16TH ANNUAL COUNTDOWN TO A CURE

NOV 12, 2020
5:30 TO 9:30 PM
PIER SIXTY, CHELSEA PIERS
NEW YORK, NY 10011

PAST HONOREES
JAY BADAME / JAMES C. MCKENNA / THEODORE S. HAMMER
MICHAEL LEVINE / ARIES MERRITT

Countdown to a Cure at the iconic Pier Sixty in New York City is the premier fundraising event for NephCure Kidney International. This glamorous evening will feature cocktails, a seated dinner, a thrilling live auction of exclusive items, and networking with 700 of New York’s leading businesses and philanthropists.

For 20 years, NephCure has been aggressively focused on funding research and uncovering the path to find a cure for FSGS, IgA Nephropathy, and other rare, degenerative kidney diseases. With 25 drugs now in development for these conditions, we are closer than ever to realizing our goal. Join us as we celebrate our 20th anniversary and help raise 1.2 million critical dollars so that we can put effective new treatments into the hands of our patients in the next 3-5 years.

TOGETHER WITH OUR DEDICATED SUPPORTERS, NEPHCURE IS COMMITTED TO FINDING THE CURE.

PLEASE JOIN OUR FIGHT: Donate or sponsor the event online at give.NephCure.org/CountdownNYC
### SPONSORSHIP LEVELS

<table>
<thead>
<tr>
<th>Level</th>
<th>Amount</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presenting Anniversary Partner</td>
<td>$100,000</td>
<td>Four (4) VIP Tables at Gala with company signage (10 seats per table)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Company logo projected onto large screens throughout the event, including cocktail hour</td>
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<td></td>
<td></td>
<td>Full Page, full-color ad printed in event journal</td>
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<td>Company logo prominently displayed as “Presenting Anniversary Sponsor” on all signage at the event</td>
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<td>Opportunity to provide company signage at event</td>
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<td>Recognition during live program</td>
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<td>Onstage speaking opportunity</td>
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<td>Company logo printed on event’s Step and Repeat background (logo and commitment must be received by 10/21/2020)</td>
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<tr>
<td></td>
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<td>Acknowledgement in the post-event highlight video</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Logo placement on 2020 NephCure Signature Event websites</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Logo on NephCure’s website homepage (12 months)</td>
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<tr>
<td></td>
<td></td>
<td>Special recognition in NephCure eNewsletter</td>
</tr>
<tr>
<td>Gold Partner</td>
<td>$50,000</td>
<td>Two (2) VIP Tables at Gala with company signage (10 seats per table)</td>
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<td>Logo on all event materials; includes premier placement on sponsorship signage and event website</td>
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<tr>
<td>Bronze Partner</td>
<td>$15,000</td>
<td>HERO TABLE</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$10,000</td>
</tr>
<tr>
<td>Silver Partner</td>
<td>$25,000</td>
<td>CHAMPION TABLE</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$6,000</td>
</tr>
</tbody>
</table>

### SPONSORSHIP BENEFITS

**Presenting Anniversary Partner**

*In celebration of NephCure’s 20th Anniversary*

$100,000

- Four (4) VIP Tables at Gala with company signage (10 seats per table)
- Company logo projected onto large screens throughout the event, including cocktail hour
  - Full Page, full-color ad printed in event journal
- Company logo prominently displayed as “Presenting Anniversary Sponsor” on all signage at the event
  - Opportunity to provide company signage at event
  - Recognition during live program
  - Onstage speaking opportunity
- Opportunity for naming rights on this year’s Honoree Award
- Opportunity for an on-stage company-representative photo with Honoree
- Company logo printed on event’s Step and Repeat background (logo and commitment must be received by 10/21/2020)
  - Acknowledgement in the post-event highlight video
  - Logo placement on 2020 NephCure Signature Event websites
  - Logo on NephCure’s website homepage (12 months)
  - Special recognition in NephCure eNewsletter

**Gold Partner**

$50,000

- Two (2) VIP Tables at Gala with company signage (10 seats per table)
- Company logo projected onto large screens throughout the event, including cocktail hour
  - Full Page, full-color ad printed in event journal
- Logo on all event materials; includes premier placement on sponsorship signage and event website
  - Opportunity to provide company signage at event
  - Recognition during live program
  - Acknowledgement in the post-event highlight video
  - Recognition in NephCure eNewsletter

**Please see additional sponsorship levels on next page**
SPONSORSHIP BENEFITS

SILVER PARTNER
$25,000
▶ One (1) VIP Table at Gala with company signage (10 seats per table)
▶ Company logo projected onto large screens throughout event program
   ▶ Full page, full-color ad printed in event journal
▶ Logo on all event materials; includes premier placement on sponsorship signage and event website
   ▶ Acknowledgement in the post-event highlight video
   ▶ Recognition in NephCure eNewsletter

BRONZE PARTNER
$15,000
▶ One (1) VIP Table at Gala with company signage (10 seats per table)
▶ Company logo projected onto large screens throughout event program
   ▶ Full page, full-color ad printed in event journal
▶ Logo on all event materials: to include sponsorship signage and event website

HERO TABLE
$10,000
▶ One (1) Preferred Table at Gala with company signage (10 seats per table)
▶ Company logo projected onto large screens throughout event program
   ▶ Half page, full-color ad printed in event journal
▶ Logo on event sponsorship signage and event website

CHAMPION TABLE
$6,000
▶ One (1) Table at Gala with company signage (10 seats per table)
▶ Company name projected onto large screens throughout event program
   ▶ Half page, full-color ad printed in event journal
   ▶ Company name featured on event website

FOR MORE INFORMATION, PLEASE VISIT:
give.NephCure.org/CountdownNYC
JOURNAL ADS ARE INCLUDED IN ALL SPONSORSHIP LEVELS

Full-color displays of custom ads and messages. Ads will be printed in the event journal distributed to more than 500 guests at the event.

FULL PAGE AD
$3,000

HALF PAGE AD
$1,800

AD SIZES

PLEASE NOTE: All ads should be in color and should fully fill the space specified. Please do not include any white/clear space to buffer your ad on the page.

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>WIDTH</th>
<th>HEIGHT</th>
<th>RESOLUTION</th>
<th>ORIENTATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE AD</td>
<td>5 inches</td>
<td>8 inches</td>
<td>300 dpi minimum</td>
<td>Portrait</td>
</tr>
<tr>
<td>HALF PAGE AD</td>
<td>5 inches</td>
<td>3.75 inches</td>
<td>300 dpi minimum</td>
<td>Landscape</td>
</tr>
</tbody>
</table>

ARTWORK SPECIFICATIONS

ADVERTISERS WHO WISH TO SUBMIT THEIR OWN ARTWORK

Follow the below guidelines. Ads that do not follow the guidelines will appear blurry on the screen and may not be used during the event. Acceptable file formats are JPEG, PNG, PDF, TIFF or EPS files.

PLEASE NOTE: Microsoft Word files are not an acceptable format for final ads.

- Resolution must be 300 dpi or greater
- Compression should be maximum
- Text should be no smaller than 9 points in size

IF YOU WOULD LIKE US TO DESIGN YOUR AD

Please send text and images prepared according to the below guidelines. PLEASE NOTE: Scanned documents are not acceptable for submission.

TEXT

- No more than 300 characters of text should be included in ad
- Microsoft Word documents or unformatted text in the body of an e-mail are acceptable

LOGO AND/OR PHOTOS

- Acceptable file formats are JPEG, PNG, or EPS files.
- Resolution should be no less than 300 dpi

ALL ADS ARE DUE BY OCTOBER 19, 2020

PLEASE SEND SUBMISSIONS TO: EVENTS@NEPHCURE.ORG

For more information about NephCure Kidney International or to inquire about sponsorship opportunities, please visit: give.NephCure.org/CountdownNYC or email events@NephCure.org.
PLEASE SELECT YOUR SPONSORSHIP LEVEL:

- $100,000 Presenting Anniversary Partner  
- $50,000 Gold Partner  
- $25,000 Silver Partner  
- $15,000 Bronze Partner  
- $10,000 Hero Table  
- $6,000 Champion Table

JOURNAL AD OPPORTUNITIES:

- $3,000: Full Page Ad  
- $1,800: Half Page Ad

CONTACT INFORMATION:

FULL NAME __________________________________________________________

COMPANY __________________________________________________________

ADDRESS __________________________________________________________

CITY __________________________ STATE _______ ZIP CODE ______________

EMAIL ____________________________________________________________

PHONE ____________________________________________________________

☐ I am unable to attend, but would like to support NephCure Kidney International with a gift of $ _______________

TOTAL (full amount to be charged): $ __________

PAYMENT (circle one):

- CHECK
- CREDIT CARD ONLINE
- CREDIT CARD BELOW

Please make checks payable to “NephCure Kidney International”
Pay by Credit Card at give.NephCure.org/CountdownNYC or below:

NAME ON CARD ______________________________________________________

☐ AMERICAN EXPRESS ☐ VISA ☐ MASTERCARD ☐ DISCOVER

CARD # ____________________________ EXP. DATE _______ SEC. CODE __________

SIGNATURE ________________________________________________________

MAIL TO: NephCure Kidney International, Countdown To A Cure NYC
150 South Warner Road, Suite 402, King of Prussia, PA 19406

For more information about sponsorships, please call 610.540.0186 ext. 19 or email events@NephCure.org

NephCure Kidney International is a 501(c)(3) non-profit organization; Federal Tax ID Number is 38-3569922