



NORTHWEST  
Kidney Centers

2022  
Event  
Sponsorship  
Proposal



# We're Celebrating 60 Years of Care

## About Northwest Kidney Centers

**Mission:** To promote the optimal health, quality of life and independence of people with kidney disease through patient care, education and research.

In 2022 Northwest Kidney Centers will mark its 60th anniversary as the world's first outpatient dialysis provider. On Jan. 9, 1962, we opened our doors as the Seattle Artificial Kidney Center in Eklind Hall on the campus of Swedish Hospital with the capacity to treat 3 patients. Fast forward to today and we serve nearly 2,000 patients annually at 20 clinics in the Puget Sound region.



Northwest Kidney Centers is a regional, not-for-profit provider of kidney dialysis, public health education, and research into the causes and treatments of chronic kidney disease. Founded in Seattle in 1962, it was the world's first dialysis organization. It is known for high-quality services, deep community connections, and generous donor support.



LIVE

1,940

Number of Patients

280,181

Number of Treatments

16.3%

Home Dialysis Treatments



LEARN

1,488

CKD Education Participants

498

Volunteers

3,800

Volunteer Hours



HOPE

56

Transplants

17.3%

Transplant Waitlist

747

Research Participants

# A Community Investment in Healthcare Leadership & Innovation

When you support Northwest Kidney Centers, you help us set the standard for renal care in the Puget Sound region and beyond. **As the first out-of-hospital dialysis clinic in the world, we wrote the book on quality patient care.** In more than half a century since then, we've continued to lead the industry.

As a nonprofit, we reinvest your gifts to offer services above and beyond dialysis. We showcase those services at our two annual fundraising events, the **HopeBuilders Luncheon** and **Discovery Gala**. When you join us a sponsor, you can be proud of the difference you make.



EVENT NAME & DESCRIPTION	 <p>Inspirational gathering of more than 400 Puget Sound business and community leaders, medical professionals, patients and NWKC supporters to celebrate and support the courage and resiliency of our patients and support them on their kidney disease journey.</p>	 <p>Our signature fundraising event of the year and a culmination of our <b>60th anniversary!</b> The Gala draws 500 Puget Sound area business and community leaders, medical professionals, and NWKC supporters.</p>
WHEN & WHERE	Thursday, May 12, 2022   12pm - 12:45pm Westin Bellevue	Saturday, October 15, 2022   5:30pm - 10pm Hyatt Regency Seattle
EVENT TYPE	Fundraising luncheon with inspirational patient stories and keynote speaker	Dinner, auction, entertainment, and dancing
COST	Free to attend; \$150 per person suggested donation	\$250 per ticket; \$2,500 per table
AUDIENCE	Puget Sound area business and community leaders, medical professionals, legacy partners, former patients, donors and volunteers.  National expanded reach for live broadcast.	Puget Sound area business and community leaders, medical professionals, legacy partners, former patients, donors and volunteers.  National expanded reach for live broadcast.
FUNDRAISING GOAL	\$275,000	\$1,000,000
PROCEEDS TO BENEFIT	Patient programs and support services	Kidney research and innovation






# You're in Good Company

As a community-based, nonprofit organization, Northwest Kidney Centers fulfills its mission through shared core values—teamwork, integrity, excellence, stewardship and respect. These are likely the same words your employees and customers use when describing your company.

At Northwest Kidney Centers, our highest calling is to save lives. Building and deepening your relationship with Northwest Kidney Centers helps you achieve your company's philanthropic goals and also helps save lives across the Puget Sound region.

Join with us and other leading companies to support people with kidney disease.

## 2021 Annual Events Sponsors

SIGNATURE	PRESENTING	PREMIER	PLATINUM
			
			
			

## 2021 Discovery Gala Sponsors

PRESENTING	GOLD		
			
PLATINUM			
			

## 2021 HopeBuilders Sponsor

PLATINUM



## Board of Trustees

This volunteer board is made up of medical, business, civic, and patient leaders.

**Raj Mehrotra, MD, Chair**  
*University of Washington*

**Chris Seel, Vice Chair**  
*PricewaterhouseCoopers*

**Richard Bloch**  
*Business Learning Inc.*

**Jenn Brenner**  
*World Vision*

**Kristi Gaudreau**  
*Retired*

**Rick Greaves**  
*Retired*

**Lara Macklin**  
*Seattle Children's*

**Meredith Mathews, MD**  
*Retired*

**Rex Ochi, MD**  
*Polyclinic*

**Mark J. Ostrow**  
*RK2 Advisory LLC*

**Doug Ross**  
*University of Washington*

**Russ Stepp**  
*Stepp Consulting Inc.*

**Michael Sutters, MD**  
*Virginia Mason Medical Center*

## Foundation Board

This volunteer board helps raise funds and build relationships in the community of behalf of Northwest Kidney Centers.

**Russ Stepp, Chair**  
*Stepp Consulting Inc.*

**Sanjit Reddy, MD, Vice Chair**  
*Swedish Medical Center*

**Andrew Brockenbrough, MD**  
*Valley Medical Center*

**Tammy Graves**  
*Point B*

**Beth Meidinger**  
*Heritage Bank*

**Christine Odegard**  
*Zeiders Enterprises*

**Daintry Price**  
*HUB Retirement and Wealth Management*

**Bryan Rush**  
*BERush CPA*

**Theresa Smith**  
*Evergreen Business Capital*

**Debbie Treen**  
*Cornish College of the Arts*

## Northwest Kidney Centers Administration

**Rebecca Fox**  
*President and Chief Executive Officer*

**Suzanne Watnick, MD**  
*Chief Medical Officer*

**Elizabeth McNamara**  
*Vice President of Patient Care Services & Chief Nursing Officer*

**Tonia Campbell**  
*Vice President of Finance & Chief Financial Officer*

**Marsha Heaton**  
*Vice President of Development*

**Bob Peck**  
*Vice President of Human Resources*

**Danielle Plancich**  
*Vice President of Information Technology*

# 2022 Annual Events Sponsorship Levels and Benefits



Partner with us for our two signature fundraising events, the **HopeBuilders Luncheon on May 12, 2022**, and the **60th Anniversary Discovery Gala on October 15, 2022**. These two events bring together nearly 1,000 supporters who are passionate about helping people with kidney disease live better and live longer. Event proceeds support our mission to promote the optimal health, quality of life and independence of people with kidney disease through patient care, education and research.

EVENT AND PROMOTIONAL BENEFITS	60TH ANNIVERSARY \$100,000	DIAMOND \$75,000	PLATINUM \$50,000	GOLD \$25,000	SILVER \$15,000	BRONZE \$10,000
<b>Verbal</b> - Verbally thanked as a sponsor during the live programs	XX	XX	XX	X	X	X
<b>Program</b> - Opportunity to welcome guests at event of choice	X					
<b>Logo</b> - Opportunity to provide a logo branded item to each guest at either event	X	X				
<b>Guests</b> - Reserved space for the live event	Up to two tables at each event with VIP placement	Up to two tables at each event with premier placement	Up to two tables at each event with premier placement	Up to two tables at each event with premier placement	One table at each event with preferred placement	One table at each event
<b>Printed*</b> - Recognition on event collateral including invitations, event programs, catalogs, signs and other items	X	X	X	X	X	X
<b>Audio/Visual</b> - Recognition on audio/visual displays at events	Logo Unaccompanied	Logo Unaccompanied	Logo Unaccompanied	X	X	X
<b>Website</b> - Recognition on Northwest Kidney Centers event pages and on-line registration sites	Logo with company website link	Logo with company website link	Logo with company website link	X	X	X
<b>Publications</b> - Recognition in Northwest Kidney Centers donor newsletter (distributed to 5,000 households)	X	X	X	X	X	X
<b>Social Media</b> - Recognition on Northwest Kidney Centers social media channels	XX	XX	XX	X	X	X
<b>Donor Wall</b> - Lifetime recognition on the cumulative donor wall and annual donor walls at each dialysis unit (20)	X	X	X	X	X	X
<b>Puget Sound Business Journal Ad*</b> - 3/8 page ad published following each event (140,000 impressions)	X	X	X	X	X	X

For additional information, please contact Jacqui Weber at 206.720.8544 or [Jacqui.Weber@nwkidney.org](mailto:Jacqui.Weber@nwkidney.org)

*\*To ensure logo placement in collateral materials, sponsor commitment and logo files must be received by March 10 for the HopeBuilders Luncheon and August 15 for the Discovery Gala. Sponsorship commitment must be made by June 30, 2022, in order to appear on 2022 Donor Wall signs.*