



# 2018

## SPONSORSHIP GUIDE



Silicon Valley Pig Jig  
October 6, 2018

# OUR STORY



*Christian, 14 years old, a freshman at Bellarmine College Preparatory.*



*Christian, 6 years old, under treatment for a relapse and on high doses of Prednisone.*

Christian Jones was diagnosed with Nephrotic Syndrome when he was two years old. In 2010, after a serious relapse, his mom, Kara Jones, began a grassroots effort to raise money to find a cure by organizing the annual Bay Area NephCure Walk. Supported by a group of committed friends and other patient families, they have raised over \$575,000 with all proceeds benefiting NephCure Kidney International (NKI), the only organization committed to finding a cure for Nephrotic Syndrome.

## WHAT IS PIG JIG

Leveraging on the success of the Bay Area NephCure Walk, and with aspirations to take the Pig Jig nationally, NKI is proud to bring the event to the Silicon Valley. The Silicon Valley Pig Jig is modeled after the successful Tampa event with a similar flow of entertainment and activities. Corporate BBQ teams will compete in a tailgate-like atmosphere.

The Tampa Pig Jig ([www.tampapigjig.com](http://www.tampapigjig.com)) was founded in 2008, by a group of friends that rallied together in support of their dear friend who had lost his kidneys due to an aggressive form of Nephrotic Syndrome. What started as a simple backyard BBQ, the Tampa Pig Jig has grown into an annual waterfront blowout with great bands, delicious food, fun games and thousands of attendees raising over \$3,000,000, all benefiting NephCure Kidney International, a 501(c)3 organization.

# BBQ COMPETITION



The Silicon Valley Pig Jig Corporate BBQ Competition is an opportunity for Bay Area businesses to come together for a day of team-building and a friendly competition against other businesses. Teams may invite guests to join their cooking area (a BBQ Pit pass, or VIP ticket is required to gain entry into the BBQ Pit). Teams will compete in four categories (tri-tip, ribs, wild card and overall) to wow our celebrity judges and win bragging rights in the BBQ Pit.

“NephCure is so excited to help with expanding the Pig Jig to California! The national reach of this amazing event will do wonders for our patient community and propel us closer to treatments and a cure for Nephrotic Syndrome. Kudos to the Silicon Valley team for working with the Tampa crew to make this happen!”

**Jessica Martin, CEO**  
NephCure Kidney International

## LIVE MUSIC

The SVPJ will feature live music throughout the day. Ryan Scripps, featured on The Voice, and Big Daddy Rockers are already slated to perform. Partnering with KRTY, we are working to define the complete lineup of entertainment.

## KIDS ZONE

A free Kids Zone with multiple bounce houses, face painting and activities will keep the kids entertained, while parents enjoy the music, food, drink & comradery.



# PARTNERSHIPS: SJ GIANTS & KLIV | KRTY

The Silicon Valley Pig Jig will take place at the spacious and beautiful San Jose Municipal Stadium, home of the San Jose Giants.

The Silicon Valley Pig Jig is also pleased to partner with the Bay Area's renowned HOT Country Music stations KRTY and KLIV. With over 25 years as Country Music experts, they are the lifeblood to all the Bay Area's Country Music listeners and will provide on-air promotion for the event and will spotlight our Title and Gold Sponsors.



## OUR GOALS

ATTENDANCE: 2,000

DOLLARS RAISED: \$250,000

CORPORATE BBQ TEAMS: 40

SPONSORS: 150

“ The Tampa Pig Jig is thrilled to see the expansion of our event to the West Coast and look forward to an incredibly successful first annual Silicon Valley Pig Jig! ”

Ryan Reynolds,  
Tampa Pig Jig Committee Member



‘CUE UP A CURE

## FACTS

Kidney disease affects 31 million people in the United States.

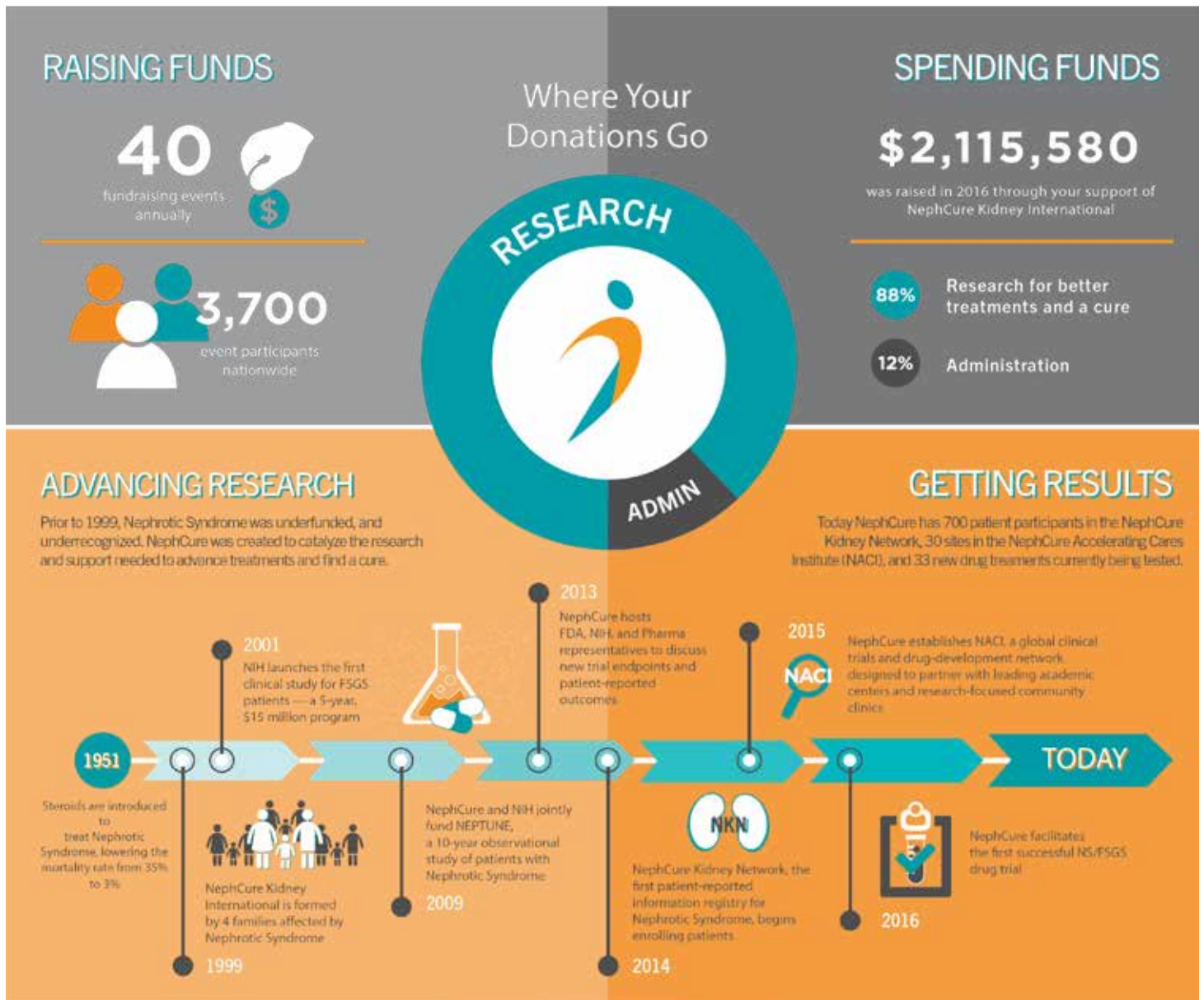
Nephrotic Syndrome (NS) attacks the kidneys causing them to shut down; there is no known cause and currently no cure.

FSGS, an aggressive form of NS, is the 2nd leading cause of kidney failure in children.

40-50% of NS patients are resistant to currently available drugs.

FSGS can lead to kidney failure, for which the only treatment options are dialysis or transplant.

# ABOUT NEPHCURE



For questions regarding sponsorship opportunities, or more information, please contact:

Kara Jones  
[siliconvalleypigjig@gmail.com](mailto:siliconvalleypigjig@gmail.com)  
[www.siliconvalleypigjig.com](http://www.siliconvalleypigjig.com)

# SPONSOR INFO

PRESENTING SPONSOR \$50,000

GOLD SPONSOR \$25,000

SILVER SPONSOR \$10,000

BRONZE SPONSOR \$5,000

BBQ BOOSTER SPONSOR \$2,500

BBQ BUDDY SPONSOR \$1,000

## NAMING RIGHTS OPPORTUNITIES:

### GOLD

VIP Tent, Judges' Tent, BBQ Pit, Main Bar

### SILVER

Signature Cup, Beer Garden, T-Shirt

### BRONZE

Koozie, Apron, Kids Zone, Ticket

*\*VIP All Access includes: Admission, BBQ Pit access, reserved viewing area near stage, access to VIP Tent with complimentary food and drink. \*\*BBQ Pit Pass includes: Admission, BBQ Pit access and complimentary drinks, while supplies last.*

SPONSORSHIP PACKAGE DETAILS	PRESENTING	GOLD	SILVER	BRONZE	BBQ BOOSTER	BBQ BUDDY
Sponsorship Dollar Level	\$50,000	\$25,000	\$10,000	\$5,000	\$2,500	\$1,000
Presenting Sponsor of Event	X					
Main Stage Signage	X					
Radio/News Mentions	X	X				
Name/Logo in Prominent Media Promos	X	X				
Gold Sponsor Naming Rights	X	X				
Silver Sponsor Naming Rights	X	X	X			
Bronze Sponsor Naming Rights	X	X	X	X		
Prominent Event Signage	X	X	X	X		
Company Logo & Link on Pig Jig Website	X	X	X	X		
Includes One BBQ Team in Competition	X	X	X	X	X	
Company Name Included on Website	X	X	X	X	X	
Number of VIP All-Access Passes	100	50	20	10	5	2
Number of BBQ Pit Passes	80	40	16	8	4	2





**NEPHCURE<sup>®</sup>**  
Kidney International



**THANK YOU FOR PARTNERING  
WITH NEPHCURE KIDNEY INTERNATIONAL!**

**CONTACT INFORMATION**

CONTACT NAME: \_\_\_\_\_  
 COMPANY NAME: \_\_\_\_\_  
 ADDRESS: \_\_\_\_\_  
 CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

**PARTNERSHIP LEVEL (PLEASE CIRCLE)**

- PRESENTING            \$50,000
- GOLD                    \$25,000
- SILVER                 \$10,000
- BRONZE                \$5,000
- BBQ BOOSTER        \$2,500
- BBQ BUDDY           \$1,000

**PAYMENT**

OUR CHECK IS ENCLOSED  
 PLEASE INVOICE US  
 CREDIT CARD:            VISA            MASTERCARD            AMEX            DISCOVER  
 CARD NUMBER: \_\_\_\_\_ EXP: \_\_\_\_\_ CVV: \_\_\_\_\_

Please scan and return the completed form and logo (.jpg) to [events@nephcure.org](mailto:events@nephcure.org).

Or mail hard copies to:

Kara Jones  
 1743 Sweetbriar Drive  
 San Jose, CA 95125

NephCure Kidney International is a registered non-profit (501c3) tax-exempt charitable organization.  
 EIN # 38-3569922