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.
Educational Events
World Kidney Day

Thursday, March 12, 2020 - Chicago State University

Held during National Kidney Month, World Kidney Day raises awareness of kidney disease and its precursors. World Kidney Day includes a press conference to raise kidney awareness, a KidneyMobile® screenings (a large-scale comprehensive screening for kidney disease, diabetes, and high blood pressure), and a wide-scale press outreach. Expected attendance is approximately 200 individuals.

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<tr>
<th>SPONSORSHIP</th>
<th>BENEFITS</th>
<th>COST</th>
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| PRESENTING SPONSOR| • Category exclusivity  
                      • Promotion in Chicago State University marketing efforts
                      • Opportunity to speak at press conference
                      • Listed as presenting sponsor in all pre and post event press releases
                      • Logo on event flyers, posters and promotional signage as “World Kidney Day, Presented by ____”
                      • Premier exhibit space (6’ table, 2 chairs) with opportunity to distribute product(s) and/or literature to each attendee
                      • Logo with link listed on NKFI website
                      • Logo on event giveaway offered to each attendee (giveaway provided by sponsor) | $10,000 |
| SCREENING SPONSOR | • Opportunity to speak at press conference
                      • Listed as sponsor in all pre and post event press releases
                      • Logo on event flyers, posters and promotional signage
                      • Premier exhibit space (6’ table, 2 chairs) with opportunity to distribute product(s) and/or literature to each attendee
                      • Logo with link listed on NKFI website
                      • Logo on event giveaway offered to each attendee (giveaway provided by sponsor) | $5,000  |
| AWARENESS ADVOCATE| • Logo on event flyers, posters and promotional signage
                      • Premier exhibit space (6’ table, 2 chairs) with opportunity to distribute product(s) and/or literature to each attendee
                      • Logo with link listed on NKFI website
                      • Logo on event giveaway offered to each attendee (giveaway provided by sponsor) | $2,500  |
| EXHIBITOR         | • Exhibit space (6’ table, 2 chairs) with opportunity to distribute literature to each attendee
                      • Name with link listed on NKFI website | $1,000  |
Living with Kidney Disease and Transplantation/Viviendo con Enfermedad Renal y Trasplante

Chicago North: April 18, 2020, Oakton Community College
Chicago Norte (español): Spring
Chicago Central: Fall
Chicago Centro (español): Fall
Champaign-Urbana: Winter

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.

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| EXHIBITOR (ONE LOCATION, 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 ONLY) | • 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  |

Higher level sponsorships with additional benefits are available. Please contact (312) 321-1500 for more information.

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.

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| 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 | Event costs, usually around $10,000 |
## Living with Kidney Disease & Transplantation - Youth

**Ages 12 and under: Fall**

Kids with Kidney Disease and Transplantation is an interactive health fair and comprehensive seminar geared specifically toward the needs of 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 150 including patients and their families.

### SPONSORSHIP BENEFITS COST

| INTERACTIVE EXHIBITOR | • Exhibit space (two 6’ tables, 4 chairs), with opportunity to distribute product(s) and/or literature from exhibitor table  
• An engaging, interactive activity will be provided in the exhibit space.  
• 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 | $1,500 |

| EXHIBITOR | • 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 |

Higher level sponsorships with additional benefits are available. Please contact (312) 321-1500 for more information.

## KidneyCamp

**Ages 7-15: Summer - 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

| BENEFICTOR (PAY ONE CAMPER’S WAY) | • 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 |

Higher level sponsorships with additional benefits are available. Please contact (312) 321-1500 for more information.
Professional Events
Illinois Council on Renal Nutrition: Spring Clinical Meeting
May 5, 2020 - Crowne Plaza Lombard/Downers Grove, Glen Ellyn, IL
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.

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| 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  
              • Name, with website link, listed on NKFI website               | $1,000 |

Interdisciplinary Nephrology Conference
October 19, 2020 - 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.

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| 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 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  
              • Name, with website link, listed on NKFI website               | $2,500 |

Higher level sponsorships with additional benefits are available. Please contact (312) 321-1500 for more information.
Controversies in Nephrology

Spring - Chicago, IL

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.

Citywide Grand Rounds

September 17, 2020 - 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.

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| **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 |
Educational Event Outcomes

Total attendance: 626
- 46% retention rate (number of attendees who return year after year)
- 54% of attendees were first-timers
- 100% of attendees said they would attend again
- 99% of attendees said they would recommend the program to others
- 29% said the exhibitors were the best part (a 9% increase over 2018)

Youth Event Outcomes

Total attendance: 145
- 57% in-state attendance, 43% out-of-state attendance
- 74% of parent attendees said they are likely to attend again
- 70% of parent attendees said they are likely to recommend the program to others
- 95% of parent attendees said they found the information provided to be valuable
- 95% of parent attendees said they learned something new
Professional Event Outcomes
Allied Health Professionals

Total attendance: 183
- 91% of attendees said they enjoyed the exhibitors
- 95% said the NKFI is their leading source for information and education on kidney disease
- 96% said they were highly likely to attend the next year
- 97% of respondents indicated that the NKFI had met their program goals in providing continuing education credits

Physicians

Total attendance: 240
- 86% retention rate (most attendees come back year after year)
- 100% say they would recommend this event to a colleague or friend
- 100% said the NKFI is the leading source for information and education on kidney disease
Marketing Reach

Email Lists
- Medical Professionals: 2,275
- Patients: 4,833

Social Media Outreach
- Facebook followers: 4,725
- Instagram followers: 1,166
- Twitter followers: 1,174

Marketing Methods

- Social Media
- Dialysis Center
- NKFI Website
- Transplant Center
- Family/friend
- Mailed Invite
- Newspaper
- Healthcare provider
- Other
- Email
57 KidneyMobile screenings
3,562 participants screened for hypertension, diabetes & kidney disease
72% had at least one abnormal result
46% immediately referred to care
41 advocates standing for kidneys on World Kidney Day
$69,000 awarded in research grants
433 renal professionals attended continuing education and networking events
821 patients and caregivers educated at Living with Kidney Disease & Transplantation seminars
4,118 supporters at the Walk for Kidneys
2019 Sponsors

Advocate Christ Medical Center
Aileen S. Andrew Foundation
Akebia Therapeutics Inc.
Alexion Pharmaceuticals
AlixPartners, LLP
Alliant Americas
Alvarez & Marsal
Amgen
Amherst Partners, LLC
Ann & Robert H. Lurie Children’s Hospital of Chicago
Associates in Nephrology
Astellas Pharma
AstraZeneca
B6 Real Estate Advisors
Baker TillyVirchow Krause, LLP
Bank of the West
Bannockburn Global Forex, LLC
Baxter International
BDO Global
Benesch, Friedlander, Coplan & Aronoff LLP
Benjamin B. Green-Field Foundation
Blue Cross and Blue Shield of Illinois
BMO Harris Bank
CapX Partners
CareDx
CBRE Group
Christie Clinic
CIBC
Citibank
City Capital Advisors LLC
Crowe LLP
DaVita
Dialysis Care Center
DLA Piper LLP
Donnelley Financial Solutions
Doubek Medical Supply
Duane Morris LLP
Duff & Phelps
Enterprise Fleet Management
Epiq Systems, Inc.
First Merchants Bank
FocalPoint Partners
Fresenius Kidney Care
Fresenius Medical Care Renal Pharmaceuticals
Frontage Search Partners
FTI Consulting
Gallagher
Genentech
Gift of Hope Organ & Tissue Donor Network
Goldberg Kohn
Hilco Global
Hillestad Pharmaceuticals
Horizon Therapeutics
Houlihan Lokey
HUB International
Ice Miller
Image Systems and Business Solutions Inc
Jenner & Block
Jones Day
Katten Muchin Rosenman
Kovler Family Foundation
LCG Advisors
Lexus
Lincoln International LLC
Livingstone Partners LLC
Locke Lord
Loyola University Medical Center
Mackinac Partners
Mallinckrodt Pharmaceuticals
Maranon Capital
Marsh USA, Inc.
Mayer Brown
McGuireWoods LLP
Meridian Health Plan
Mesirov Financial
Moelis & Company
Mom’s Meals NourishCare
Nephrology Associates of Northern Illinois and Indiana
Northern Trust
Northwestern Medicine
NxStage Medical, Inc.
OSF Healthcare Saint Francis Medical Center
Otsuka America Pharmaceutical Inc.
Patient Care America
Patriot Capital
Paul Hastings LLP
Pentec Health, Inc.
Plante Moran
Polsinelli
Prime Clerk LLC
Proskauser Rose LLP
RedRidge Diligence Services
Reed Construction
Reed Smith LLP
Regions Bank
Relypsa, Inc.
Retrophin, Inc.
Risk Consulting Partners
Riveron Consulting, LLC
RSM US LLP
Rush University Medical Center
Sanofi
Seyfarth Shaw LLP
Shorehill Capital LLC
Sidley Austin LLP
Siena Lending Group
Southwest Nephrology Associates, S.C.
Stonegate Capital
Stout
Takeda Pharmaceuticals
The Vistria Group
Tiger Group
TVG – Medulla LLC/Chiro One Wellness
U.S. Renal Care
UCHicago Medicine
UI Health
UW Health
Valuation Research Corporation
Wells Fargo Capital Finance
Wells Fargo Commercial Banking
Willis Towers Watson
Winston & Strawn LLP
Wintrust Commercial Banking
Wynnchurch Capital, LLC
Program Sponsorship Commitment Form

Please check all that apply

Patient Programs

- World Kidney Day
  - Presenting Sponsor ($10,000)
  - Screening Sponsor ($5,000)
  - Awareness Advocate ($2,500)
  - Exhibitor ($1,000)

- Living with Kidney Disease and Transplantation
  - Chicago North ($1,000)
  - Chicago Norte (Español) ($1,000)
  - Chicago Central ($1,000)
  - Chicago Centro (Español) ($1,000)
  - Champaign-Urbana ($500)

- The Big Ask, The Big Give ($10,000)

Youth Programs

- Kidney Camp ($1,500 sponsors one camper for a week)
- Living with Kidney Disease and Transplantation – Youth
  - Interactive Exhibitor ($1,500)
  - Exhibitor ($1,000)

Professional Programs

- Illinois Council on Renal Nutrition Spring Clinical Meeting ($1,000)
- Interdisciplinary Nephrology Conference
  - Gold ($3,000)
  - Exhibitor ($2,500)

- Controversies in Nephrology
  - Gold ($10,000)
  - Silver ($5,000)
  - Exhibitor ($2,500)

- Citywide Grand Rounds
  - Gold ($10,000)
  - Silver ($5,000)
  - Exhibitor ($2,500)

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____________________

For more information, contact Anna Dudt (adudt@nkfi.org) at 312-321-1500.

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 www.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.

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