Established 1962

2022 Event Sponsorship Proposal

NORTHWEST Kidney Centers
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.

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.

LIVE

Number of Patients: 1,940
Number of Treatments: 280,181
Home Dialysis Treatments: 16.3%

LEARN

CKD Education Participants: 1,488
Volunteers: 498
Volunteer Hours: 3,800

HOPE

Transplants: 56
Transplant Waitlist: 17.3%
Research Participants: 747
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

<table>
<thead>
<tr>
<th>HOPE BUILDERS LUNCHEON</th>
<th>DISCOVERY GALA</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
<td>Our signature fundraising event of the year and a culmination of our 60th anniversary! The Gala draws 500 Puget Sound area business and community leaders, medical professionals, and NWKC supporters.</td>
</tr>
</tbody>
</table>

### When & Where

<table>
<thead>
<tr>
<th>EVENT NAME &amp; DESCRIPTION</th>
<th>WHEN &amp; WHERE</th>
<th>EVENT TYPE</th>
<th>AUDIENCE</th>
<th>COST</th>
<th>FUNDRAISING GOAL</th>
<th>PROCEEDS TO BENEFIT</th>
</tr>
</thead>
<tbody>
<tr>
<td>HopeBuilders Luncheon</td>
<td>Thursday, May 12, 2022</td>
<td>12pm - 12:45pm</td>
<td>Inspirational gathering</td>
<td>Free to attend; $150 per person suggested donation</td>
<td>$275,000</td>
<td>Patient programs and support services</td>
</tr>
<tr>
<td>Discovery Gala</td>
<td>Saturday, October 15, 2022</td>
<td>5:30pm - 10pm</td>
<td>Dinner, auction, entertainment, and dancing</td>
<td>$250 per ticket; $2,500 per table</td>
<td>$1,000,000</td>
<td>Kidney research and innovation</td>
</tr>
</tbody>
</table>

Puget Sound area business and community leaders, medical professionals, legacy partners, former patients, donors and volunteers.

National expanded reach for live broadcast.

National expanded reach for live broadcast.

Puget Sound area business and community leaders, medical professionals, legacy partners, former patients, donors and volunteers.
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 us with other leading companies to support people with kidney disease.

2021 Annual Events Sponsors

SIGNATURE

PRESENTING

PREMIER

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 Planicich
Vice President of Information Technology

2021 Discovery Gala Sponsors

PRESENTING

GOLD

PLATINUM

2021 HopeBuilders Sponsor

PLATINUM
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

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

*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.

For additional information, please contact Jacqui Weber at 206.720.8544 or Jacqui.Weber@nwkidney.org