



# Team Northern California

## 2010 U.S. Transplant Games

Dear Potential Sponsor,

Team NorCal is Northern California's representative to the U.S. Transplant Games in Madison, Wisconsin from July 30 to August 4, 2010. A program of the National Kidney Foundation of Northern California and Northern Nevada in partnership with the California Transplant Donor Network, this team of sixty organ transplant recipients and donor families will join 10,000 other participants and their families to compete in 37 athletic events representing 13 sports. Together they will celebrate the gift of life as well as bring attention to the dire need of increasing the availability of organ donation for transplantation.

We ask for your support to bring these transplant athletes and donor families to the Games.

Your sponsorship can bring you:

- Major national and local media coverage totaling over 120,000,000 media impressions. Last year, the Games was featured in NBC's Today Show, CNN, CBS's This Morning, and Sports Illustrated and scores of other magazines and major market TV, newspapers and radio stations.
- Exposure to 10,000 transplant recipients and their families, donor families, as well as professionals in the transplant and healthcare fields, both local and national.
- And the knowledge that not only would you help provide financial assistance to organ transplant recipients who are eternally grateful to be alive through the miracle of transplantation, but you also honor the donor families who have turned their personal tragedies into someone else's second chance in life.

Enclosed is a description on the benefits of each level of sponsorship as well as a form for you to show your support. We encourage you to participate as generously as you can.

For more information about our team, please visit our Web site at [www.teamnorcal.org](http://www.teamnorcal.org) For additional questions, please contact Co-Team Manager Belinda Sullivan or Transplant Athlete Ana Stenzel. We hope for your participation and look forward to working with you.

Warm regards,

Ana Stenzel  
Transplant Athlete  
[anana1872@yahoo.com](mailto:anana1872@yahoo.com)

Belinda Sullivan  
Co-Team Manager  
[brcsullivan@sbcglobal.net](mailto:brcsullivan@sbcglobal.net)  
510.589.9800



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## Sponsorship Benefits

Helping Team NorCal get to the 2010 U.S. Transplant Games has its benefits! Sponsorship offers local and national marketing opportunities at this widely-publicized event. Choose from one of the many ways you can participate:

### Bronze \$1,000

- Logo on Official Team NorCal T-shirt
- Logo on Team Web site
- Commemorative collage

### Silver \$3,000

- Bronze benefits plus
- Logo on banner used for all publicity events including the 2008 Transplant Games

### Gold \$5,000

- Silver benefits plus
- Mention in all publicity materials/events
- Team members to hold a "Donor Life Day" at your company's site

### Team Cup \$10,000

- Gold benefits plus
- Your company promoted as title sponsor of Team NorCal
- An invitation to join Team NorCal at the Games

**Team Booster Sponsorships** are also available. Friends and family can show their support for the team at the Game by pledging a gift of whatever amount under \$1,000. Donors will be mentioned in the National Kidney Foundation of Northern California newsletter feature of Team Northern California at the 2010 U.S. Transplant Games. Your gift, of whatever amount, helps the team.



National Kidney Foundation  
of NORTHERN CALIFORNIA & NORTHERN NEVADA



California  
Transplant  
Donor  
Network



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## Sponsorship Request

Yes, I would like to sponsor Team NorCal to participate in the 2010 U.S. Transplant Games on July 30- August 4, 2010 in Madison, Wisconsin.

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### Sponsorship Opportunities

(All include recognition during the event and at Bronze level up, a recognition plaque and team photo, name and/or logo on team shirts, NKF newsletter, website and banner. )

- Team \$10,000 (Gold benefits plus title sponsorship for Team NorCal)
- Gold \$ 5,000 (Silver benefits plus mention in all promotional materials/events)
- Silver \$ 3,000 (Bronze benefits plus logo on banner used for publicity events)
- Bronze \$ 1,000 (logo on Web site and T-shirt plus recognition plaque)
- Team Booster \_\_\_\_\_

Please write your tax-deductible check to:

**National Kidney Foundation of Northern California**

**Please Note in Memo Section: Team NorCal, 2008 TX Games**

Please send sponsorship checks to:

Team NorCal

National Kidney Foundation

131 Steuart Street, Ste. 250

San Francisco, CA 94105

For more information, please contact Co-Team Manager, Belinda Sullivan at (510) 589-9800 or email at [brcsullivan@sbcglobal.net](mailto:brcsullivan@sbcglobal.net).



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of NORTHERN CALIFORNIA & NORTHERN NEVADA



California  
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