

## **Sponsorship Opportunities**

9<sup>th</sup> 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 regions 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:** 9<sup>th</sup> 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











## \$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:

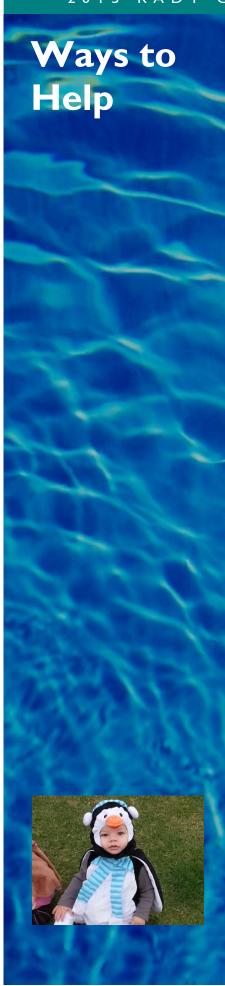
- Eight (8) VIP parking passes for event day
- Twenty-four (24) complimentary passes
- Space for corporate hospitality/display

#### 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
  - o Gold table corporate printed program recognition
  - Gold table corporate signage on your table
  - Audio/ Visual recognition during evening



## \$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:

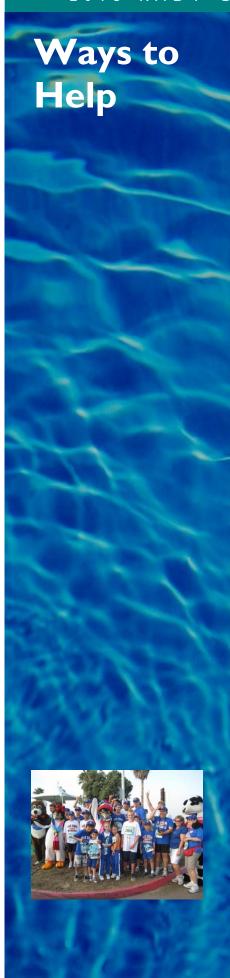
- Six (6) VIP parking passes for event day
- Twenty (20) complimentary passes
- Space for corporate hospitality/display

#### 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



## \$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 (I) 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:

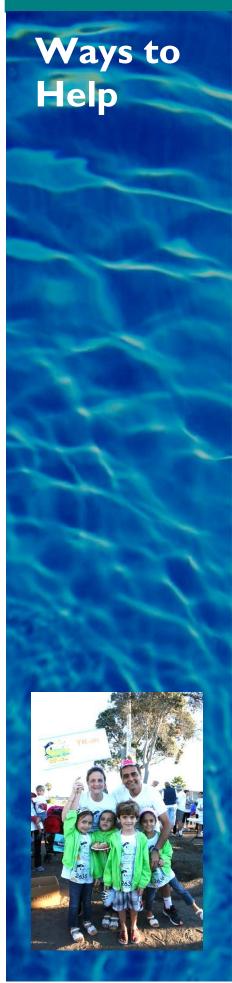
• Two (2) VIP parking passes for event day and eight (8) complimentary passes

#### 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 (I) 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



## \$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

 $\times 50$  participants = \$1,500

x75 participants = \$2,250

x100 participants = \$3,000

 $\times 125$  participants = \$3,750

 $\times 150$  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	<b>√</b>					
Logo on walk bib numbers	<b>✓</b>					
Logo included in any TV advertising (if available)	<b>✓</b>					
Name included in pre-event radio spots (if available)	<b>√</b>					
Name in all press releases	<b>√</b>	<b>√</b>				
Space for corporate hospitality/display	<b>√</b>	<b>√</b>				
Category exclusivity	<b>√</b>	<b>√</b>				
First right of refusal for 2016 event	<b>√</b>	<b>√</b>				
Logo included in any print advertising	<b>√</b>	<b>√</b>				
Logo on event participant T-shirts	<b>√</b>	<b>✓</b>	<b>✓</b>			
Logo on 50,000 promotional postcards	<b>√</b>	<b>✓</b>	<b>✓</b>	<b>√</b>		
Number of corporate banners in start/finish line area	6	4	2	2	2	
Logo on 500 event posters	<b>√</b>	<b>√</b>	<b>√</b>	<b>√</b>	<b>✓</b>	
Logo on event instruction sheets	<b>√</b>	<b>√</b>	<b>√</b>	<b>√</b>	<b>✓</b>	
Booth space provided event day in expo area	20'×20'	20'×20'	10'x10'	10'×10'	10'×10'	
VIP parking passes for event day	8	6	2	2	1	
Logo placement on "Thank you Sponsor" banners	<b>√</b>	<b>√</b>	<b>√</b>	<b>√</b>	<b>√</b>	
Logo on Rady Children's Walk website	<b>√</b>	<b>✓</b>	<b>√</b>	<b>√</b>	<b>√</b>	
Verbal recognition by announcer during event	<b>√</b>	<b>√</b>	<b>√</b>	<b>√</b>	<b>√</b>	<b>√</b>
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 print	ed materials):					
Street Address:							
City:		State:	Zip	Code:			
Contact:		Title:					
Day Phone: ( )		Fax: ( )	<del></del>				
Email:		Federal Tax I.D. Num					
VALUE OF SPONS	ORSHIP:						
I. Cash	\$						
2. Gifts In-Kind (retail value)	\$	ricase actach a copy of appraisal in in-kind value exceeds \$1,000 and					
3. Media (retail value)	\$						
<b>Total Contribution</b>	\$	<u> </u>					
Payment Enclosed. Please ma Please invoice us for sponsor		от о					
EMPLOYEE PARTI	CIPATION SU	JPPORT:					
Are you interested in your compa	any paying the entry fee fo	r some/ all employees	to participate in the walk?				
☐ YES ☐ NO If "Y	es" we'll contact you to	vork out the details.					
<ul> <li>tax status.</li> <li>2. Failure to pay any portion of your result in a forfeiture of your sp</li> <li>3. Sponsors are entitled to the rig make non-material modification</li> <li>4. Certain sponsorship benefits re result in a forfeiture of the asso</li> <li>5. Rady Children's has the right, uprior to acceptance of such do</li> <li>6. Rady Children's is not responsi</li> </ul>	amily Walk at SeaWorld our contribution on or be consorship. If the same benefits associated is to those benefits if necepture information or inpubicated benefits. If the properties in the same same same same same same same sam	s an event of Rady Ch fore the due date indic d with the sponsorshi essary. It from sponsor. Failur the sponsor to provide your contribution. It from delays or post	ated on this contract or any in blevel chosen. Rady Children' e to provide the information of an independent appraisal of the	non-profit organization with 501 ( c )3 nvoice sent by Rady Children's shall is and its agents reserve the right to or input by the dates requested may the value of certain In-kind donations circumstances beyond its control.			
	ng Company Representat	ve F	rinted 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.