



Sponsorship Opportunities

9th Annual Rady Children's Hospital
Family Walk at SeaWorld
presented by San Diego County Credit Union

Sunday, October 4, 2015
7:30 a.m.
Rose Marie Starns South Shores Park





Reasons to Sponsor

For more information about Rady Children's Hospital, please visit: www.rchsd.org



Make a difference in the life of a critically ill child – and have a whale of a time, too!

Rady Children's provides care to nearly 197,000 children through inpatient and outpatient care, hospital satellites and affiliated physicians throughout the county.

Every year, more than 20,000 surgeries, including 462 heart surgeries are performed.

Every month, there are approximately 93 trauma cases and last year there were more than 115,000 visits to the Sam and Rose Stein Emergency Care Center at Rady Children's.

Statistics show that both consumers and employees believe corporations should be involved in cause-related efforts.

Your sponsorship of this event will position you as a partner with San Diego's only Pediatric Hospital that cares for more than 88 percent of the region's children who require hospital based care.

Your sponsorship will also help build employee morale and company pride as well as retain and increase customer loyalty.

Read on to determine what sponsorship level best fits your goals and budget!

About the Event



2015 Event Quick Facts

Event: 9th Annual Rady Children's Hospital Family Walk at SeaWorld presented by San Diego County Credit Union

Date: Sunday, October 4, 2015

Time: 7:30 a.m.

Location: Rose Marie Starns South Shores Park (just east of SeaWorld)

Attendance: 5,000 + Walkers and friends

Walk Route: The walk will start outside of SeaWorld and take walkers on a scenic tour of both the grounds of SeaWorld and the meandering sidewalks of Mission Bay Park.

Event Details: A post-walk festival will feature exhibits, vendor booths, refreshments and family entertainment.

Sponsorship Liaison: Mindy Collins, Rady Children's Hospital Foundation, 858.966.8597 or mcollins@rchsd.org

Walk Info:
Rady Children's Foundation – 858.966.5988

For more information about the event, please visit:
www.radychildrenswalk.org



Ways to Help

\$35,000 Presenting Sponsor

EVENT MARKETING BENEFITS:

- Name/logo included in event logo
- Category exclusivity
- Logo prominent in any TV advertising (if available) and all print advertising
- Name mentioned in all event-related radio promotions (if available)
- Name in all press releases
- Opportunity to be promoted as an official pick up location for walk entry forms
- Opportunity to provide giveaways and speak at the team kick off events
- Logo prominent on:
 - 50,000 promotional postcards
 - Walk bib numbers
 - Official event website
 - Event participant T-shirts
 - 500 event posters
 - Event instruction sheets
- First right of refusal for 2016 Rady Children's Hospital Family Walk

HOSPITALITY BENEFITS:

- Eight (8) VIP parking passes for event day
- Twenty-four (24) complimentary passes
- Space for corporate hospitality/display

ONSITE EVENT BENEFITS:

- Prominent 20' x 20' booth space in the event expo on event day
- Prominent logo placement on "Thank You Sponsors" banner displayed on the finish line towers
- Prominent placement of supplied banners in the walk start/finish line area (maximum of 6)
- Verbal recognition by announcer/emcee throughout event

RADY CHILDREN'S HOSPITAL BENEFITS:

- Membership on the Miracle Makers Council
- Invitation to the Miracle Makers Celebration
- Listing in the Miracle Makers ad in The San Diego Union-Tribune Kids' NewsDay edition
- Invitation to the Rady Children's Hospital Annual Meeting
- One Silver Miracle Makers Gala Table (May/ June 2016)
 - Company name mention on gala invitation
 - Gold table corporate printed program recognition
 - Gold table corporate signage on your table
 - Audio/ Visual recognition during evening



Ways to Help

\$25,000 Platinum Sponsor

EVENT MARKETING BENEFITS:

- Category exclusivity
- Logo prominent in all print advertising
- Name in all press releases
- Opportunity to be promoted as an official pick up location for walk entry forms
- Opportunity to provide giveaways and speak at the team kick off events
- Logo prominent on:
 - 50,000 promotional postcards
 - Official event website
 - Event participant T-shirts
 - 500 event posters
 - Event instruction sheets
- First right of refusal for 2016 Rady Children's Family Walk

HOSPITALITY BENEFITS:

- Six (6) VIP parking passes for event day
- Twenty (20) complimentary passes
- Space for corporate hospitality/display

ONSITE EVENT BENEFITS:

- Prominent 20' x 20' booth space in the event expo on event day
- Prominent logo placement on "Thank You Sponsors" banner displayed on the finish line towers
- Prominent placement of supplied banners in the walk start/finish line area (maximum of 4)
- Verbal recognition by announcer/emcee throughout event

RADY CHILDREN'S HOSPITAL BENEFITS:

- Membership on the Miracle Makers Council
- Invitation to the Miracle Makers Celebration
- Listing in the Miracle Makers ad in The San Diego Union-Tribune Kids' NewsDay edition
- Invitation to the Rady Children's Hospital Annual Meeting
- Four (4) tickets to Miracle Makers Gala Table (May/June 2016)
 - Company name mention on gala invitation
 - Silver table corporate printed program recognition
 - Silver table corporate signage on your table
 - Audio/Visual recognition during evening



Ways to Help

\$10,000 Gold Sponsor

EVENT MARKETING BENEFITS:

- Opportunity to be promoted as an official pick up location for walk entry forms
- Logo prominent on:
 - 50,000 promotional postcards
 - Official event website
 - Event participant T-shirts
 - 500 event posters
 - Event instruction sheets

HOSPITALITY BENEFITS:

- Two (2) VIP parking passes for event day and twelve (12) complimentary passes

ONSITE EVENT BENEFITS:

- 10' x 10' booth space in the event expo on event day
- Logo placement on "Thank You Sponsors" banner displayed on finish line towers
- Placement of one (1) supplied banner in the walk start/finish line area
- Verbal recognition by announcer/emcee throughout event

RADY CHILDREN'S HOSPITAL BENEFITS:

- Membership on the Miracle Makers Council
- Listing in the Miracle Makers ad in The San Diego Union-Tribune Kids' NewsDay edition

\$5,000 Silver Sponsor

EVENT MARKETING BENEFITS:

- Opportunity to be promoted as an official pick up location for walk entry forms
- Logo prominent on:
 - 50,000 promotional postcards
 - Official event website
 - Event participant T-shirts
 - 500 event posters
 - Event instruction sheets

HOSPITALITY BENEFITS:

- Two (2) VIP parking passes for event day and eight (8) complimentary passes

ONSITE EVENT BENEFITS:

- 10' x 10' booth space in the event expo on event day
- Logo placement on "Thank You Sponsors" banner displayed on finish line towers
- Placement of one (1) supplied banner in the walk start/finish line area
- Verbal recognition by announcer/emcee throughout event

RADY CHILDREN'S HOSPITAL BENEFITS:

- Membership on the Miracle Makers Council
- Listing in the Miracle Makers ad in The San Diego Union-Tribune Kids' NewsDay edition
- Invitation to the Rady Children's Hospital Annual Meeting



Ways to Help

\$2,500 Bronze Sponsor

EVENT MARKETING BENEFITS:

- Opportunity to be promoted as an official pick up location for walk entry forms
- Logo prominent on:
 - Official event website
 - 500 event posters
 - Event instruction sheets

HOSPITALITY BENEFITS:

- Two (2) VIP parking passes for event day and four (4) complimentary passes

ONSITE EVENT BENEFITS:

- 10' x 10' booth space in the event expo on event day
- Logo placement on "Thank You Sponsors" banner displayed on finish line towers
- Placement of one (1) supplied banner in the walk start/finish line area
- Verbal recognition by announcer/emcee throughout event

Corporate/ Community Team Sponsor \$750 - \$4,500

Sponsor your employees, friends or family and make it easy for your team members to register online. Simply make a gift at one of the contribution levels below and we will issue you a **coupon code** to use when registering online in lieu of a credit or debit card.

TEAM SPONSOR CONTRIBUTION LEVELS:

Cost is based on Adult Early Bird Registration Fee of \$30:

x25	participants = \$750
x50	participants = \$1,500
x75	participants = \$2,250
x100	participants = \$3,000
x125	participants = \$3,750
x150	participants = \$4,500



For additional sponsorship information, please contact Mindy Collins at 858.966.8597 or mcollins@rchsd.org or Ryan Pocock at 858.966.7540 or rpocock@rchsd.org.

www.radychildrenswalk.org

SPONSOR BENEFITS QUICK GLANCE

	Presenting \$35,000	Platinum \$25,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500	Team Sponsor
Name/logo included in event logo	✓					
Logo on walk bib numbers	✓					
Logo included in any TV advertising (if available)	✓					
Name included in pre-event radio spots (if available)	✓					
Name in all press releases	✓	✓				
Space for corporate hospitality/display	✓	✓				
Category exclusivity	✓	✓				
First right of refusal for 2016 event	✓	✓				
Logo included in any print advertising	✓	✓				
Logo on event participant T-shirts	✓	✓	✓			
Logo on 50,000 promotional postcards	✓	✓	✓	✓		
Number of corporate banners in start/finish line area	6	4	2	2	2	
Logo on 500 event posters	✓	✓	✓	✓	✓	
Logo on event instruction sheets	✓	✓	✓	✓	✓	
Booth space provided event day in expo area	20'x20'	20'x20'	10'x10'	10'x10'	10'x10'	
VIP parking passes for event day	8	6	2	2	1	
Logo placement on "Thank you Sponsor" banners	✓	✓	✓	✓	✓	
Logo on Rady Children's Walk website	✓	✓	✓	✓	✓	
Verbal recognition by announcer during event	✓	✓	✓	✓	✓	✓
Complimentary walk entries	24	20	12	8	4	

Note: Some sponsorship benefits are time-sensitive and may not be available when you sign your contract.



2015 WALK SPONSOR CONTRACT

COMPANY INFORMATION:

Company Name: (Exactly how it should appear on all printed materials): _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Contact: _____ Title: _____

Day Phone: () _____ -- _____ Fax: () _____ -- _____

Email: _____ Federal Tax I.D. Number: _____

VALUE OF SPONSORSHIP:

1. Cash \$ _____

2. Gifts In-Kind (retail value) \$ _____

3. Media (retail value) \$ _____

Please attach a copy of appraisal if in-kind value exceeds \$1,000 and provide a description of product(s) and/or service(s).

Total Contribution \$ _____

PAYMENT OPTIONS:

Payment Enclosed. Please make check payable to Rady Children's Hospital Foundation.

Please invoice us for sponsorship amount due.

EMPLOYEE PARTICIPATION SUPPORT:

Are you interested in your company paying the entry fee for some/ all employees to participate in the walk?

YES NO If "Yes" we'll contact you to work out the details.

CONTRACT TERMS AND CONDITIONS:

1. The Rady Children's Hospital Family Walk at SeaWorld is an event of Rady Children's Hospital San Diego, a non-profit organization with 501(c)(3) tax status.
2. Failure to pay any portion of your contribution on or before the due date indicated on this contract or any invoice sent by Rady Children's shall result in a forfeiture of your sponsorship.
3. Sponsors are entitled to the rights and benefits associated with the sponsorship level chosen. Rady Children's and its agents reserve the right to make non-material modifications to those benefits if necessary.
4. Certain sponsorship benefits require information or input from sponsor. Failure to provide the information or input by the dates requested may result in a forfeiture of the associated benefits.
5. Rady Children's has the right, upon request, to require the sponsor to provide an independent appraisal of the value of certain In-kind donations prior to acceptance of such donations as credit towards your contribution.
6. Rady Children's is not responsible for damages that result from delays or postponements of the walk due to circumstances beyond its control.
7. Rady Children's reserves the right in its sole and absolute discretion to refuse a sponsorship from anyone or any organization that it believes is not in alignment with our core mission, vision and values.

Signature of Authorized Sponsoring Company Representative

Printed Name & Title

Date

INSTRUCTIONS:

Please complete and sign this Contract, fax a copy to 858.476.1882 or mail the original to: Mindy Collins, Rady Children's Hospital-San Diego, MC 5005, 3020 Children's Way, San Diego, CA 92123-4282

For questions regarding sponsorships or benefits, please call Mindy Collins at 858.966.8597 or email to mcollins@rchsd.org

Thank you! Your support is sincerely appreciated.