



National
Kidney
Foundation® of
Illinois

SPONSORSHIP OPPORTUNITIES



Educational Events

TAKE CHARGE:

Chronic Disease Self-Management Program

March 3-April 28, 2021 | Virtual

June 8 - August 10, 2021 | Virtual

Fall 2021 | Location TBD

Take Charge: Chronic Disease Self-Management Program is an 8-week workshop for participants who are in various stages of Chronic Kidney Disease. The first six weeks focus on overall healthy living, with two additional sessions that cover kidney specific content. There will be an additional, optional pre-session the week before we start that's an orientation to the online platform.

SPONSORSHIP	BENEFITS	COST
GOLD (PER PROGRAM)	• Company recognition on workshop completion incentive, • Opportunity to include promotional material with workshop completion incentive • Logo on sponsor slide at beginning of each weekly session • Company recognition provided with workshop materials • Opportunity to post and download promotional material in resource DropBox (virtual) • Opportunity to post and download promotional material in resource table (in person) • Logo listed on event flyers and programs • Logo, with website link, listed on NKFI website	\$2,500
EXHIBITOR (PER PROGRAM)	• Name on sponsor slide at beginning of each weekly session • Company recognition provided with workshop materials • Opportunity to post and download promotional material in resource DropBox • Name listed on event flyers and programs • Name with website link, listed on NKFI website	\$1,000

Black History Month Webinar

February 23, 2021 | Virtual

In honor of Black History Month, the National Kidney Foundation of Illinois will have an open discussion with the first Black American Female transplant surgeon, a pioneer in the field, Dr. Velma Scantlebury. The webinar will incorporate speakers addressing the health disparities that impact Black Americans regarding Transplantation and Living Donation with a solution oriented focus. A robust question and answer period will facilitate attendee participation. Anticipated attendees will be renal care professionals, transplant recipients, kidney patients, family members and health and community based partners.

SPONSORSHIP	BENEFITS	COST
EXHIBITOR	• Mentioned as sponsor in episode notes • Logo on sponsor slide at beginning of webinar • Name listed on event flyers and programs • Name, with website link, listed on NKFI website	\$1,000

World Kidney Day

March 11, 2021 | Virtual

Held during National Kidney Month, World Kidney Day raises awareness of kidney disease and its precursors. This year's virtual program includes presentations focusing on living a healthy life with CKD and networking opportunities. Expected attendance is approximately 200 individuals.

SPONSORSHIP	BENEFITS	COST
PRESENTING	• Opportunity to speak at one individual lecture ◦ Four available, lecture is mutually agreed on and subject to availability • Opportunity to provide 3-5 minute promotional video as part of virtual exhibit hall • Opportunity for engagement with attendees in virtual exhibit hall space • Includes attendance for ten attendees ◦ Includes gift box • Listed as presenting sponsor in all pre and post event press releases • Logo on event flyers, posters and promotional signage • Logo with link listed on NKFI website	\$5,000
GOLD	• Opportunity to speak at one individual lecture ◦ Three available, lecture is mutually agreed on and subject to availability • Opportunity to provide 3-5 minute promotional video as part of virtual exhibit hall • Opportunity for engagement with attendees in virtual exhibit hall space • Includes attendance for five attendees ◦ Includes gift box • Listed as sponsor in all pre and post event press releases • Logo on event flyers, posters and promotional signage • Logo with link listed on NKFI website	\$2,500
EXHIBITOR	• Opportunity for engagement with attendees in virtual exhibit hall space • Includes lunch for two attendees ◦ Includes gift box • Logo on event flyers, posters and promotional signage • Logo with link listed on NKFI website	\$1,250

Living with Kidney Disease and Transplantation

Viviendo con Enfermedad Renal y Trasplante

LWKDT: Saturday, April 24, 2021 | Virtual

Viviendo: Spring | Virtual

Chicago Central: Fall | Location TBD

Viviendo: Fall | Location TBD

Champaign-Urbana: December 2021 | Location TBD

Living with Kidney Disease and Transplantation/Viviendo con Enfermedad Renal y Trasplante is a comprehensive seminar offered five times a year to educate attendees and offer peer support to those affected by kidney disease and transplantation. Experts present on current topics such as treatment options for kidney failure, medications and their side effects, insurance options and financial assistance, as well as psychological effects of living with kidney disease and transplantation. Attendance ranges from 100-150, depending on location. Attendees are people affected by or at risk for kidney disease, individuals on dialysis, people waiting for a kidney transplant and those who have already been transplanted, along with their family members and caregivers.

SPONSORSHIP	BENEFITS	COST
EXHIBITOR (ONE SEMINAR, VIRTUAL)	• Opportunity to network with participants in private virtual exhibit room • Opportunity to provide 3-5 minute promotional video as part of virtual exhibit room. • Opportunity to distribute product(s) and/or literature in attendee care packages (mailed to first 50 registered attendees in advance of program) • Complimentary admission • Name listed on event flyers and programs • Name, with website link, listed on NKFI website	\$1,000
EXHIBITOR (ONE SEMINAR, CHICAGO AREA)	• Exhibit space (6' table, 2 chairs) with opportunity to distribute product(s) and/or literature from exhibitor table • Complimentary admission for two (includes breakfast, lunch and all participant materials) • Name listed on event flyers and programs • Name, with website link, listed on NKFI website	\$1,000
EXHIBITOR (CHAMPAIGN-URBANA SEMINAR)	• Exhibit space (6' table, 2 chairs) with opportunity to distribute product(s) and/or literature from exhibitor table • Complimentary admission for two (includes breakfast, lunch and all participant materials) • Name listed on event flyers and programs • Name, with website link, listed on NKFI website	\$500

Living with Kidney Disease & Transplantation - Youth

Teens & Young Adults (ages 13 – 21): May 22 | Virtual

Children (ages 12 and under): September 25 | DuPage Children's Museum

Living with Kidney Disease and Transplantation (Youth) is a comprehensive seminar geared specifically toward the needs of young adults and children living with kidney disease or who have had a transplant. This program educates youth and their parents and caregivers and offers peer support to those affected by kidney disease and transplantation. Experts present on current topics such as treatment options for kidney failure, medications and their side effects, insurance options and financial assistance, as well as psychological effects of living with kidney disease. Expected attendance at each will be approximately 100 including patients and their families.

SPONSORSHIP	BENEFITS	COST
EXHIBITOR (TEENS & YOUNG ADULTS)	• Opportunity for a 5-minute presentation to parents during the virtual program • Opportunity to distribute product(s) and/or literature in attendee care packages • Complimentary admission • Name listed on event flyers and programs • Name, with website link, listed on NKFI website	\$1,000
EXHIBITOR (CHILDREN)	• Exhibit space (6' table, 2 chairs) with opportunity to distribute product(s) and/or literature from exhibitor table • Complimentary admission for two (includes breakfast, lunch and all participant materials) • Name listed on event flyers and programs • Name, with website link, listed on NKFI website	\$1,000

KidneyCamp

Ages 7 – 15: Summer 2021 | YMCA Camp Duncan

At Kidney Camp, children touched by kidney disease will get an escape from the ordinary. They will enjoy a good, old-fashioned camp experience, have fun, and find adventure. Each morning, your camper will find themselves presented with a wide range of outdoor summer diversions; including swimming and water sports, a high ropes course, archery, hiking, horseback riding, arts and crafts, mountain biking, and much more. All programming is designed for the special needs of each child, and all activities are supervised by medical professionals familiar with their needs.

SPONSORSHIP	BENEFITS	COST
BENEFACTOR (Covers one camper's attendance)	• Acknowledgement on social media channels • Hand-written thank you card from camper • Name listed on event flyers and programs • Name, with website link, listed on NKFI website	\$1,500

The Big Ask, The Big Give

Location and date dependent upon sponsoring transplant center

In collaboration with one local transplant center underwriting each event, this 4-hour training program is designed to help kidney patients find a living donor. Created for kidney patients on the waitlist, family members, friends, and potential living donors, this workshop provides education about living donation and transplant and teaches 7 Key Strategies for finding a living donor, taught in a highly interactive and engaging format.

SPONSORSHIP	BENEFITS	COST
PRESENTING	• Category exclusivity • Sponsor chooses all speakers, food, and location • Logo on event flyers and programs • Logo with link on NKFI website and all social media • Access to participant data	\$10,000 (dependent on event cost)

The Journey Continues Podcast

Bi-weekly episodes release on Apple Podcasts, Spotify, Stitcher, Google Podcasts

The Journey Continues is a podcast committed to promoting kidney health and organ donation through powerful stories. This series features the journeys of kidney patients, transplant recipients, donor families and industry experts who continue to educate the community through their own experiences.

SPONSORSHIP	BENEFITS	COST
EXHIBITOR	• Mentioned as sponsor in episode notes • Opportunity to identify guest for one episode • Name listed on event flyers and programs • Name, with website link, listed on NKFI website	\$2,500

Podcast de Nutricion y Salud El Viaje Continua Podcast Mini Series

Bi-weekly episodes release on Apple Podcasts, Spotify, Stitcher, Google Podcasts

Podcast de Nutricion y Salud El Viaje will share health and nutrition tips with the goal of preventing the start or progression of Chronic Kidney disease in the LatinX Communities. Gain health and nutrition tips through these mini-series. This mini series includes 24 podcasts.

SPONSORSHIP	BENEFITS	COST
EXHIBITOR	• Mentioned as sponsor in episode notes • Opportunity to identify guest for one episode • Name listed on event flyers and programs • Name, with website link, listed on NKFI website	\$1,000

Kidneys in the Kitchen

Bi-monthly online episodes

24 episodes during 2021 | 2 per month

Kidneys in the Kitchen is a bi-monthly video series hosted by Foundation Dietitian Dr. Melissa Prest. Each episode will introduce viewers to new, healthy recipes, and offer tips and tricks for making smarter purchasing decisions at the grocery store. Each episode of Kidneys in the Kitchen focuses on a different theme or aspect of meal-planning and nutrition.

SPONSORSHIP	BENEFITS	COST
EXHIBITOR	• Mentioned as sponsor in episode notes • Opportunity for recognition as an individual episode sponsor • Episode mutually agreed upon • Name listed on marketing materials • Name, with website link, listed on NKFI website	\$250 per episode \$400 for 2 episodes



Professional Events

Citywide Grand Rounds

February 18, 2021 | Virtual

Citywide Grand Rounds is a program for medical professionals following a Clinical Pathologic Case Presentation model, including audience participation. This program is expected to bring together approximately 100 nephrologists and transplant professionals for an evening of networking and education.

SPONSORSHIP	BENEFITS	COST
GOLD (LIMIT 4)	• Opportunity to network with participants in private virtual exhibit room • Opportunity to share a 3 to 5-minute video with attendees during program • Complimentary admission for ten • Listed in all pre and post-event press releases • Name/logo listed on NKFI social media platforms • Logo listed on event flyers, programs, and signage • Logo, with website link, listed on NKFI website • Logo, with website link, listed on pre-event promotional emails	\$5,000
SILVER	• Opportunity to network with participants in private virtual exhibit room • Complimentary admission for five • Logo listed on event flyers and programs • Logo, with website link, listed on NKFI website • Name, with website link, listed on pre-event promotional emails	\$2,500

Controversies in Nephrology

June 17, 2021 | Virtual

Controversies in Nephrology is an academic, participatory debate among nephrology fellows representing Chicago's medical academic centers. Debate topics are chosen based on their relevance and association with the nephrology and transplant fields. This program brings together 150+ nephrologists, transplant surgeons, fellows, residents, and allied health professionals for an evening of networking and education.

SPONSORSHIP	BENEFITS	COST
SILVER	• Opportunity to share a 2-3 minute video with attendees during program • Complimentary admission for five • Logo listed on event flyers and programs • Logo, with website link, listed on NKFI website • Name, with website link, listed on pre-event promotional emails	\$2,500

Illinois Council on Renal Nutrition: Annual Clinical Meeting

May 5, 2021 | Pre-Conference | Virtual

May 6, 2021 | Virtual

The Illinois Council on Renal Nutrition's (ICRN) Spring Clinical Meeting is an intensive one-day professional development course specifically geared toward renal dietitians, to provide information and education on the most cutting-edge practices and treatment currently available to renal patients. CEUs will be provided to the estimated 100 attendees. All sponsors will be able to upload their own content to the Virtual Exhibit Booth Hall.

SPONSORSHIP	BENEFITS	COST
PRE-CONFERENCE	<i>Pre Conference is an hour-long Zoom networking event on May 5 to discuss wine and nutrition</i> • Category exclusivity • Opportunity to present up to 15-minute presentation during networking session (topic mutually agreed upon) • Must be purchased alongside Gold or Silver sponsorship for this event	\$1,000
GOLD	• Opportunity to provide 3-5 minute promotional video as part of Sponsor Theater - seen by all attendees • Virtual lead retrieval • Opportunity to provide passport winner gift • Company logo displayed on Virtual Event Lobby with link • Opportunity to share promotional material (up to 3 of each - PDFs, web links, and videos) • Opportunity to engage with attendees and schedule video conferences • Complimentary admission for three • Logo listed on event program • Logo with website link on NKFI website	\$2,500
SILVER	• Company logo displayed on Virtual Event Lobby with link • Opportunity to share promotional material (up to 3 of each - PDFs, web links, and videos) • Opportunity to engage with attendees and schedule video conferences • Complimentary admission for three • Name listed on event programs • Name, with website link, on NKFI website	\$1,000

Interdisciplinary Nephrology Conference

October 18, 2021 | DoubleTree Oak Brook, Oak Brook, IL

The Interdisciplinary Nephrology Conference is an intensive one-day course geared specifically to the needs of nephrology nurses, dietitians, social workers and technicians. The Interdisciplinary Nephrology Conference provides information to renal professionals on the most cutting-edge practices and treatment currently available to renal patients and creates an opportunity to network and share information with colleagues. CEUs will be available for each discipline. 25 sponsorships are available.

SPONSORSHIP	BENEFITS	COST
GOLD	• Exhibit space (6' table, 2 chairs) with opportunity to distribute product(s) and/or literature to each attendee • Complimentary admission for two (includes breakfast and lunch) • Opportunity to include flyer or give away in participant event bags • Name placed on event programs • Name, with website link, listed on NKFI website	\$3,000
EXHIBITOR	• Exhibit space (6' table, 2 chairs) with opportunity to distribute product(s) and/or literature to each attendee • Complimentary admission for two (includes breakfast and lunch) • Name listed on event programs	\$2,500

Citywide Grand Rounds

September 16, 2021 | Maggiano's Little Italy, Chicago, IL

Citywide Grand Rounds is a program for medical professionals following a Clinical Pathologic Case Presentation model, including audience participation. This program is expected to bring together approximately 100 nephrologists and transplant professionals for an evening of networking and education.

SPONSORSHIP	BENEFITS	COST
GOLD	• Premier exhibit space (two 6' table, 4 chairs) with opportunity to distribute product(s) and/or literature to each attendee. • Opportunity to place products and/or literature on each attendees' seat and/or at each dinner table. • Complimentary admission for ten (includes cocktail reception, Grand Rounds presentations and dinner) • Listed in all pre and post-event press releases • Name/logo listed on NKFI social media platforms • Logo listed on event flyers, programs, and signage • Logo, with website link, listed on NKFI website • Logo, with website link, listed on pre-event promotional emails	\$10,000
SILVER	• Premier exhibit space (two 6' tables, 4 chairs) with opportunity to distribute product(s) and/or literature to each attendee • Complimentary admission for five (includes cocktail reception, debates and dinner) • Logo listed on event flyers and programs • Logo, with website link, listed on NKFI website • Name, with website link, listed on pre-event promotional emails	\$5,000
EXHIBITOR	• Exhibit space (one 6' table, 2 chairs) with opportunity to distribute product(s) and/or literature to each attendee • Complimentary admission for two (includes cocktail reception, debates and dinner) • Name listed on event programs • Name, with website link, listed on NKFI website	\$2,500

2020 Outcomes & Feedback

Educational Events

Total views in 2020: 23,862

- Viviendo con Enfermedad Renal y Trasplante (Spanish-speaking) viewers: 19,334
- Living with Kidney Disease & Transplantation (English-speaking) viewers: 4,528

"Thanks to each panelist who delivered their presentations. Each session was very informative."

"Liked the fact that it was divided up among different days. Will be glad to go back to the 'in person' seminars, but the two I have attended have been very informative and worked well."

"We are enjoying the presentations!"

Youth Events

Total attendance: 36 individual attendees from 16 different families

"We enjoyed the entire program. Best virtual event we have done. The pace was perfect to keep my busy bodies engaged."

"Thank you for sending the bingo prizes. We are so thankful you included us in your event. We particularly enjoyed the bingo and Zumba parts of your program."

"Seeing more of the broader NKF community and feeling its support makes a CKD diagnosis feel less burdensome."

"I saw the registration note about being sent NKFI gear, but I had no idea how generous you would be! I was expecting an envelope with something small (like stickers) so we were all shocked and delighted to open the huge box. My kids were eager to start using the water bottles and backpacks."

Professional Events

Interdisciplinary Nephrology Conference attendance: 139

"I really enjoyed the program and thought the experts did a fantastic job. The flow of the webinar was very well organized. I learned and enjoyed watching/listening. Thank you for providing the webinar!"

"Having been a CDE for many years prior to retirement, I kept up to date with the latest in diabetes care. However, since retiring in 2017 it has become difficult to keep up with the ever changing advances in treatment. This was a great program to refresh many of the basics! Thank you, NKFI! Looking forward to more!!"

"Great webinar. Just the right length, yet very informative. I felt NKFI did a good job on answering the participants' questions."

Illinois Council on Renal Nutrition Meeting attendance: 86

"I thought the virtual conference was successful. Thank you for making the adaption so that we could attend during this COVID19 pandemic. Of course I missed seeing everyone in person, however, the video and audio were very clear."

2020 Sponsors

Advocate Aurora Medical Center	Jarson Corporation	UI Health
Alexion Pharmaceuticals, Inc.	Jones Day	University of Chicago
AlixPartners, LLP	Katten, Muchin, Rosenman	US Renal Care
Alliant Insurance Services, INC.	Kirkland & Ellis LLP	Valuation Research Corporation
Amgen	Latham & Watkins LLP	Vedder Price
Ankura Consulting	Lockton Companies	Wells Fargo Capital Finance
Arbor Investments	Loyola University Medical Center	Wells Fargo Commercial Banking
Associates in Nephrology	Macquarie CAF LLC	Wilmington Trust
AstraZeneca	Marsh & McLennan Companies	Wind Point Partners
Baker Tilly Virchow Krause, LLP	Mayer Brown LLP	Winston & Strawn LLP
Baxter Healthcare Inc.	Mesirow Financial	Wintrust Financial Corp.
BDO	Mom's Meals	Wynnchurch Capital
Belmont Bank & Trust	Monroe Capital LLC	
Benesch, Friedlander, Coplan & Aronoff LLP	Morgan Stanley	
BMO Harris Bank	Nephrology Associates of Northern Illinois & Indiana	
CareDx	Neuberger Berman LLC	
CBIZ, Inc.	Northern Trust Company	
Chapman & Cutler LLP	Northwestern Medicine	
Christie Clinic	NxStage Medical, Inc.	
CIBC	Patriot Capital	
Citigroup	Paul Hastings, LLP	
City Capital Advisors LLC	Pentec Health Inc.	
Concerto Renal Services	Perkins Coie	
Crowe LLP	Plante Moran	
DaVita/Total Renal Care	PNC Business	
DLA Piper LLP	Prairie Capital	
Duff & Phelps, LLC	Prime Clerk LLC	
Enterprise Fleet Management, Inc.	Proskauer Rose LLP	
EPIQ Systems, Inc.	Reed Smith LLP	
First Merchants Bank	Retrophin	
First Midwest Bank	RSM US, LLP	
Foley & Lardner, LLC	Rush University Medical Center	
Fresenius Medical Care	Sanofi Genzyme	
FTI Consulting, Inc.	Seyfarth Shaw LLP	
Gift of Hope Organ & Tissue Donor Network	Sidley Austin Foundation	
Goldberg Kohn LTD	Southwest Nephrology Associates	
Grainger Foundation	SRS Acquiom	
Hilco Trading, LLC	Stout	
Hillestad Pharmaceuticals, Inc.	Stretto	
Houlihan Lokey	The Vistria Group	
Huron Consulting Group	Thompson Flanagan	
Image Systems and Business Solutions LLC	Tiffany & Co.	
	Tiger Group	

Sponsorship Commitment Form

Please check all that apply

Patient Programs

Take Charge

- ☐ Gold (\$2,500)
- ☐ Exhibitor (\$1,000)

Black History Month Webinar

- ☐ Exhibitor (\$1,000)

World Kidney Day

- ☐ Presenting (\$5,000)
- ☐ Gold (\$2,500)
- ☐ Exhibitor (\$1,250)

Living with Kidney Disease & Transplantation

Viviendo con Enfermedad Renal y Trasplante

- ☐ Virtual Exhibitor (\$1,000) qty: _____
- ☐ Chicago Exhibitor (\$1,000) qty: _____
- ☐ Champaign Exhibitor (\$500)

Living with Kidney Disease Youth Programs

- ☐ Teens Exhibitor (\$1,000)
- ☐ Children Exhibitor (\$1,000)

KidneyCamp

- ☐ Benefactor (\$1,500)

The Big Ask, The Big Give

- ☐ Presenting (\$10,000)

The Journey Continues Podcast

- ☐ Exhibitor (\$2,500)

Spanish Language Podcast

- ☐ Exhibitor (\$1,000)

Kidneys in the Kitchen

- ☐ Exhibitor (\$250)
- ☐ Exhibitor, 2 episodes (\$400)

Professional Programs

Citywide Grand Rounds (Virtual)

- ☐ Gold (\$5,000)
- ☐ Silver (\$2,500)

Controversies in Nephrology

- ☐ Silver (\$2,500)

Illinois Council on Renal Nutrition Meeting

- ☐ Pre-Conference Add-on (\$1,000)
- ☐ Gold (\$2,500)
- ☐ Silver (\$1,000)

Interdisciplinary Nephrology Conference

- ☐ Gold (\$3,000)
- ☐ Exhibitor (\$2,500)

Citywide Grand Rounds (in person)

- ☐ Gold (\$10,000)
- ☐ Silver (\$5,000)
- ☐ Exhibitor (\$2,500)

Sponsorship Commitment Form

Continued

Company (as it should appear on print materials) _____

Contact Name and Title _____

Address _____

Phone _____ Email _____

☐ Enclosed is a check (payable to NKFI) in the amount of \$ _____

☐ Please invoice me in the amount of \$ _____

☐ Please charge \$ _____ to my ☐ Visa ☐ MC ☐ Discover ☐ American Express

Card Number _____ Exp. Date _____

Name on Card _____ CVV Code _____

Signature _____ Date _____

Please return this form to Heidi Merritt (hmerritt@nkfi.org).

Dates and locations of programs and events subject to change. Inclusion on any print materials is dependent on individual event deadlines. If your organization requires approval of logo/name usage on materials, please include those procedures with your commitment form. All sponsorship opportunities are customizable. Please contact the National Kidney Foundation of Illinois for more information.



National Kidney Foundation®

of Illinois

Contact Information

For more information about events or sponsorship opportunities please contact:

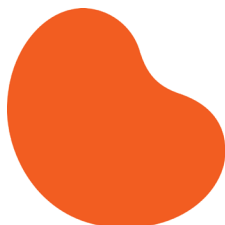
Heidi Merritt

Senior Director of Development
National Kidney Foundation of Illinois
215 W. Illinois St., Ste. 1C
Chicago, IL 60654
312.321.1500 x 256
hmerritt@nkfi.org

Dates and locations of programs and events subject to change. Inclusion on any print materials is dependent on individual event deadlines. All sponsorship opportunities are customizable. Please contact the National Kidney Foundation of Illinois for more information.

Visit our website at **nkfi.org** for more information on any of the programs or events included in this packet.

The National Kidney Foundation of Illinois improves the health and well-being of people at risk for or affected by kidney disease through prevention, education and empowerment.



National **Kidney** Foundation[®]

of Illinois

Prevent. Educate. Empower.