



## National Kidney Foundation's 29th Annual San Francisco Authors Luncheon

The National Kidney Foundation's 29th Annual Authors Event is the largest literary event of its kind in the Bay Area. Featuring a dinner and luncheon, the event brings together those who are passionate about literature and saving lives through kidney disease research, advocacy, and education.

The Authors Luncheon welcomes nearly 1,000 guests annually from San Francisco's leading social, corporate, medical, and literary circles to celebrate a group of renowned, bestselling authors and their captivating stories. Attendees will have the opportunity to meet each author during book signing sessions.

The Authors VIP Cocktail and Dinner Party takes place the night before the Luncheon. This time-honored tradition is an exclusive opportunity for leading sponsors to enjoy an intimate dinner and conversation with featured authors before the next day's luncheon. Reservations are on a first come, first served basis, and offered to individuals and corporations sponsoring the event at \$5,000 and above.



*The National Kidney Foundation is the leading organization in the United States dedicated to the awareness, prevention, and treatment of kidney disease for hundreds of thousands of healthcare professionals, millions of patients and their families, and tens of millions of Americans at risk.*

### EVENT CHAIR

**Bob Ceccato**

*Senior Vice President and Customer Experience Leader for Pacific North Region  
Wells Fargo*

### EXECUTIVE LEADERSHIP CHAIR

**Chuck Columbus**

*Senior Vice President and Chief Human Resources Officer  
Kaiser Permanente*

### LITERARY PARTNER

**Book Passage**

*Corte Madera • San Francisco Ferry Building • Sausalito*

*Friday, November 3, 2017*

**Authors VIP Cocktail & Dinner Party**

*By Invitation Only*

*Saturday, November 4, 2017*

**29th Annual Authors Luncheon**

*Hilton San Francisco – Union Square*

10:00AM: Book Sales and Signing

12:00PM: Luncheon

12:30PM: Program and Authors Presentations

2:30PM: Book Sales and Signing

*Featured Authors to be announced soon!*



National Kidney Foundation™



## National Kidney Foundation's 29th Annual San Francisco Authors Luncheon

### Gold Sponsor - \$50,000

- Four (4) tables of ten (10) at the luncheon with priority seating and VIP author at each table
- Sixteen (16) tickets to the VIP Cocktail & Dinner Party, including seating with guest author at table
- One (1) full-page acknowledgment in event program
- Recognition at luncheon as Gold Sponsor
- Recognition as Gold Sponsor on Save the Date, Invitation, NKF website, and NKF e-newsletter
- Four (4) sets of autographed books
- Fifteen (15) complimentary tickets to *Let's Read!* at the San Francisco Zoo on Sunday, September 24, 2017

### Authors Circle Sponsor - \$25,000

- Three (3) tables of ten (10) at the luncheon with priority seating
- Eight (8) tickets to the VIP Cocktail & Dinner Party, including seating with guest author at table
- One (1) full-page acknowledgment in event program
- Recognition at luncheon as Authors Circle Sponsor
- Recognition as Authors Circle Sponsor on Save the Date, Invitation, NKF website, and NKF e-newsletter
- Three (3) sets of autographed books
- Ten (10) complimentary tickets to *Let's Read!* at the San Francisco Zoo on Sunday, September 24, 2017

### Silver Sponsor - \$15,000

- Two (2) tables of ten (10) at the luncheon with priority seating
- Four (4) tickets to the VIP Cocktail & Dinner Party (including seating with guest author at table)
- One (1) full-page acknowledgment in event program
- Recognition at luncheon as Silver Sponsor
- Logo recognition in NKF e-newsletter and on NKF website
- Two (2) sets of autographed books
- Five (5) complimentary tickets to *Let's Read!* at the San Francisco Zoo on Sunday, September 24, 2017

### Nobel Prize Sponsor - \$10,000

- One (1) table of ten (10) at the luncheon with priority seating
- Two (2) tickets to the VIP Cocktail & Dinner Party (including seating with guest author at table)
- One (1) full-page acknowledgment in event program
- Recognition at luncheon as Nobel Prize Sponsor
- Logo recognition in NKF e-newsletter and on NKF website
- One (1) set of autographed books
- Five (5) complimentary tickets to *Let's Read!* at the San Francisco Zoo on Sunday, September 24, 2017

### Pulitzer Prize Sponsor - \$5,000

- One (1) table of ten (10) at the luncheon with preferred seating
- Two (2) tickets to the VIP Cocktail & Dinner Party (including seating with guest author at table)
- One (1) half-page acknowledgment in event program
- Recognition at luncheon as Pulitzer Prize Sponsor
- Logo recognition in NKF e-newsletter and on NKF website

### Best Seller Sponsor - \$2,500

- One (1) table of ten (10) at the luncheon with preferred seating
- Recognition as Best Seller Sponsor in event program

### Early Readers Table - \$1,200 (*\$1,300 after September 1<sup>st</sup>*)

- One (1) assigned table of ten (10) at the luncheon – *Must be paid in one payment, cannot be combined individual seating tickets*
- Recognition as Readers Table Sponsor in event program

### Individual Seating - \$135



## Sponsorship and Table Reservations

### VIP Dinner and Authors Luncheon

- Gold Sponsor: \$50,000
- Authors Circle Sponsor: \$25,000
- Silver Sponsor: \$15,000
- Nobel Prize Sponsor: \$10,000
- Pulitzer Prize Sponsor: \$5,000

### Authors Luncheon Only

- Best Seller Sponsor: \$2,500
- Early Readers Table: \$1,200  
*\*Must be paid in one payment – cannot combine individual seating tickets  
Readers Table increases to \$1,300 September 1st*
- Individual Seating: \$135 x \_\_\_\_\_

NAME: \_\_\_\_\_

COMPANY (if applicable): \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY, STATE, ZIP: \_\_\_\_\_

E-MAIL (required): \_\_\_\_\_

PHONE (required): \_\_\_\_\_

*\*Listing an email address and phone number will allow us to contact you quickly should the need arise.*

### PAYMENT INFORMATION

- AMEX    MASTERCARD    VISA    CHECK (payable to *National Kidney Foundation*)

CARD #: \_\_\_\_\_

EXP. DATE: \_\_\_\_\_ / \_\_\_\_\_   Cardholder Name: \_\_\_\_\_

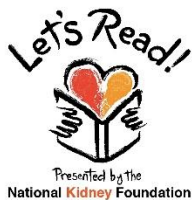
**NKF Tax I.D. #13-1673104**

Costs in excess of \$72 per person are a tax-deductible charitable contribution.  
*Priority seating is based on date of full purchase.*

**National Kidney Foundation**  
 c/o Authors Luncheon  
 717 Market Street, Suite 450  
 San Francisco, CA 94103  
 Fax: 415.543.3331  
[www.AuthorsLuncheonSF.org](http://www.AuthorsLuncheonSF.org)



To add guest names and for more information, please contact Brad Murdock  
(415) 543-3303 ext. 505 or [brad.murdock@kidney.org](mailto:brad.murdock@kidney.org)



## National Kidney Foundation's 2<sup>nd</sup> Annual *Let's Read!* at the San Francisco Zoo

*Let's Read!* is the Bay Area's next time-honored literature tradition. Families will mark their calendars each year for the National Kidney Foundation's signature children's book event.

Attendees will hear stories and anecdotes from 3 bestselling children's authors, with featured books from each author available to purchase throughout the day. Craft time is available before and after book readings, along with a healthy lunch, and a visit from the Zoo's small creature Animal Ambassadors. Following *Let's Read!*, enjoy an afternoon at the San Francisco Zoo and playground areas.

Proceeds raised support the National Kidney Foundation's mission to advance the awareness, prevention, and treatment of kidney disease, which makes *Let's Read!* not only a day of fun, but a day to build a healthier tomorrow for our little ones.



*Past Featured Authors  
Mac Barnett, Kathryn Otoshi  
& Christian Robinson*

**Sunday, September 24, 2017  
Great Hall – San Francisco Zoo  
10:00AM-1:00PM**

*Featured Authors to be announced soon!*

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**Group & Individual Tickets  
Available on Eventbrite  
<https://letsread2017.eventbrite.com>**

**Tickets: \$20**

*Price includes boxed lunch,  
free admission to the San Francisco Zoo,  
ride ticket & parking*

