



# National Kidney Foundation's 29th Annual San Francisco Authors Luncheon

The National Kidney Foundation's 29th Annual Authors Event is the largest literary event of its kind in the Bay Area. Featuring a dinner and luncheon, the event brings together those who are passionate about literature and saving lives through kidney disease research, advocacy, and education.

The Authors Luncheon welcomes nearly 1,000 guests annually from San Francisco's leading social, corporate, medical, and literary circles to celebrate a group of renowned, bestselling authors and their captivating stories. Attendees will have the opportunity to meet each author during book signing sessions.

The Authors VIP Cocktail and Dinner Party takes place the night before the Luncheon. This time-honored tradition is an exclusive opportunity for leading sponsors to enjoy an intimate dinner and conversation with a select group of featured authors and prominent alumni authors before the next day's luncheon. Reservations are on a first come, first served basis, and offered to individuals and corporations sponsoring the event at \$5,000 and above.



## EVENT CHAIR

**Bob Ceccato**

*Senior Vice President and Customer Experience Leader for Pacific North Region  
Wells Fargo*

## EXECUTIVE LEADERSHIP CHAIR

**Chuck Columbus**

*Senior Vice President and Chief Human Resources Officer  
Kaiser Permanente*

## LITERARY PARTNER

**Book Passage**

*Corte Madera • San Francisco Ferry Building • Sausalito*

*Friday, November 3, 2017*

**Authors VIP Cocktail & Dinner Party**

*By Invitation Only*

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*Saturday, November 4, 2017*

**29th Annual Authors Luncheon**

*Hilton San Francisco – Union Square*

10:00AM: Book Sales and Signing

12:00PM: Luncheon & Program

2:30PM: Book Sales and Signing

*The National Kidney Foundation is the leading organization in the United States 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.*



National Kidney Foundation™



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### CHRISTINE CARTER, PhD

A sociologist and senior fellow at UC Berkeley's Greater Good Science Center, Dr. Carter is the author of *The Sweet Spot: How to Find Your Groove at Work and Home* and *Raising Happiness*. A sought-after keynote speaker, she combines scientific research and practical application, offering audiences not only a way to cope, but a way to truly thrive. The writer of a frequently syndicated, award-winning blog, she has appeared on *The Today Show*, *The Oprah Winfrey Show*, *ABC World News with Diane Sawyer*, PBS, NPR, and BBC Radio.

### LEE CHILD

Hot off the heels of last fall's instant hit, *Night School*, and the big screen adaptation of *Never Go Back*, #1 international bestseller Child returns in *The Midnight Line*, the 22nd novel in the Jack Reacher thriller series. His debut, *Killing Floor*, won both the Anthony and the Barry awards for "Best First Mystery", and *The Enemy* won both the Barry and the Nero awards for "Best Novel". 2012 film *Jack Reacher* was a box office smash based on Child's 9th novel, *One Shot* starring Tom Cruise. The Associated Press writes, "Child has created an iconic character that other thriller writers try to emulate, but don't come close to matching".

### DANIEL HANDLER & LISA BROWN

Bestselling author of *The Basic Eight*, *Why We Broke Up*, and *We Are Pirates*, Handler is also known as Lemony Snicket, author of the book series *All the Wrong Questions* and *A Series of Unfortunate Events*, which has been adapted into an Academy Award winning film and television series. Illustrator, author, and cartoonist Brown's books include *Mummy Cat*, *Emily's Blue Period*, and *The Airport Book*. Together they have collaborated on *The Latke Who Couldn't Stop Screaming* and this spring's fresh and funny *Goldfish Ghost*.

### JOYCE MAYNARD

The author of 16 books, including the novels *To Die For* and *Labor Day* - both adapted for film - and the bestselling memoir *At Home in the World*, Maynard's work has been translated into 17 languages. Her essays have appeared in dozens of publications and numerous collections. She has been a frequent performer with *The Moth*, a fellow of the MacDowell Colony and Yaddo, and founder of the Lake Atitlan Writers' Workshop. This fall, her new memoir, *The Best of Us*, explores love and loss with her late husband, Jim Barringer, who was diagnosed with pancreatic cancer just after their one-year anniversary.

### LISA SEE

New York Times bestselling author of *The Tea Girl of Hummingbird Lane*, See's novels include *Snow Flower and the Secret Fan*, *Peony in Love*, *Shanghai Girls*, *China Dolls*, and *Dreams of Joy*, which debuted at #1. Her *On Gold Mountain* tells the story of her Chinese American family's settlement in Los Angeles. See was honored as National Woman of the Year by the Organization of Chinese American Women in 2001 and was the recipient of the Chinese American Museum's History Makers Award in 2003.

### STUART BRIOZA & NICOLE KRASINSKI STATE BIRD PROVISIONS

Few restaurants have taken the nation by storm like San Francisco's Michelin-starred State Bird Provisions. Inspired by the exciting diversity of passed hors d'oeuvres, chef-owners Brioza and Krasinski use dim sum style carts to offer guests small but finely crafted dishes that surprise and delight. Now, in their highly-anticipated *State Bird Provisions: A Cookbook*, they share recipes for their most popular dishes alongside stunning photography, and inspire readers and home cooks to craft an unforgettable meal that excites our senses.





## National Kidney Foundation's 29th Annual San Francisco Authors Luncheon

### Gold Sponsor - \$50,000

- Four (4) tables of ten (10) at the luncheon with priority seating and VIP author at each table
- Sixteen (16) tickets to the VIP Cocktail & Dinner Party, including seating with guest author at table
- One (1) full-page acknowledgment in event program
- Recognition at luncheon as Gold Sponsor
- Recognition as Gold Sponsor on Save the Date, Invitation, NKF website, and NKF e-newsletter
- Four (4) sets of autographed books

### Authors Circle Sponsor - \$25,000

- Three (3) tables of ten (10) at the luncheon with priority seating
- Eight (8) tickets to the VIP Cocktail & Dinner Party, including seating with guest author at table
- One (1) full-page acknowledgment in event program
- Recognition at luncheon as Authors Circle Sponsor
- Recognition as Authors Circle Sponsor on Save the Date, Invitation, NKF website, and NKF e-newsletter
- Three (3) sets of autographed books

### Silver Sponsor - \$15,000

- Two (2) tables of ten (10) at the luncheon with priority seating
- Four (4) tickets to the VIP Cocktail & Dinner Party (including seating with guest author at table)
- One (1) full-page acknowledgment in event program
- Recognition at luncheon as Silver Sponsor
- Logo recognition in NKF e-newsletter and on NKF website
- Two (2) sets of autographed books

### Nobel Prize Sponsor - \$10,000

- One (1) table of ten (10) at the luncheon with priority seating
- Two (2) tickets to the VIP Cocktail & Dinner Party (including seating with guest author at table)
- One (1) full-page acknowledgment in event program
- Recognition at luncheon as Nobel Prize Sponsor
- Logo recognition in NKF e-newsletter and on NKF website
- One (1) set of autographed books

### Pulitzer Prize Sponsor - \$5,000

- One (1) table of ten (10) at the luncheon with preferred seating
- Two (2) tickets to the VIP Cocktail & Dinner Party (including seating with guest author at table)
- One (1) half-page acknowledgment in event program
- Recognition at luncheon as Pulitzer Prize Sponsor
- Logo recognition in NKF e-newsletter and on NKF website

### Best Seller Sponsor - \$2,500

- One (1) table of ten (10) at the luncheon with preferred seating
- Recognition as Best Seller Sponsor in event program

### Readers Table - \$1,300 (*\$1,200 before September 15, 2017*)

- One (1) assigned table of ten (10) at the luncheon – *Must be paid in one payment, cannot be combined individual seating tickets*
- Recognition as Readers Table Sponsor in event program

### Individual Seating - \$135



## Sponsorship and Table Reservations

### VIP Dinner and Authors Luncheon

- Gold Sponsor: \$50,000
- Authors Circle Sponsor: \$25,000
- Silver Sponsor: \$15,000
- Nobel Prize Sponsor: \$10,000
- Pulitzer Prize Sponsor: \$5,000

### Authors Luncheon Only

- Best Seller Sponsor: \$2,500
- Readers Table: \$1,300  
*\*Early Readers Table is \$1,200 if paid in full by September 15th*
- Individual Seating: \$135 x \_\_\_\_\_

NAME: \_\_\_\_\_

COMPANY (if applicable): \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY, STATE, ZIP: \_\_\_\_\_

E-MAIL (required): \_\_\_\_\_

PHONE (required): \_\_\_\_\_

*\*Listing an email address and phone number will allow us to contact you quickly should the need arise.*

### PAYMENT INFORMATION

- AMEX    MASTERCARD    VISA    CHECK (payable to *National Kidney Foundation*)

CARD #: \_\_\_\_\_

EXP. DATE: \_\_\_\_\_ / \_\_\_\_\_   Cardholder Name: \_\_\_\_\_

**NKF Tax I.D. #13-1673104**

Costs in excess of \$72 per person are a tax-deductible charitable contribution.  
*Priority seating is based on date of full purchase.*

**National Kidney Foundation**  
 c/o Authors Luncheon  
 717 Market Street, Suite 450  
 San Francisco, CA 94103  
 Fax: 415.543.3331  
[www.AuthorsLuncheonSF.org](http://www.AuthorsLuncheonSF.org)



National Kidney Foundation™

To add guest names and for more information, please contact Brad Murdock  
T: (415) 543-3303 E: [brad.murdock@kidney.org](mailto:brad.murdock@kidney.org)