



JOIN
US
For
Cooking
with the
Stars

Celebrities ~ Food & Beverage Sampling ~ Auctions ~ Games ~ And More



YOU DON'T WANT TO MISS THIS
The Grand Event Center on Thursday, June 7, 2018
Gala 5:30pm
To Sponsor or Reserve Seating: 614.882.6184

WHAT IS THE NATIONAL KIDNEY FOUNDATION?

The National Kidney Foundation is the largest, most comprehensive, and longstanding organization dedicated to the awareness, prevention, and treatment of kidney disease.

WHAT IS COOKING WITH THE STARS GALA?

The National Kidney Foundation is again uniting local chefs, restaurants, and celebrities in the fight to raise awareness about kidney disease. Chefs will create small dishes to be sampled by guests at the event. A live and silent auction will be provided with unique packages to go along with the main event. Cooking with the Stars is a fun filled evening enabling you to mingle with local celebrities and sample delicious food created by local chefs. This event is a wonderful opportunity for companies to entertain clients, thank dedicated employees, or simply enjoy an evening out while supporting a great cause. The evening unites us all in the fight against kidney disease while saving precious lives.

WHY BECOME A SPONSOR?

1 in 3 people is at risk for kidney disease. 1 in 9 people have it, but only 10% know it. With your help, we can change the daily lives of millions of people for the better.

- Sponsorship can broaden your competitive edge by improving your company's image, prestige and credibility.
- It provides a means of accessing a wide audience, including community leaders, businesses, and customers.



WHAT WILL YOUR CONTRIBUTIONS SUPPORT?

81 cents of every dollar we raise directly supports programs and services like these:

KEEP Healthy

KEEP Healthy is a community-based educational initiative. Participants receive a brief health survey, blood pressure and BMI measurements, educational information and clinician consultation.

NKF Cares

NKF Cares is our toll-free phone and email patient help line. Trained professionals provide information, support and resources to people affected by CKD (patients, family members) on a wide variety of topics.

Peer Support

NKF PEERS is our free, national telephone-based support program that connects those experiencing chronic kidney disease, dialysis, or transplant with an NKF-trained mentor who has been through a similar experience.

Advocacy Efforts

We advocate in Washington D.C. to improve the quality of life for kidney patients and reducing transplant waiting times. We're working to pass the Living Donor Protection Act that would end many forms of insurance discrimination facing living donors and extend job security.

Research

NKF's Research Grant funds beginning scientists through the Young Investigator Grant designed to expand the knowledge base of kidney disease and its treatment.

Your Kidneys and You

Your Kidneys and You is a volunteer-led presentation on kidneys, risk factors and preventative action steps, with a focus on where to turn for more information. Volunteers are trained by NKF local offices to deliver this presentation to the general public, corporate audiences and at-risk populations.

Educational Programs and Resources

The NKF delivers patient and professional programs and resources in print, online, and in meetings. This includes our Kidney Living magazine for dialysis patients, smartphone apps, CME/CE programs, Spring Clinical meetings, and professional journals.



2018 PARTNERSHIP OPPORTUNITIES

Benefits Provided by the Foundation	Presenting Sponsor \$10,000	Gold Sponsor \$7,5000	Silver Sponsor \$5,000	Bronze Sponsor \$3,500
<u>Pre-Event</u>				
Company name cited in all media promotions and press releases (where applicable).	X	X	X	X
Company logo included on local NKF web page.	X	X	X	X
Verbal recognition at gala.	X	X	X	X
Company logo included on local email blasts.	X	X	X	
Company logo included on Gala Save the Date postcard and email blast (approx. 4000 recipients)	X	X	X	
Company name cited on local print and social media messages regarding the gala.	X	X	X	
Opportunity for company representative to speak at the gala.	X	VIP		
<u>Day of Event</u>				
Company logo included on event signage, day of event.	X	X	X	X
Verbal recognition at the gala.	X	X	X	X
Company logo included on gala mobile bidding site.	X	X		
<u>Post Event</u>				
Personalized Gala thank-you Shutterfly event book.	X	X	X	
Recognition on the NKF's local website.	X	X	X	X
Recognition in the NKF's local newsletter (if applicable).	X	X	X	X
Partnership Impact Report presented within 60 days of the gala.	X	X	X	X
Company cited in gala press release.	X	X	X	
Right of refusal for following year.	X			



2018 PARTNERSHIP OPPORTUNITIES

Presenting Sponsor – \$10,000

(1 Opportunity Available)

Pre-Event

- Company name cited as Presenting Sponsor in all media promotions and new press releases (where applicable).
- Company logo will be included on the following:
 - Gala Save the Date postcard and email blast (approximately 4000 recipients)
 - Gala Invitation (approximately 1250).
 - Gala email blast newsletters.
 - Local NKF web page.

Day of Event

- Company name cited on local social media messages regarding the gala.
- Opportunity for a company representative to speak at the gala.
- Verbal recognition at gala.
- Logo included on all event signage at the gala.
- Logo embedded on mobile bidding site (400+ views, 12+ per night)

Post Event

- Right of refusal for following year.
- Shutterfly event book.
- Recognition on the National Kidney Foundation's website.
- Company cited in gala press release.
- Recognition in the National Kidney Foundation's local newsletter (if applicable).
- Partnership Impact Report presented within 60 days of the gala.



Gold VIP Sponsor – \$7,500 (1 Opportunity)

Pre-Event

- Company name cited as Gold VIP Sponsor in all media promotions and new press releases (where applicable).
- Company logo will be included on the following:
 - Gala Save the Date postcard and email blast (approximately 4000 recipients)
 - Gala Invitation (approximately 1250).
 - Gala email blast newsletters.
 - Local NKF web page.

Day of Event

- Company name cited on local social media messages regarding the gala.
- Verbal recognition at gala.
- Logo included on all event signage at the gala.
- Logo embedded on mobile bidding site (400+ views, 12+ per night)

Post Event

- Shutterfly event book.
- Recognition on the National Kidney Foundation's website.
- Company cited in gala press release.
- Recognition in the National Kidney Foundation's local newsletter (if applicable).
- Partnership Impact Report presented within 60 days of the gala.



Silver Sponsor – \$5,000 (Multiple Opportunities including Mission and Auction Partnership)

Pre-Event

- Company name cited as Silver (Mission or Auction) Sponsor in all media promotions and new press releases (where applicable).
- Company logo will be included on the following:
 - Gala Save the Date postcard and email blast (approximately 4000 recipients)
 - Gala Invitation (approximately 1250).
 - Gala email blast newsletters.
 - Local NKF web page.

Day of Event

- Company name cited on local social media messages regarding the gala.
- Verbal recognition at gala.
- Logo included on all event signage at the gala.
- If sponsoring a specific piece of the gala, branding will be enhanced to the above offering for the time of that sponsorship, Auction Sponsor will have branding at silent auction tables on mobile site with 12-20 views per attendee, Mission Sponsor will have branding during the program and awards, (Only one sponsor per Mission or Auction.)

Post Event

- Shutterfly event book.
- Recognition on the National Kidney Foundation's website.
- Company cited in gala press release.
- Recognition in the National Kidney Foundation's local newsletter (if applicable).
- Partnership Impact Report presented within 60 days of the gala.



Bronze Sponsor – \$3,500 (Multiple Opportunities)

Pre-Event

- Company name cited as Bronze Sponsor in all media promotions and new press releases (where applicable).
- Company logo will be included on the following:
 - Gala Save the Date postcard and email blast (approximately 4000 recipients)
 - Gala Invitation (approximately 1250).
 - Gala email blast newsletters.
 - Local NKF web page.

Day of Event

- Company name cited on local social media messages regarding the gala.
- Verbal recognition at gala.
- Logo included on all event signage at the gala.

Post Event

- Recognition on the National Kidney Foundation's website.
- Recognition in the National Kidney Foundation's local newsletter (if applicable).
- Partnership Impact Report presented within 60 days of the gala.

If interested in discussing additional partnership opportunities, please contact Ariana Bowen at 614.882.6184 x 823 or Ariana.Bowen@kidney.org.



2018 Cooking with the Stars Gala

Partnership Agreement

Please check your company's commitment level:

☐ **Presenting Sponsor \$10,000**

☐ **Bronze Sponsor \$3,500**

☐ **Gold VIP Sponsor \$7,500**

☐ **Gala Table (of 8) \$1,500**

☐ **Silver Sponsor \$5,000**

* All artwork should be sent electronically (in .PDF and .EPS format) to ariana.bowen@kidney.org by April 13, 2018.

Contact/ Representative _____ Position/Title _____

Company / Organization _____

Address _____

City / State / Zip _____ Phone _____

Email _____

***** Email or fax this confirmation page of support w/artwork by 4/13/18 to make all print opportunities. *****

Payment for the Cooking with the Stars Gala is due April, 13, 2018.

Please invoice our company for \$_____ Please note any specific date(s) for invoice(s).

☐ My check made payable to the National Kidney Foundation is enclosed for \$_____

☐ I am interested in an installment payment plan for \$_____ over _____ months

☐ Please charge my credit card for \$_____ AMEX VISA M.C. Discover

Card # _____ Exp. Date _____

Signature _____ Date _____

Please return a completed form via email, mail or fax to:

National Kidney Foundation
Attn: Ariana Bowen, Development Manager
2800 Corporate Exchange Dr., Suite 260
Columbus, OH, 43231
614.882.6184 x 823
TAX ID # - 13-1673104