



LIGHT THE WAY 2020 *Sponsorship* *Opportunities*

Rady Children's ***Light the Way*** is a beloved tradition in our community providing our partners a way to support the patients and medical staff who spend the holidays in the Hospital. Join us and our community at large in reminding these kids, families and front line heroes that they aren't alone.

Tell
Them
Yes.

Support Them Through
Rady Children's Hospital

LIGHT THE WAY 2020

While this pandemic year has demanded a reworking of everyone's plans, the need to support San Diego's sickest kids is as urgent as ever. Children hospitalized during the COVID-19 pandemic have been met with heightened risk of infection and feelings of isolation and anxiety that stem from visitation restrictions and social distancing.

These kids are used to hearing "No" because their healing requires it—but this year they're hearing it a little bit more.

The spirit of Light the Way is to *Tell Them Yes*—Yes, you can do hard things; Yes, there are still things to celebrate; Yes, you do deserve to just be a kid again.

Like many beloved traditions this year, our celebration will make a virtual pivot for the health and safety of our community. Your support helps us reimagine our annual in-person celebration so we can still bring holiday warmth and cheer to our patients, families and staff despite being unable to gather at the Hospital.

LIGHT THE WAY SPONSORSHIP OPPORTUNITIES

We have 505 reasons for you to *Tell Them Yes* this holiday season.

That's how many kids could be spending the night at Rady Children's Hospital on any given night during the holidays. All they ask is permission to be a kid, and the holidays can be the most difficult time of year for them to spend in the hospital. Through your sponsorship of Rady Children's Light the Way, you can remind them that they are not alone.

When you support Light the Way you are helping to ensure that San Diego's kids get the best care possible. This is a comprehensive engagement opportunity for you, your employees and your customers to invest in good health for today and tomorrow.

No matter your company size, we will help you build a meaningful program to connect with your constituents and support an important cause.

The last day to reserve your sponsorship is Tuesday, November 24.

Thank you in advance for joining us this year.

SPONSORSHIP LEVELS

We hope you will join us in making a child's holiday season brighter this year by generously sponsoring Light the Way at one of the following levels.

TELL THEM YES - \$15,000+

Our patients won't be waking in their own beds this holiday season, but with your lead sponsorship, you can send warmth and light into the rooms of patient families missing their homes during the holidays.

- Say goodnight to our kids and families during the celebration's live broadcast
- Receive recognition during the live broadcast and on our event webpage
- Participate in our Show Your Support program for staff and patients (details below)
- Receive a personalized video montage to share with your employees after the event

BUILD THE MAGIC - \$10,000

Help us create some magic for their early risings and long evenings in the Hospital. This sponsorship level supports our parade of lights, interactive holiday tree and flashlight exchange led by Rady Children's staff.

- Receive recognition on live broadcast in patient rooms and on our event webpage
- Participate in our Show Your Support program for staff and patients (details below)
- Receive a video montage to share with your employees after the event

SUPPORT OUR STAFF - \$5,000

Our staff and caregivers have worked tirelessly during the pandemic. Select a Hospital department and provide our staff with a holiday treat as a show of support.

- Receive recognition on our event webpage
- Send a personal thank you note during staff meal distribution
- Participate in our Show Your Support program for staff and patients (details below)

HEAL THROUGH HOPE - \$2,500

Give to our Greatest Needs Fund this holiday season and let our patients know they are not alone. In addition to participation in our Show Your Support program for staff and patients (details below), your sponsorship provides the means for:

- Care for every child in need regardless of their ability to pay
- Investment in research and technology to provide better treatment solutions today and cures for future generations
- A healing environment because caring for a sick or injured child goes beyond excellent medical care

SHOW YOUR SUPPORT TOOLKIT

We want to work with you to create a robust, customized employee engagement plan that finds meaningful and safe ways to connect your employees to this worthy cause. Your sponsorship will enable us to work with you 1:1 to create and activate a plan that fits your company's needs.

Since many of our patients and their families are on social media, below are a few ways we will work with you to shower them with fun, creative photos and videos to remind them they aren't alone despite COVID-19 restrictions.

Be sure to post with tags @RadyChildrens, #LighttheWay and #TellThemYes. Select entries will be included in our patient room broadcast; for consideration, email your photos and videos to foundationevents@rchsd.org.

Dance Montage

Dance, do a cover or lip-sync and get unique with your own rendition of a favorite holiday song. Be sure to email your video to foundationevents@rchsd.org to help us build our dance video montage which we'll broadcast to patient rooms during our Light the Way celebration.

Shine Your Light

Decorate your houses, yards or trees on behalf of our kids. Then snap a picture and post it with a personal call to action.

This holiday season, I #LighttheWay for kids @RadyChildrens because _____. You can help #TellThemYes with a gift today at radyfoundation.org/ltw.

Snowflake Showers

Ask your employees to print out our customizable sponsor sign to place on their window sills, doors, mailboxes or cars as a sign of support. Take it a step further and create a craft display with your family to share how you Light the Way for kids at Rady Children's this holiday season.

Start a Fundraiser

A tangible way to make a difference this holiday season is to invite your friends and family to create a fundraiser on our Light the Way website. It's easy, secure and a great way to rally your circles for the kids. Visit radyfoundation.org/ltw to get started, make a gift yourself or simply spread the word!

CONTACT INFORMATION

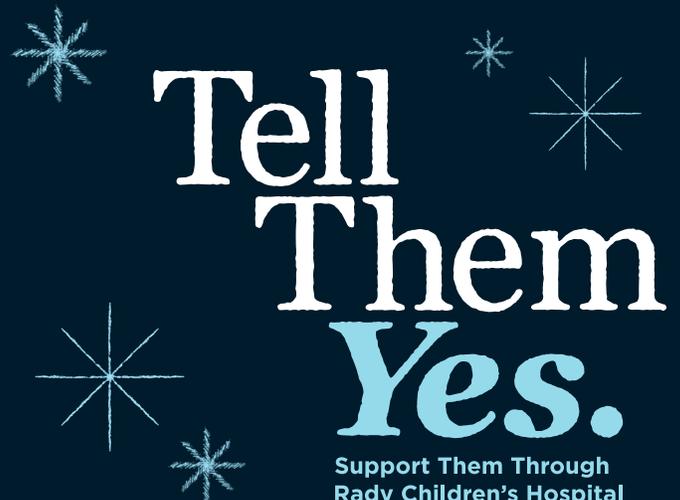
To reserve your sponsorship or with any questions, please contact Casey Birkdale.
CBirkdale@rchsd.org | 617-680-2286

For the health care heroes who give their all every day. For the premature baby who can't wait for the curve to flatten. For the young patient with cancer who needs treatment before the economy bounces back. For the healthy futures made possible by the action we take today.

Who do you Light the Way for?

THANK YOU FOR JOINING US.

#LighttheWay #TellThemYes



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