



# National **Kidney** Foundation

**Triathlon & Cook-Off**

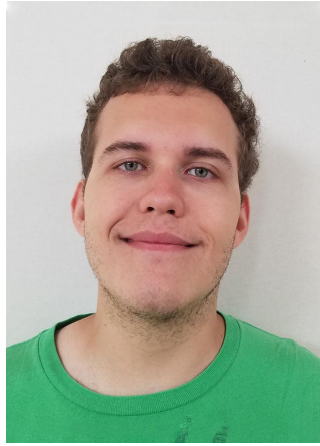
# Team Members



Julia Nelson  
Project Manager



Gavin Pan  
Operations SME



Adam Szyluk  
Finance SME



Christopher Paldino  
Marketing SME



Joseph Basile  
Logistics SME

# Our Plan

- ▶ National Kidney Foundation Local Chapter
- ▶ Family-friendly Triathlon
- ▶ Healthy Cook-Off
- ▶ Awareness & Community
  - ▶ Shortening the waiting list
- ▶ Promotes a healthy lifestyle
- ▶ Fundraise for patients & treatment



1 in 3 Americans are  
**at-risk for kidney  
disease.**



37 million people  
**have chronic  
kidney disease.**



660,000 people  
**live with kidney  
failure.**



100,000 people  
**are waiting for a  
kidney  
transplant.**

# Logistics

- ▶ Our team has to follow guidelines in order to use the Reservoir
  - ▶ SUP Application
  - ▶ Carry in/ Carry out Trash
- ▶ Usable structures already in place
  - ▶ Parking
  - ▶ Bathrooms supplemented by port-a-johns





# Safety

- ▶ Safety is top priority
  - ▶ Rentable EMS squad and services
  - ▶ Lifeguards to ensure no one drowns in water during triathlon or throughout the event
- ▶ Security is equally important
  - ▶ Through the SUP we will be getting assistance from SPS and SPP



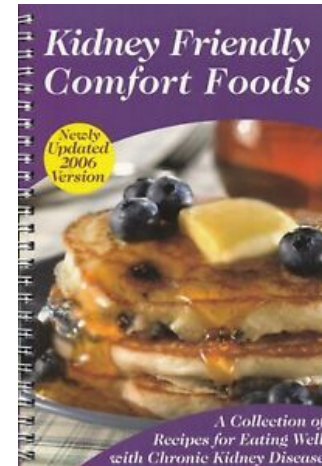
# Tri

▶ S  
▶ R  
▶ B



# Cook Off!

- ▶ 3 winners will be chosen from the online recipe contest and will compete against celebrity chef Aaron McCargo Jr.
- ▶ Each contestant will create 3 dishes, and will be judged by Katie Lee Joel and Joe Koenig

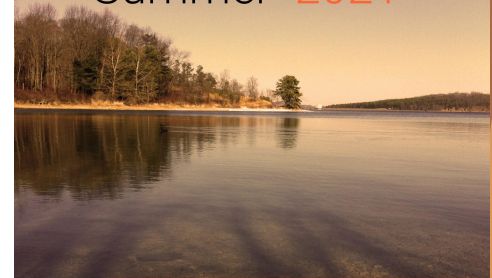




# Marketing

- ▶ Introduce event from the official NKF social media pages immediately
  - ▶ Give preliminary details, unveil website, event Instagram page
- ▶ Get #kidneycookoff trending with help of sponsors and celebrities (Sarah Hyland, Selena Gomez)
  - ▶ Coronavirus presents opportunity to get the hashtag trending and create some positivity and sense of community during such a difficult time
- ▶ Target demographic for triathlon: anyone in good physical shape connected to anyone who has had any experience with kidney disease/kidney transplant
- ▶ Radio/TV/Web ad campaign begins three months before the event
  - ▶ Hitting local radio stations during the optimal listening times (6am-9am, 3pm-6pm)
  - ▶ Targeted ads on Facebook

Add **Meaning**  
to Your Miles  
Summer **2021**

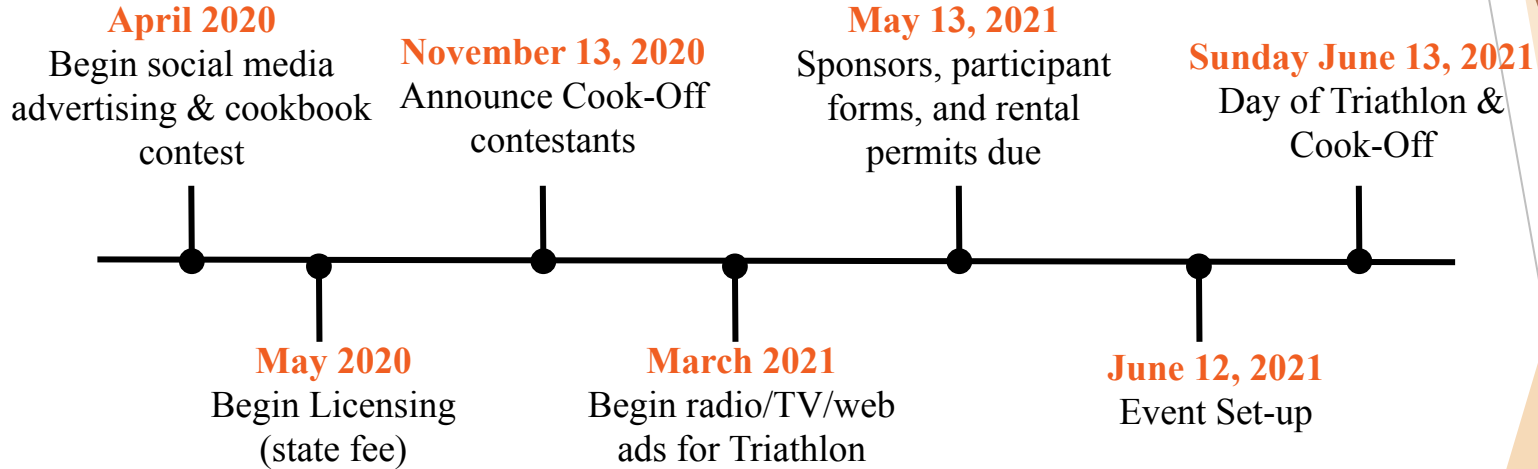


National Kidney Foundation Triathlon &  
Cook-Off at the Round Valley Reservoir.  
Learn more at [nkfevents.github.io](https://nkfevents.github.io)

**Website Demo**



# Timeline

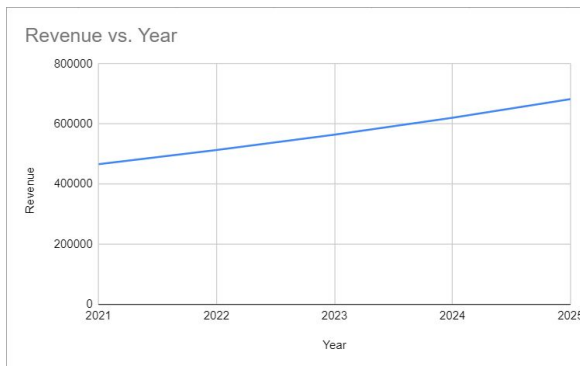


# Finance

Item	Cost	Revenue
Location	-465	0
Food	0	0
Staff (Lifeguards/EMT/Security)	-1595	0
Advertising	-12764.8	0
Paid Guests	-3000	0
Awards	-245	0
Souvenirs	-8300	14500
Cookbooks	-11283.5	49000
Renting Equipment (Bikes/Other)	-5495	0
Entry Fees	0	33000
Raffle	-950	4000
Donations	0	311000
Triathlon Participants	0	5000
Selena Gomez and Sarah Hyland	0	50000
Total		422401.7

## Main Strategies

- ▶ Donations, Donations, Donations
- ▶ Leveraging Celebrity Influence
- ▶ Buying in Bulk
- ▶ Buy Smart

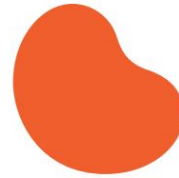


# In Summary

- ▶ Triathlon & Cook-Off / Cookbook
- ▶ Promote & Educate
- ▶ Community Support
- ▶ Help those affected by Kidney Disease



**Cook It!**



National  
Kidney  
Foundation®

**DONATE**

# Thank you!

- Julia Nelson (Project Manager)
- Christopher Paldino
- Joseph Basile
- Adam Szyluk
- Gavin Pan



**Triathlon &  
Cook-Off** 2021  
Family-Friendly | Healthy Living

## Questions?