsor of Kidney Ball
- Company logo printed on all pre-event marketing materials
- Company logo placed on all event signage
- Prime placement of full page color ad in Philadelphia Business Journal Program
- Company recognition in media and press releases
- Advertising on electronic bidding devices
- Foyer recognition banner

Money raised through this sponsorship screens 1,000 people for kidney disease risk factors free of charge through the NKF’s *KEEP Healthy* community-based educational initiative.



National
Kidney
Foundation®

31st Annual
KIDNEY BALL

Museum Of Art Sponsor \$15,000

Entertainment Benefits

- Two tables of ten with prime seating
- Two guest rooms at the Bellevue in Philadelphia
- Complimentary valet parking for guests
- Two complimentary tickets for living donor/dialysis guests

Corporate Promotion and Marketing

- Company logo printed on all pre-event marketing materials
- Company logo placed on all event signage
- Prime placement of full page color ad in Philadelphia Business Journal Program
- Company recognition in media and press releases
- Advertising on electronic bidding devices



Independence Hall Sponsor \$10,000

Entertainment Benefits

- One table of ten with prime seating
- One guest room at the Bellevue in Philadelphia
- Complimentary valet parking for guests
- Two complimentary tickets for living donor/dialysis guests

Corporate Promotion and Marketing

- Company logo printed on all pre-event marketing materials
- Company logo placed on all event signage
- Prime placement of half page color ad in Philadelphia Business Journal Program
- Company recognition in media and press releases
- Advertising on electronic bidding devices

Money raised through these sponsorships educate 480 doctors on the latest research and care through the NKF's CKD Primary Care Physician's Initiative.



**31st Annual
KIDNEY BALL**

Underwriting Opportunities

Your underwriting support offsets the expense of specific facet of the event allowing more of your money to go towards our mission. All underwriting opportunities are 100% tax-deductible. Underwriters receive day-of exposure including signage and listing in our program book (if received by 1/20/15).

Event Decor (Includes 4 Tickets)	\$10,000
Live Entertainment (Includes 2 Tickets)	\$7,000
Electronic Bidding (Includes 2 Tickets)	\$6,000
Cocktail Reception	\$5,000
Parking Sponsor	\$3,000
Photobooth.....	\$2,000
Exclusive Goody Bag Sponsor	\$1,800
Mummers.....	\$1,000

Tickets

To purchase tickets, please fill out the payment form attached, or visit www.nkfdv.org.

Single Ticket	\$400
2 tickets for living donors and dialysis patients	\$500
Table of 10	\$4,000

Advertising Opportunities

1/8 Page Ad, 5" x 3.125"	\$1,500
1/4 Page Ad, 5" x 6.25"	\$2,500
1/2 Page Ad, 10" x 6.25"	\$3,500
Full Page Ad, 10" x 12.625"	\$4,500
Back Inside Cover Full Page Ad, 10" x 12.625"	\$6,000
Back Outside Cover Full Page Ad, 10" x 12.625"	\$7,500

On March 14, 2015, 13,500 readers located throughout the Delaware Valley will receive a copy of the Philadelphia Business Journal which will include a 10" x 13" glossy full color 36 page magazine insert dedicated to the NKF's mission and awareness campaign, and the full spread of advertisers of the 2015 Kidney Ball. An online presence of this supplement will also be available on PBJ's website. Sponsor ads will be prominently listed in the program book and viewed by more than 400 attendees the night of the Ball. Artwork must be submitted by January 20, 2015 to anna.kotopoulos@kidney.org.



National
Kidney
Foundation®

31st Annual
KIDNEY BALL

Payment Information

Company Name: _____

Contact Name and Title: _____

E-mail: _____ Phone: _____

Street Address: _____

City: _____ State, Zip: _____

Sponsorship Level: _____ Amount: \$ _____

Advertising: 1/8 Page 1/4 Page 1/2 Page Full Page Inside Back Cover Outside Back Cover

Amount: \$ _____

Individual Tickets: # _____ Amount: \$ _____

Table of 10 : # _____ Amount: \$ _____

Pairs of tickets to living donor/dialysis patients: # _____ Amount: \$ _____

TOTAL: \$ _____

Please charge my credit card in the amount listed above

Name on Card: _____ Signature: _____

Amex Visa Mastercard Discover Card Number: _____

Expiration Date (MM/YY): _____ CVC # _____

OR

Enclosed is my check made payable to **National Kidney Foundation**

Please send this form and the check to:

National Kidney Foundation
111 S. Independence Mall East,
Suite 411
Philadelphia, PA 19106
Attn: Kidney Ball

For more information, contact Anna Kotopoulos at 215-923-8611 or Anna.Kotopoulos@kidney.org.

The National Kidney Foundation is a registered 501C(3) non-profit agency. Your tax-deductible amount is the value of your donation. The National Kidney Foundation's Federal tax ID number is: #13-1673104.