

2013

Inaugural Kidney Medical Mission Benefit



Music Festival and Silent Auction



***St Augustine Amphitheatre
Saturday August 3, 2013
6pm - 10pm***



Kijiji International
Touching every heart with love.

The mission of Kijiji International is to provide better quality dialysis care to under-served areas in Kenya.

Sponsorship Opportunities

What is the goal of this event?

- *Raise money to support Kijiji International's mission to sustain and support kidney dialysis clinics in Kenyan villages.*
- *Raise money to provide no-cost dialysis treatments to those patients who cannot afford this lifesaving treatment.*
- *To support the ultimate mission of future sustainability of dialysis care in Kenya.*

Who are we helping?

The over one million Kenyan people who are suffering from Chronic Kidney Disease.

Why should you get involved?

Aside from the obvious altruistic and humanistic reasons, each sponsor will gain access to a prime target audience and receive significant recognition for their support.

And this is important because...

- *78% of consumers are more likely to associate with companies who are involved with causes they care about.*
- *66% will switch brands to support causes they care about.*
- *84% believe that cause-related marketing creates a positive company image.*

From cone/Roper Survey on Cause-Related Marketing, Cone Communications, Boston

Questions?

Contact Martin Kabaki @ director@kijijiinternational.org or call (904) 544-1073

BACKGROUND

It is estimated that each year over 5,000 Kenyans progress to end stage renal failure and will require renal replacement therapy. Any chance of survival for these patients is regular dialysis treatment as kidney transplant procedures are not readily available. There is limited availability to receive dialysis treatment because they are very few dialysis clinics and a wide shortage of dialysis machines in Kenya. Hence, the long-term prognosis for these patients with developed end stage renal disease is not promising and the likelihood is that most will not survive.

Bridge of Life** is a US non-profit medical missions organization based in Denver, Colorado that is sponsored by DaVita, the leading provider of quality dialysis care in the US. The goal of **Bridge of Life** is to provide dialysis equipment and training in developing countries. **In 2012, Bridge of Life partnered with Kijiji International, a Florida nonprofit organization whose vision and mission is to help improve access to better quality dialysis care in Kenya especially in the underserved areas.

*Many people in Kenya today have diabetes and hypertension which if not treated well or not treated at all may cause kidney failure. It is very sad that in Kenya today, many people with kidney failure are dying unnecessarily every day just because they do not have access to or cannot afford to pay for dialysis sessions. Most dialysis patients have to travel from all over Kenya to go to the renal unit at Kenyatta National Hospital in the capital city Nairobi that is very congested and underequipped. **Thanks to Bridge of Life - DaVita Medical Missions, the dialysis machines, medical supplies and the water treatment unit have already been shipped to Kenya and the dialysis clinic is scheduled to open in August 2013 in the Kenyan town of Naivasha.***

***Kijiji International** is holding a benefit concert/fundraiser on August 3 at the St. Augustine Amphitheatre where all the funds raised will go towards supporting the medical mission to Kenya and purchasing the required medical supplies for the new clinic. To make a donation or for more information about Kijiji International, please visit www.kijijiinternational.org or call Martin at 904 554 1073*



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PLATINUM SPONSOR – \$10,000

As a **Platinum Sponsor** of the Kijiji International Medical Mission Benefit, your company will be associated with every aspect of the event's publicity, from your commitment date through the night of the event. Benefits include...

- Your company's logo will be featured as the presenting sponsor on the St Augustine Amphitheatre marque and website.
- Your company's logo will appear as the Platinum Sponsor on all posters, brochures, raffle tickets, and additional marketing collateral.
- Acknowledgement as a Platinum Sponsor in all press releases
- Special recognition in newsletters and e-releases of event partners
- The right to use the Kijiji International Inaugural Kidney Medical Mission benefit name and logos in your company's advertising and trade promotion for the purpose of event promotion.
- An opportunity to have an on-site booth to promote your company and to hand out goodie bags or materials.
- The right to hang up to 5 banners in highly visible locations the day of the event and any pre or post rallies.
- On-going acknowledgements throughout the day of the event by the Master of Ceremonies.
- Opportunity to speak at the event to highlight your company's involvement and support of Kijiji International.
- 25 Raffle Tickets

GOLD SPONSOR - \$5,000

As a **GOLD SPONSOR** of the Kijiji International Medical Mission Benefit, your company will receive the following benefits from your commitment date through the evening of the event...

- *Your company's logo will appear as a Gold Sponsor on all posters, brochures, and additional marketing collateral.*
- *Acknowledgement as a Gold Sponsor in all press releases*
- *An opportunity to have an on-site booth to promote your company and to hand out goodie bags or materials.*
- *The right to hang up to 3 banners in highly visible locations the day of the event and any pre or post rallies.*
- *On-going acknowledgements throughout the day of the event by the Master of Ceremonies.*
- *20 Raffle Tickets*

SILVER SPONSOR - \$ 3,000

- *Your company's logo will appear as a Silver Sponsor on all posters, brochures, and additional marketing collateral.*
- *An opportunity to have an on-site booth to promote your company and to hand out goodie bags or materials.*
- *The right to hang up to 2 banners in highly visible locations the day of the event and any pre or post rallies.*
- *On-going acknowledgements throughout the day of the event by the Master of Ceremonies.*
- *15 Raffle Tickets*

BRONZE SPONSOR - \$1,000

- *An opportunity to have an on-site booth to promote your company and to hand out goodie bags or materials.*
- *The right to hang up a banner in highly visible locations the day of the event and any pre or post rallies.*
- *On-going acknowledgements throughout the day of the event by the Master of Ceremonies.*
- *10 Raffle Tickets*

FRIEND OF Kijiji SPONSOR - \$150

- *An opportunity to promote your company and to hand out goodie bags or materials.*
- *Your company name or designated personal name to be included on a Friends of Kijiji banner displayed in a highly visible location the day of the event and any pre or post rallies*
- *5 Raffle Tickets*

Sponsorship Agreement

**Yes, I want to support the Kijiji International Kidney Medical Mission
at the St Augustine Amphitheatre on August 3, 2013**

_____ **Platinum Sponsor \$10,000**

_____ **Gold Sponsor \$5,000**

_____ **Silver Sponsor \$3,000**

_____ **Bronze Sponsor \$1,000**

_____ **Friend of Kijiji International \$150**

**Please note: We need a copy of your company logo. Please provide as vector
art or 300dpi jpg format to Martin Kabaki at: director@kijijiinternational.org**

Contact/Representative: _____

Company/Organization: _____

Address: _____

City/State: _____ **Zip Code:** _____

Phone: _____ **Email:** _____

Signature: _____ **Date:** _____

**Checks should be made payable to: Kijiji International. Tax Exempt
ID # 85-8012848467C-9**

**420 Twin Oaks Lane, Jacksonville, FL 32259
(904) 554-1073**

