



National
Kidney
Foundation®

Bonne Santé

Partnership Opportunities



February 25, 2018
Pine Knoll Farms

WHO IS THE NATIONAL KIDNEY FOUNDATION?

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. 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.

Kidney disease is a major public health issue.

- 1 in 3 American adults is at risk for kidney disease
- 1 in 9 American adults has kidney disease — and most don't know it
- High blood pressure and diabetes are the two leading causes of kidney disease
- Of 118,000 Americans on the waiting list for a lifesaving organ transplant, more than 96,000 need a kidney and fewer than 17,000 people receive one each year

WHAT IS BONNE SANTÉ?

Bonne Santé showcases local Georgia chefs preparing signature dishes paired with fine wines and spirits. Guests enjoy the best of Georgia produce and cuisine in the open setting of the Magnolia Barn on the picturesque grounds of Pine Knoll Farms. Attendees have the opportunity to sample the best of Georgia's culinary offerings—which are prepared on site—while speaking with the area's top chefs and mingling with family and friends. In addition, the event features a live and silent auction with unforgettable prizes sure to satisfy any food lovers' palette. The NKF is excited to bring Bonne Santé back to the Central Savannah River Area to raise awareness of kidney disease and funds for lifesaving NKF programs that educate and support patients, their families and those at risk of kidney disease.



WHY SHOULD MY COMPANY HELP?

Visibility in the community! Let your community know that you care and are working to help in the fight against kidney disease. Your company can benefit from maximum exposure of your products and services while simultaneously raising money and awareness for the National Kidney Foundation.

Our ability to deliver sponsorship benefits has earned the National Kidney Foundation the trust and respect of America's top corporations. NKF partners return year after year due to the extraordinary value and service they receive through their partnership with the NKF.

YOUR DONATIONS AT WORK

The National Kidney Foundation meets the comprehensive standards of America's most experienced charity evaluator, the Better Business Bureau Wise Giving Alliance. More than 80 cents of every dollar donated directly supports programs and services like these:

Kidney Health Presentations

The National Kidney Foundation offers numerous presentations that range from basic chronic kidney disease (CKD) information to the latest in CKD treatments guidelines. These presentations are offered through our website and via a trained volunteer.

Kidney Assessments

The NKF offers a kidney assessment that is designed to inform participants of risk factors they may have associated with CKD. The assessment is completed by utilizing a simple Body Mass Index calculation, a blood pressure measurement, a urinalysis, and a questionnaire. All participants then speak with a health care provider to discuss their results and make the appropriate recommendations.

NKF Cares

NKF Cares is a toll-free hotline that offers support for people affected by CKD, organ donation, or transplantation. Callers will speak with a trained professional that will help answer questions, provide information and make appropriate referrals.

PEERS Lending Support

PEERS Lending Support is a telephone based support program offered to patients who are diagnosed with CKD, kidney failure, or a kidney transplant. The patients are linked with trained volunteers who offer support and guidance during the treatment process. Call 1.855.653.7337 or email nkfpeers@kidney.org for more information.

Patient Empowerment Workshop

The Patient Empowerment Workshop is provided to dialysis patients, family members, caregivers, dialysis clinic staff and others interested in learning more about kidney disease. It is a day-long workshop that addresses issues such as CKD treatment options, nutrition, coping skills and employment.

2018 PARTNERSHIP OPPORTUNITIES

PRESENTING SPONSOR \$10,000

One Opportunity Available

REQUESTS OF A PRESENTING SPONSOR

- A minimum donation of \$10,000
- Internal promotion of Bonne Santé to employees
- External promotion of Bonne Santé through marketing when applicable

BENEFITS PROVIDED BY THE NATIONAL KIDNEY FOUNDATION

Pre-Event

- Company name cited as Presenting Sponsor throughout 2018 Bonne Santé media promotions and press releases
- Company logo will be included on printed and digital event communications, including:
 - Poster (Approximately 250)
 - Save the date (Approximately 500)
 - Invite (Approximately 500)
 - Bonne Santé webpage
- Company logo cited on NKF serving Alabama, Georgia and Mississippi Facebook page regarding Bonne Santé
- Company logo cited on NKF serving Alabama, Georgia and Mississippi Twitter messages regarding Bonne Santé

Day of Event

- 2 Tables for Bonne Santé event (reserved seating for sixteen guests)
- 1 Full page advertisement in the event program
- 1 Company booth provided at the Bonne Santé venue where information and/or samples may be distributed
- Company logo and information will be included with guest gift (Approximately 300)
- Company logo will be included on event signage
- Verbal recognition during the Bonne Santé ceremony

Post Event

- Recognition on the NKF serving Alabama, Georgia and Mississippi's website, indicating post-event results
- Company cited in Bonne Santé post-event press release



2018 PARTNERSHIP OPPORTUNITIES

GOURMET SPONSOR **\$7,500**

- Company name cited as Gourmet Sponsor throughout 2018 Bonne Santé media promotions and press releases
- Company logo will be included on printed and digital event communications, including:
 - Poster (Approximately 250)
 - Save the date (Approximately 500)
 - Invite (Approximately 500)
 - Bonne Santé webpage
- Company logo cited on NKF serving Alabama, Georgia and Mississippi Facebook page regarding Bonne Santé
- **1 Table for Bonne Santé event (reserved seating for eight guests)**
- **1 Full page advertisement in event program**
- Company logo will be included on event signage
- Verbal recognition during the Bonne Santé ceremony

CHEF SPONSOR **\$5,000**

- Company name cited as Chef Sponsor throughout 2018 Bonne Santé media promotions and press releases
- Company logo will be included on printed and digital event communications, including:
 - Poster (Approximately 250)
 - Bonne Santé webpage
- Company logo cited on NKF serving Alabama, Georgia and Mississippi Facebook page regarding Bonne Santé
- **1 Group ticket to Bonne Santé event (entry for four guests)**
- **1 Half page advertisement in event program**
- Company logo will be included on event signage



2018 PARTNERSHIP OPPORTUNITIES

A LA CARTE SPONSOR **\$2,500**

- Company name cited as A La Carte Sponsor throughout 2018 Bonne Santé media promotions and press releases
- Company logo will be included on Bonne Santé webpage
- Company logo cited on NKF serving Alabama, Georgia and Mississippi Facebook page regarding Bonne Santé
- **1 Half page advertisement in event program**
- **2 Individual tickets to Bonne Santé event**
- Company logo will be included on event signage

WELLNESS AREA SPONSOR **\$1,500**

- Company logo recognition at Wellness Area
- Wellness Area named after your Company. Example “The XX Company Wellness Area”
- **2 Individual tickets to Bonne Sante event**
- Company logo will be included on Bone Sante webpage
- Company logo will be included on event signage

KIDS AREA SPONSOR **\$1,500**

- Company logo recognition at Kids Area
- Wellness Area named after your Company. Example “The XX Company Kids Area”
- **2 Individual tickets to Bonne Sante event**
- Company logo will be included on Bone Sante webpage
- Company logo will be included on event signage



ADDITIONAL PARTNERSHIP OPPORTUNITIES

Full Page Program Advertisement \$1,000

Half Page Program Advertisement \$500

Table Purchase - \$700 (Entry for 8)

Group Ticket - \$350 (Entry for 4)

Individual Ticket - \$100

If interested in additional partnership opportunities, please contact Krista dasher at 770-452-1539 x 611 or krista.dasher@kidney.org to discuss your advertising needs and sponsorship benefits.



PARTNERSHIP AGREEMENT FORM

To ensure each sponsor's logo is included in appropriate event promotional materials, all artwork must be sent electronically (in .JPG or .EPS format) to nkfga@kidney.org no later than **Monday January 29, 2018**. Payment for all Bonne Santé sponsorships is due **February 23, 2018**.

Please check your company's commitment level:

- | | |
|---|--|
| <input type="checkbox"/> Presenting Sponsor \$10,000 | <input type="checkbox"/> Wellness Area \$1,500 |
| <input type="checkbox"/> Gourmet Sponsor \$7,500 | <input type="checkbox"/> Kids Area \$1,500 |
| <input type="checkbox"/> Chef Sponsor \$5,000 | <input type="checkbox"/> Full Page Program Ad \$1,000 |
| <input type="checkbox"/> A La Carte Sponsor \$2,500 | <input type="checkbox"/> Half Page Program Ad \$500 |

Contact _____ Title _____

Company/Organization _____

Address _____

City/State/Zip _____

Phone _____ Email _____

Please invoice our company for \$ _____

Check made payable to the National Kidney Foundation is enclosed for \$ _____

Please charge my credit card for \$ _____

Card Type: AMEX VISA Mastercard Discover

Card # _____ Exp. Date _____

Signature _____ Date _____

Please return your completed form and remit payment to:

National Kidney Foundation serving Georgia

Attn: Krista Dasher

270 Peachtree St. Suite 1040

Atlanta, GA 30303

770-452-1539 ext. 611

TAX ID # 13-1673104