February 23, 2019
Thousand Oaks
SPONSORSHIP PACKET
2018 Sold Out Mardi Gras Kidney Ball
EVENT FACTS

What/Where/When
The National Kidney Foundation of Michigan’s ninth annual Mardi Gras Kidney Ball will be held February 23, 2019 at Thousand Oaks Country Club in Grand Rapids. Cocktail hour begins at 6 p.m. followed by a fabulous dinner and dessert reception, as well as a silent auction, incredible entertainment and a spirited live auction.

Attendees
More than 400 guests are expected to attend including corporate sponsors, business, and philanthropic leaders.

Event Leadership
- Malisa Bryant, SVP, Sales and Distribution at Herman Miller Inc.
- Renal Associates of West Michigan, Gift of Life Award
- Brian and Melissa Gary, Beth Bowers Lifetime Achievement Award

Sponsorship Opportunities
Title Sponsor: $25,000
Masquerade Sponsor(s): $15,000
Big Easy Sponsor(s): $10,000
Bourbon Street Sponsors(s): $5,000
King Cake Sponsor(s): $3,000
French Quarter Sponsor(s): $1,000
Additional opportunities are also available for making donations to the Mardi Gras Kidney Ball Auction, purchasing an ad for the program book, or underwriting some of our award winning programs.

Event History
The Mardi Gras Kidney Ball has been called one of the most fun charity events in Grand Rapids! Since 2011, the gala has raised more than two million dollars to support our mission to prevent kidney disease and improve the quality of life for those living with it. Featuring remarkable support from Grand Rapids’ top executives and community leaders, the celebration continues to succeed in setting revenue records year after year.

Why Support Locally
In West Michigan, the National Kidney Foundation of Michigan provides more programs and services than dollars raised. Our programs such as: My Choice…My Health: Diabetes Prevention Program, Healthy Hair Starts with a Healthy Body, Dodge the Punch, and Regie’s Rainbow Adventure, have some of the highest success rates in the state of Michigan. With every dollar raised at our events, ninety cents goes back into our programs and is matched by three dollars from a federal grant. With your help, we will continue to prevent kidney disease and save lives right here in West Michigan.
HONORARY CHAIRS
AND EXECUTIVE COMMITTEE

2019 Honoray Chair
Malisa Bryant, Senior Vice President for Sales and Distribution, North America, Herman Miller

2019 Award Recipients
Brian and Melissa Gary - Beth Bowers Lifetime Achievement Award
Renal Associates of West Michigan - Gift of Life Award

Past Honorary Chairs
2018 David Hemmerlein, Larry Robson, M.D. and Julia Steinke, M.D.
2017 Mercy Health Saint Mary’s Transplant Team
2016 Michael DeJong, M.D., & R. Michael Hofmann, M.D.
2015 George Bailey
2014 David Mehney
2013 George Bailey and Dr. & Mrs. Dan Borreson
2012 George Bailey, Brian Gary, Larry Robson, M.D. and Mike Stevens
2011 John Canepa, Sam Cummings, Michael Jandernoa and Larry Robson, M.D.

Executive Committee Members
Justin Ayres
Owner, Grand Rapids Tech Computers

Kristina Ayres
Community Advocate

George B. Bailey III
First Senior Vice President & Director Middle Market Banking
Chemical Bank

Dan Borreson, M.D
Surgeon, West Michigan Surgical Specialist & Surgical Director, Mercy Health Saint Mary’s Transplant

Marcus Bradman
Director of Marketing and Promotions, Cumulus Broadcasting Company

Shawn Buckner
Northern Region Group Vice President, Meijer

Catherine Cooper
Senior Director Community Partnerships/Giving, Meijer

Brian Gary
Vice President of Logistics, Alliance Beverage Distributing

Doyle Hayes
CEO, Hayes Group

Michael Hofmann, M.D.
Nephrologist, Renal Associates of West Michigan

Kandi Jezak, RN, BS, CCM
Senior Clinical Program Manager, Priority Health

Malisa L. Bryant
Senior Vice President North American Sales & Distribution, Herman Miller

Jaclyn Mehney
Community Advocate

Jeffery Nauta, CFA, CFP, CAIA
Principal, Henrickson Nauta Wealth Advisors

Tim Nowak
Human Resources Shared Services Specialist, Meijer

Larry J. Robson, M.D.
Retired Vascular Surgeon

Katie Sawyer
Renal Associates of West Michigan

Julia Steinke, M.D., M.S.
Medical Director, Pediatric Kidney Transplant Program Helen DeVos Children’s Hospital

Kelly Summers
Clinical Services Manager, Mercy Health Saint Mary’s Kidney Transplant Center

Jennifer VanderPoel, Med, RDCS, RVT
Program Director Vascular Sonography, GVSU
2018 PAST MARDI GRAS KIDNEY BALL SPONSORS

Title Sponsor
Mercy Health Saint Mary’s

Masquerade Sponsors
Alliance Beverage Distributing
Brian and Melissa Gary
Meijer

Big Easy Sponsors
Metro Health University of Michigan Health
Renal Associates of West Michigan

Bourbon Street Sponsors
Anderson Global
Chemical Bank
Constellation Brands
Crowe Horwath
Miller Coors
Pepsi
Priority Health
Dr. Larry and Sally Robson
Spectrum Health
Skytron
Wolverine World Wide
West Michigan Surgical Specialists PLC

King Cake Sponsors
BDO
Currie Foundation
DaVita
DL Neu and Associates
DWH
Founders
Frito Lay
Global Concepts
GNS

Henrickson Nauta Wealth Advisors
Herman Miller Cares
Hershey
Hi-Lex
Lighthouse Group
Novo Nordisk
Pioneer Construction
Rutherford and Associates
University of Michigan Transplant
Warner Norcross & Judd

French Quarter Sponsors
Marty and Sue Allen
Karl and Patricia Betz
Robert and Val Bernecker
Robert and Karla Cuff
James and Harriet Engbers
Eenhorn
First National Bank
Gift of Life Michigan
Grand Valley State University
David and Shelia Hathaway
Dr. Charles R. and Margaret Henry
Dirk and Jone Hoffius
Scott Christopher Homes
Independent Bank
Janssen Pharma
Lumbermen's
Julie Mavis
Northwestern Mutual
Old National Bank
Schupan Recycling
Dr. Julia and Sean Steinke
Watermark Properties
History and Mission
Kidney disease is at the heart of our mission . . . to prevent kidney disease and improve the quality of life for those living with it. Because 70% of kidney disease can be prevented, we must also focus on the root causes which are obesity, diabetes and hypertension, to help people avoid this disease altogether.

Recent Accomplishments
Not all non-profits are created equal -- just ask Charity Navigator. This watchdog group tracks charities nationwide to help donors have a better understanding of the organizations they choose to support. Taking into consideration factors like a group's sources of revenue and its spending practices, Charity Navigator has given the NKFM 4 stars, its highest rating, for the past 11 years. This puts the NKFM in the top 1% of charities in the country. The NKFM is also proud to have a platinum rating from Guidestar.

Programs
Here are just a few of the programs we provide:

Adult Programs
My Choice...My Health: Diabetes Prevention Program- DPP helps those at high risk of developing type 2 diabetes adopt and maintain healthy lifestyles by eating healthier, increasing physical activity and losing a modest amount of weight in order to reduce their chances of developing the disease.

Healthy Hair Starts with a Healthy Body and Dodge the Punch Program – African American hair stylists and barbers educate their clients about diabetes, hypertension, chronic kidney disease and the importance of doctor visits, exercise, healthy eating, and smoking cessation.

Kid’s Programs
Regie’s Rainbow Adventure®- This program targets preschool children and is designed to increase knowledge regarding nutrition and physical activity in a creative way using the colors of the rainbow and a super hero named Regie.

Kids Camp- Kids Camp is a special week of laughter, games and outdoor fun designed for children ages 8-16 with chronic kidney disease or a transplant. These kids have their special needs met while enjoying an exciting summer camp adventure.

Patient Services
The Luann Scheppelmann-Eib Emergency Fund- This program assists people with chronic kidney disease (CKD) in times of financial crisis by providing $100 in assistance per person. The program serves more than 200 people each year.

The Prescription Drug Bank- The Drug Bank supplies prescription medication to people with kidney failure who are having trouble paying for their vital medication.

The Swartz/Ferriter Scholarships – The Swartz/Ferriter Scholarship program awards monetary scholarships to people with kidney failure for continuing education.
Title Sponsor - $25,000
Sponsorship entitles you to receive:

- Three VIP tables of 10 with premium stage seating.
- You and your guests will receive an invitation to the exclusive VIP Sponsor Pre-Event Reception, VIP check-in with a champagne welcome, personal concierge “table service,” premium wine and quick auction check-out.
- Your company will receive prominent signage throughout the event, live event appreciation, and two full page advertisements in the program book.
- Additionally, your company’s name will be mentioned during all media coverage prior to the event; with company logo and name in advertisements, press releases, printed materials, and the opportunity for a promotional radio interview.
- You will also receive premiere recognition on the Mardi Gras Kidney Ball website with a link to your company’s site and continuous play of your company’s name and logo on the video screens in the ballroom.
- Additionally, your company will be given the opportunity to play a two minute commercial during the program.

Masquerade Sponsor - $15,000
Your choice of the following exclusive sponsorships:

- SILENT AUCTION SPONSOR – Company name & logo will appear on all silent auction bid sheets as well as signage near the silent auction.
- LIVE AUCTION SPONSOR – Company name & logo displayed on bid paddles, auction booklets and on the live auction screen.
- BEVERAGE SPONSOR – Company name and logo displayed prominently as beverage sponsor of the event.

Sponsorship entitles you to receive:

- Two VIP tables of 10 with premium seating.
- You and your guests will receive an invitation to the exclusive VIP Sponsor Pre-Event Reception, VIP check-in with a champagne welcome, personal concierge “table service,” premium wine and quick auction check-out.
- In addition, your company will receive prominent signage at the corresponding area of sponsorship, live event appreciation, two full page advertisements in the program book, company name and logo on printed materials, mention in advertisements and the opportunity for a promotional radio interview.
- You will also receive premiere recognition on the Mardi Gras Kidney Ball website with a link to your company’s site and continuous play of your company’s name and logo on the video screens in the ballroom. Your company will also be given the opportunity to play a 30 second commercial during the program.
Mardi Gras
Saturday, February 23, 2019
SPONSORSHIP OPPORTUNITIES

BIG EASY SPONSOR - $10,000

Your choice of the following sponsorships:

☑ VIP AND COCKTAIL RECEPTION SPONSOR – Company name & logo will appear prominently throughout the VIP and cocktail reception area and on all VIP invitations.

☑ DINNER SPONSOR – Company name & logo printed on signs to be displayed on all dinner tables.

☑ PHOTO SPONSOR – Company name & logo printed on personal photos given to all guests.

☑ APERITIF SPONSOR – Company name & logo will appear on all bars, set up for after dinner beverages.

Sponsorship includes...

- One VIP table of 10 with preferred seating.
- You and your guests will receive an invitation to the exclusive VIP Sponsor Pre-Event Reception, a VIP check-in with a champagne welcome, personal concierge “table service,” premium wine, and quick auction check-out.
- In addition, your company will receive prominent signage at the corresponding area of sponsorship, live event appreciation, and one full page advertisement in the program book.
- You will also receive premier recognition on the Mardi Gras Kidney Ball website with a link to your company’s site and continuous play of your company’s name and logo on the video screens in the ballroom.

BOURBON STREET - $5,000

Sponsorship includes:

- One VIP table of 10, ½ page advertisement in the program book and continuous play of your company’s name and logo on the video screens in the ballroom.
- You and your guests will receive an invitation to the exclusive VIP Sponsor Pre-Event Reception, a VIP check-in with a champagne welcome, personal concierge “table service,” premium wine, and quick auction check-out.

KING CAKE - $3,000

Sponsorship includes a quarter page advertisement in the program book, continuous play of company name & logo on video screens in the ballroom and 6 tickets to the event at a table of 12.

FRENCH QUARTER - $1,000

Sponsorship includes a quarter page advertisement in the program book and two tickets to the event.
SPONSORSHIP CONTRACT

Sponsorship Level: ________________________________________ Amount Due: __________________________

I/We are unable to commit to a specific sponsor level.

However, I/we will make a donation of $_____________________________________________________________

Company Name: __________________________________________________________________________________

Contact Person: __________________________________________________________________________________

Address: ________________________________________________________________________________________

City: _____________________________________ State: _____________________________ Zip: ______________

Phone: ___________________________________ Fax: __________________________________________________

Email: __________________________________________________________________________________________

Signature: _______________________________________________________________________________________

Payment Options

☐ Check Enclosed - Payable to: National Kidney Foundation of Michigan
☐ Invoice Me
☐ Credit Card processing:
  • Online - www.nkfm.org/mardigras
  • Call the office - 616.458.9520

Please fill out sponsorship contract and mail, fax, or email to:
National Kidney Foundation of Michigan - Grand Rapids Branch
Attention: Jennifer Bovia
1345 Monroe ave. NW, Suite 140 | Grand Rapids, MI 49505
PHONE 616.458.9520 | FAX 616.458.9532
jbovia@nkfm.org

Thank you for supporting the National Kidney Foundation of Michigan!

The NKFM is a 501 (c)(3) not-for-profit, tax exempt organization. Our tax identification number is 38-1559941