

The Hope Affair 2022



THE HOPE AFFAIR is the American Kidney Fund's (AKF) signature national gala that raises awareness for kidney disease among the public, the media and national policymakers. The Hope Affair is a unique occasion that unites the entire renal community for one special evening to highlight the courageous patients we serve and the life-sustaining services we provide. Each year, more than 350 participants join AKF at The Hope Affair to honor three extraordinary individuals: The Hero of Hope, the KidneyNation Excellence Award recipient, and our Calendar Kid Cover Artist.

The Hope Affair 2022

Wednesday, October 19

National Portrait Gallery
Washington, D.C.

www.TheHopeAffair.org

2022 CORPORATE SPONSORSHIP OPPORTUNITIES

All proceeds support the programs and services of the American Kidney Fund.

Platinum Level \$150,000

- Up to four (4) tables of 10 at the gala (premium placement) with option to host honoree(s)/special guests
- Seating for one representative at head table
- Opportunity to speak on stage and present an award
- Photo opportunity with guest speaker/honorees
- Special recognition as platinum sponsor during event reception and gala program
- Welcome letter from corporate representative to be printed in event program
- Prominent listing and logo placement in gala program, all event materials and applicable event décor
- Full page electronic ad, displayed on screen at gala
- Full page printed ad in the program
- Company logo on the save the date
- Company logo on the invitation
- Company featured in two AKF social media posts
- Opportunity for company representative to share a 20 second recorded video message on AKF's social media prior to event
- Invitation to the sponsor reception
- Recognition in all press releases and media outreach, with opportunity for quote in press release
- Special recognition on AKF website with corporate logo (hyperlinked), e-news and annual report
- Access to discounted hotel room block, if commitment received by June 1

Diamond Level \$100,000

- Up to three (3) tables of 10 at the gala (premium placement) with option to host special guests
- Seating for one representative at head table
- Opportunity to present award during program
- Recognition from the reception podium as diamond sponsor
- Photo opportunity with guest speaker/honorees
- Full-page electronic ad, displayed on screen at gala
- Full-page printed ad in the program
- Company logo on the save the date
- Company logo on the invitation
- Company featured in two AKF social media posts
- Opportunity for company representative to share a 20 second recorded video message on AKF's social media prior to event
- Invitation to the sponsor reception
- Recognition in all press releases and media outreach
- Recognition on AKF website with corporate logo (hyperlinked), e-news and annual report
- Access to discounted hotel room block, if commitment received by June 1

Gold Level \$75,000

- Up to two (2) tables of 10 at the gala (premium placement)
- Seating for one representative at head table
- Opportunity to present award during program
- Recognition from the reception podium as gold sponsor
- Photo opportunity with guest speaker/honorees
- Full-page electronic ad, displayed on screen at gala
- Full-page printed ad in the program
- Company logo on the save the date
- Company logo on the invitation
- Company featured in two AKF social media posts
- Opportunity for company representative to share a 20 second recorded video message on AKF's social media prior to event
- Invitation to the sponsor reception
- Recognition in all press releases and media outreach
- Recognition on AKF website with corporate logo (hyperlinked), e-news and annual report
- Access to discounted hotel room block, if commitment received by June 1

Silver Level \$50,000

- Up to two (2) tables of 10 at the gala
- Silver recognition in gala program and on all event materials
- Full-page electronic ad, displayed on screen at gala
- Half-page printed ad in the program
- Company logo on the save the date
- Company logo on the invitation
- Company featured in two AKF social media posts
- Opportunity for company representative to share a 20 second recorded video message on AKF's social media prior to event
- Invitation to the sponsor reception
- Recognition on AKF website with corporate logo (hyperlinked), e-news and annual report
- Access to discounted hotel room block, if commitment received by June 1

Bronze Level \$25,000

- One (1) table of 10 at the gala
- Electronic recognition on screen at gala
- Company logo on the event save the date
- Company logo on the event invitation
- Half-page ad displayed on screen at the gala
- Half -page printed ad in the program
- Company featured in two AKF social media posts
- Opportunity for company representative to share a 20 second recorded video message on AKF's social media prior to event
- Invitation to the sponsor reception
- Recognition on The Hope Affair website with corporate logo (hyperlinked) and annual report

Teal Level \$15,000

- One (1) table of 10 at the gala
- Electronic recognition on screen at gala
- Company logo on the save the date
- Company logo on the invitation
- Half-page electronic ad, displayed on screen at gala
- Quarter-page printed ad in the program
- Company featured in two AKF social media posts
- Opportunity for company representative to share a 20 second recorded video message on AKF's social media prior to event
- Invitation to the sponsor reception
- Recognition on The Hope Affair website with corporate logo (hyperlinked) and annual report

Crystal Level \$10,000

- One (1) table of 10 at the gala
- Electronic recognition on screen at gala
- Company logo on the save the date
- Company logo on the invitation
- Quarter-page electronic ad, displayed on screen at gala
- Recognition on The Hope Affair website with corporate logo (hyperlinked)
- Listing in annual report

Turquoise Level \$5,000

- Five (5) tickets to the gala (half-table)
- Electronic recognition on screen at gala
- Listing in gala program
- Recognition on The Hope Affair website with corporate logo (hyperlinked)
- Listing in annual report

Circle of Friends \$3,000

- Two (2) VIP tickets to the gala
- Electronic recognition on screen at gala
- Listing in gala program
- Listing on The Hope Affair website and in annual report

VIP Ticket \$1,000

- Includes premium seating at gala
- Listing in gala program

General Ticket \$500

- Includes general seating at gala

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2022 CORPORATE SPONSORSHIP REGISTRATION

All proceeds support the programs and services of the American Kidney Fund.

SPONSORSHIP OR TICKET LEVEL

- | | | |
|---|--|--|
| <input type="checkbox"/> Platinum Level—\$150,000 | <input type="checkbox"/> Bronze Level—\$25,000 | <input type="checkbox"/> Circle of Friends—\$3,000 |
| <input type="checkbox"/> Diamond Level—\$100,000 | <input type="checkbox"/> Teal Level—\$15,000 | <input type="checkbox"/> VIP Ticket—\$1,000 |
| <input type="checkbox"/> Gold Level—\$75,000 | <input type="checkbox"/> Crystal Level—\$10,000 | |
| <input type="checkbox"/> Silver Level—\$50,000 | <input type="checkbox"/> Turquoise Level—\$5,000 | |

I cannot attend, but please accept my contribution of:

- | | | |
|--------------------------------|----------------------------------|---|
| <input type="checkbox"/> \$100 | <input type="checkbox"/> \$500 | <input type="checkbox"/> \$2,500 |
| <input type="checkbox"/> \$250 | <input type="checkbox"/> \$1,000 | <input type="checkbox"/> Other \$ _____ |

CONTACT INFORMATION

How would you like your name or company name to appear on materials? _____

Donor/Company Name: _____

Contact (if Corporate Sponsor): _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Telephone: _____

Solicited by: _____

Enclosed is my check for \$_____. Please make check payable to: American Kidney Fund

I prefer to pay by Credit Card: MasterCard Visa AmEx Discover

Credit Card #: _____ Exp. Date: _____

Cardholder Name: _____

Cardholder's Signature: _____

For more information, contact Megan Harbold at mharbold@kidneyfund.org or (240) 292-7067.

Please mail this form, along with payment, to the American Kidney Fund:

11921 Rockville Pike, Suite 300; Rockville, MD 20852

www.TheHopeAffair.org