

National **Kidney** Foundation®

of Illinois

SPONSORSHIP OPPORTUNITIES



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



Living with Kidney Disease and Transplantation Viviendo con Enfermedad Renal y Trasplante

Chicago North: Week of April 18, 2020, VIRTUAL

Chicago Spring (español): Semana de April 25, 2020, VIRTUAL

English: November 2-20, 2020, VIRTUAL

Chicago Centro (español): Noviembre 2-20, 2020, VIRTUAL

Living with Kidney Disease and Transplantation/Viviendo con Enfermedad Renal y Trasplante is a comprehensive seminar offered four times this 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. 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
GOLD (PER PROGRAM)	<ul style="list-style-type: none"> • Opportunity to sponsor one mini session or networking event. <ul style="list-style-type: none"> • Six sessions available, first come basis • Opportunity to speak at one individual lecture <ul style="list-style-type: none"> • Four available, lecture is mutually agreed on and subject to availability • Name and company information displayed at the beginning and end of prerecorded and live panel videos • Name listed on electronic flyers and programs • Name, with website link, listed on NKFI website 	\$1,500
EXHIBITOR (PER PROGRAM)	<ul style="list-style-type: none"> • Name and company information displayed at the beginning and end of prerecorded and live panel videos • Name listed on electronic flyers and programs • Name, with website link, listed on NKFI website 	\$1,000

Living with Kidney Disease & Transplantation - Youth

Ages 12 and under: September 26, 2020, DuPage Children's Museum

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.

SPONSORSHIP	BENEFITS	COST
INTERACTIVE EXHIBITOR	<ul style="list-style-type: none"> • Opportunity to promote an engaging, interactive activity in exhibit space. • Complimentary admission for two (includes refreshments) • Name listed on event flyers and programs • Name, with website link, listed on NKFI website 	\$1,250

Professional Events



Allied Health

Illinois Council on Renal Nutrition: Annual Clinical Meeting

September 10, 2020 - VIRTUAL

The Illinois Council on Renal Nutrition's (ICRN) Annual 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.

SPONSORSHIP	BENEFITS	COST
PRE-CONFERENCE PRESENTER	<ul style="list-style-type: none">• Category Exclusivity• Present at pre-conference webinar night before<ul style="list-style-type: none">• Topic mutually agreed upon• Opportunity for recognition as an individual session sponsor on agenda and prior to start of session.<ul style="list-style-type: none">• Subject to availability• Opportunity to provide 5-minute promotional video as part of Sponsor Showcase<ul style="list-style-type: none">• Video is recorded and available for viewing one year post-program• Name listed on electronic programs• Name, with website link, listed on NKFI website	\$3,000
GOLD	<ul style="list-style-type: none">• Opportunity for recognition as an individual session sponsor on agenda and prior to start of session<ul style="list-style-type: none">• Subject to availability• Opportunity to provide 5-minute promotional video as part of Sponsor Showcase<ul style="list-style-type: none">• Video is recorded and available for viewing one-year post program• Name listed on electronic programs• Name, with website link, listed on NKFI website	\$1,500
EXHIBITOR	<ul style="list-style-type: none">• Opportunity to provide 5-minute promotional video as part of Sponsor Showcase<ul style="list-style-type: none">• Video is recorded and available for viewing one-year post program• Name listed on electronic programs• Name, with website link, listed on NKFI website	\$1,000

Interdisciplinary Nephrology Conference

October 19, 2020 - VIRTUAL

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.

SPONSORSHIP	BENEFITS	COST
GOLD	<ul style="list-style-type: none">• Opportunity for interactive engagement with attendees• Virtual exhibit hall space with opportunity to post and download promotional materials• Sponsor recognition for attendee door prizes• Name placed on electronic programs• Name, with website link, listed on NKFI website	\$3,000
EXHIBITOR	<ul style="list-style-type: none">• Virtual exhibit hall space with opportunity to post promotional materials• Name listed on electronic programs• Name, with website link, listed on NKFI website	\$2,500

Physicians

Controversies in Nephrology

September 17, 2020 - 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
GOLD	<ul style="list-style-type: none">• Opportunity to provide 3-minute promotional video as part of Sponsor Showcase<ul style="list-style-type: none">• Video is recorded and presented prior to beginning of mutually agreed upon debate• Two topics are available, first come basis• Logo listed on electronic flyers and programs• Logo, with website link, listed on NKFI website• Name, with website link, listed on pre-event promotional emails• Opportunity to receive attendee contact information	\$5,000
EXHIBITOR	<ul style="list-style-type: none">• Name listed on electronic flyers and programs• Name, with website link, listed on NKFI website• Opportunity to receive attendee contact information	\$2,500

Citywide Grand Rounds

February 21, 2021 - Maggiano's Little Italy, Chicago, IL

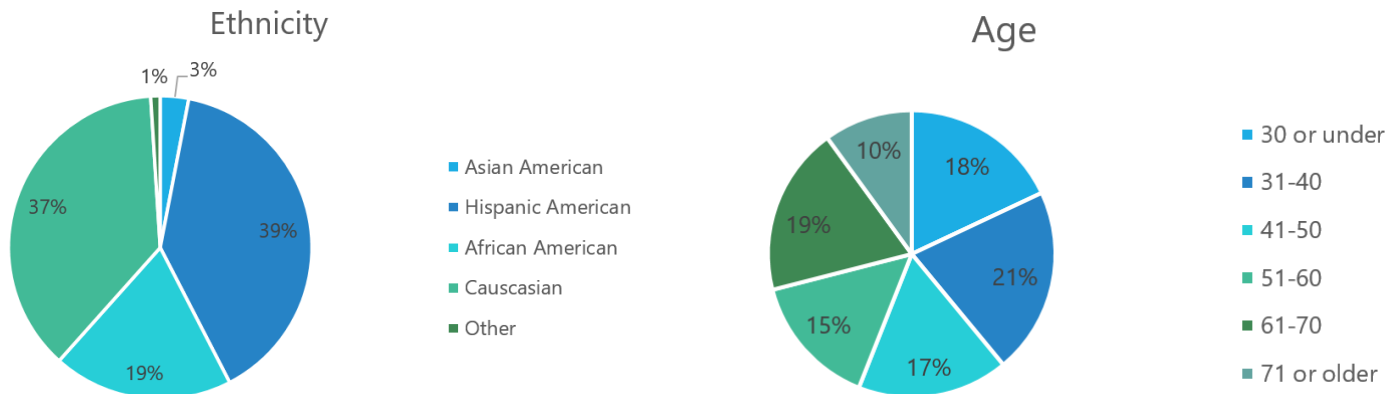
Citywide Grand Rounds is a program for medical professionals following a Clinical Pathologic Case Presentation model, including audience participation. This program is expected to bring together approximately 100 nephrologists and transplant professionals for an evening of networking and education.

SPONSORSHIP	BENEFITS	COST
GOLD	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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

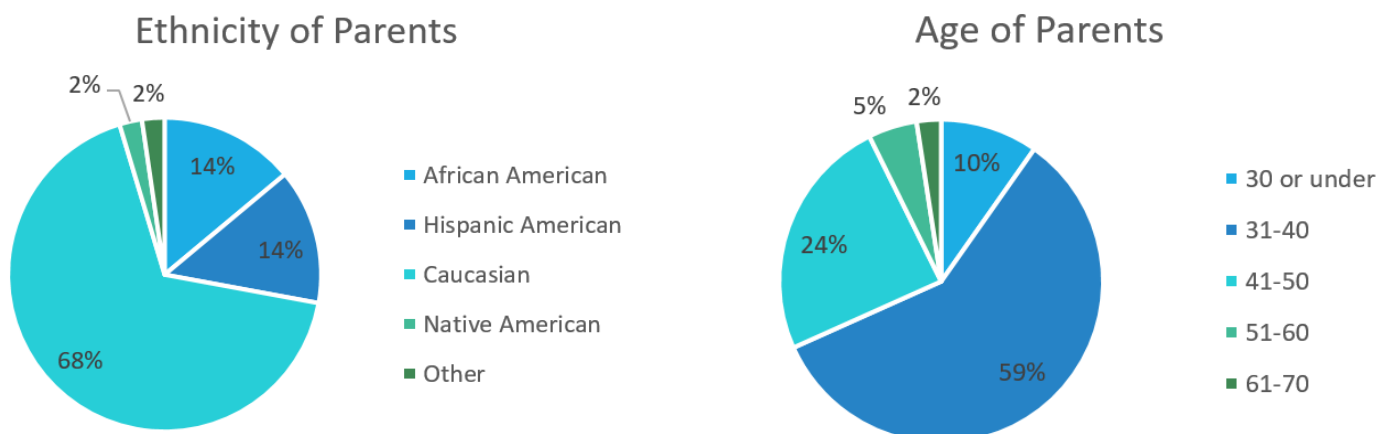
- 46% retention rate (number of attendees who return year after year)
- 54% of attendees were first-timers
- 100% of attendees said they would attend again
- 99% of attendees said they would recommend the program to others
- 29% said the exhibitors were the best part (a 9% increase over 2018)



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

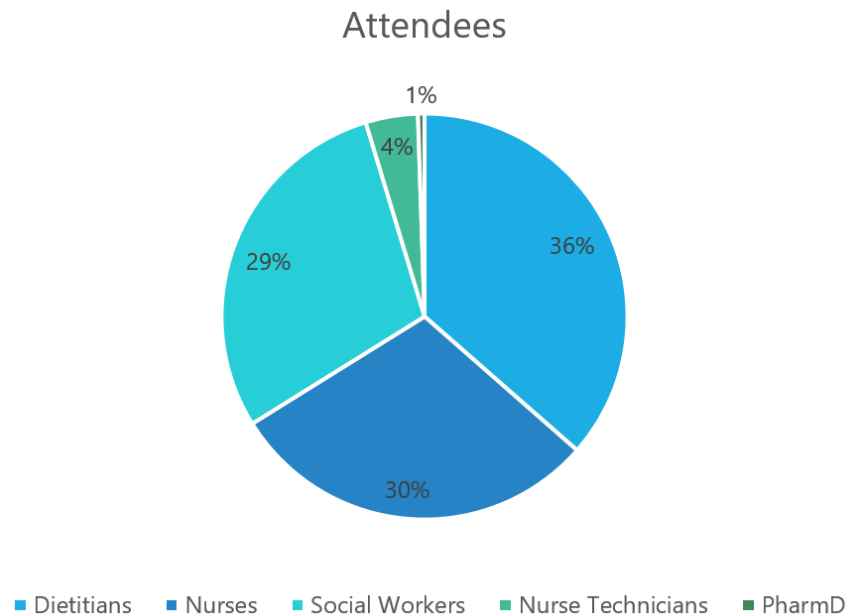


Professional Event Outcomes

Allied Health Professionals

Total attendance: 183

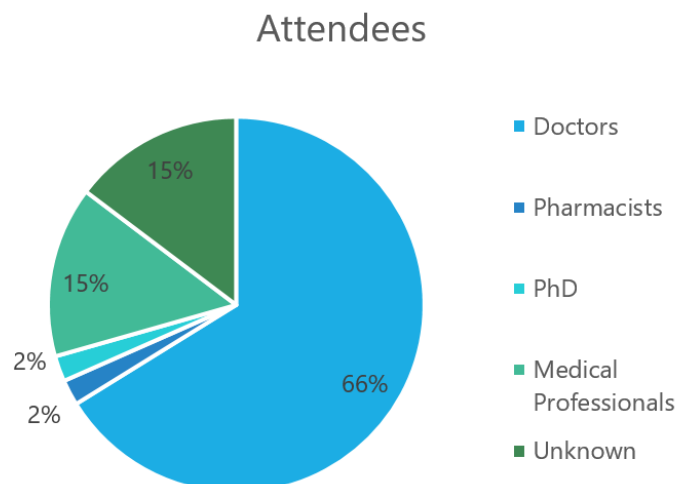
- 91% of attendees said they enjoyed the exhibitors
- 95% said the NKFI is their leading source for information and education on kidney disease
- 96% said they were highly likely to attend the next year
- 97% of respondents indicated that the NKFI had met their program goals in providing continuing education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

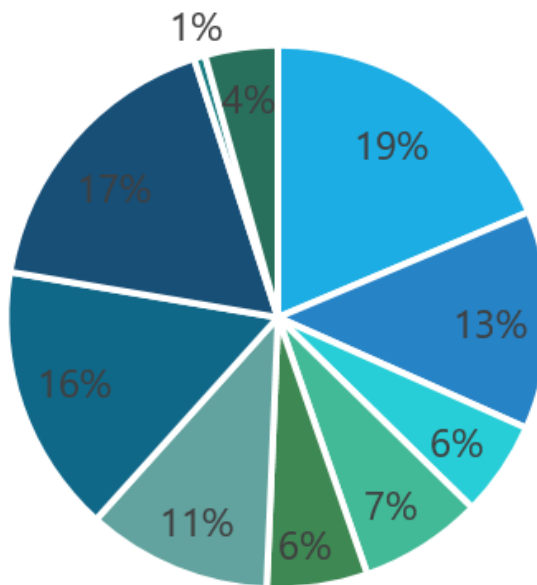
Email Lists

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 | ■ Other |
| ■ Transplant Center | ■ Family/friend | ■ Mailed Invite | ■ Email |
| ■ Newspaper | ■ Healthcare provider | | |

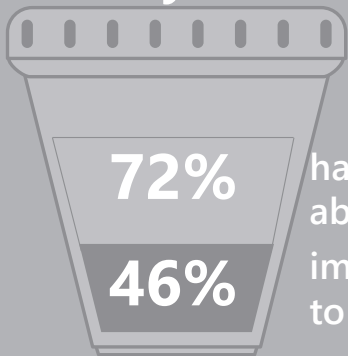
Service Impact

57

KidneyMobile
screenings

3,562

participants screened for
hypertension, diabetes &
kidney disease



had at least one
abnormal result
immediately referred
to care

41

advocates
standing
for kidneys
on World
Kidney Day



\$69,000

awarded in
research grants



821

patients and
caregivers educated
at Living with
Kidney Disease &
Transplantation
seminars



433 renal
professionals
attended continuing
education and
networking events

4,118

supporters at the
Walk for Kidneys



2019 Sponsors

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

Contact Information

For more information about events or sponsorship opportunities please contact:

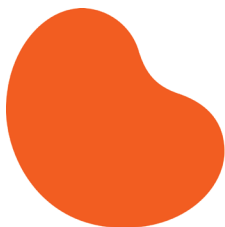
Heidi Merritt

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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.

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National **Kidney** Foundation[®]
of Illinois

Prevent. Educate. Empower.