



Rady
Children's
WILD
Walkabout



SPONSORSHIP
Opportunities

April 14, 2024
at the San Diego Zoo

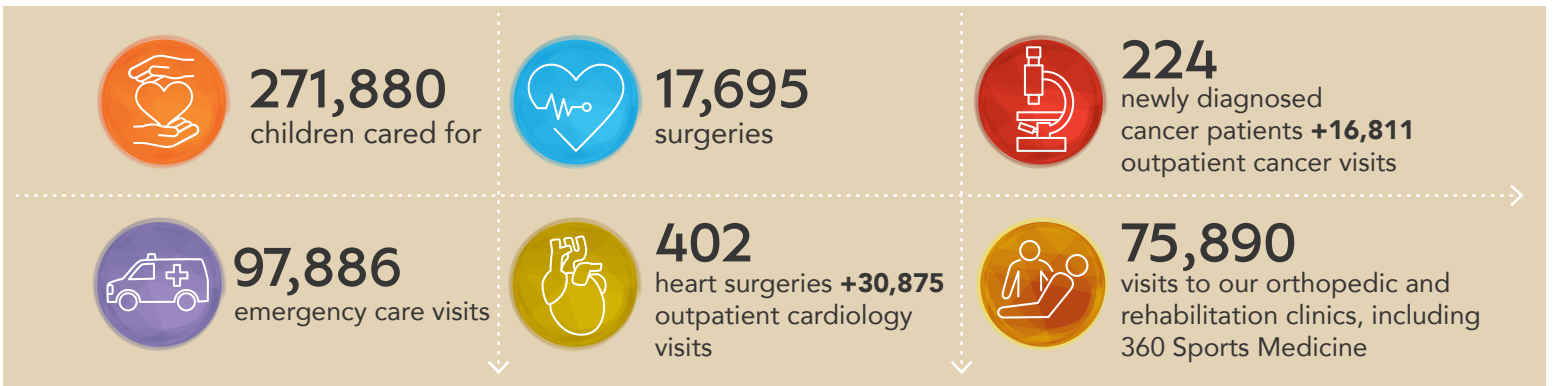


Delivering Best-in-Class Pediatric Medicine to Ensure San Diego Children Reach Their Full Potential

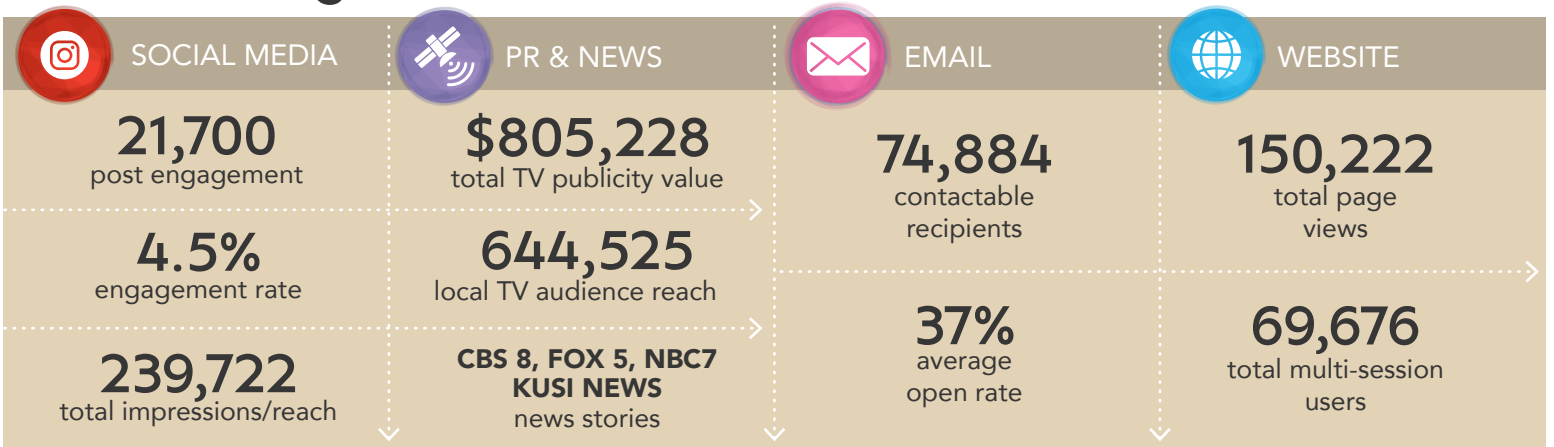
As one of the top 10 children's hospitals in the nation and largest on the West Coast, Rady Children's provides the most advanced treatment and comprehensive care to every family who turns to us in their time of need—regardless of their ability to pay. Our leading programs and specialties save lives and brighten futures for children throughout the region and beyond.



Impact by the Numbers



Marketing Reach



*The San Diego Zoo is one of the most renowned in the world—bringing additional value to your sponsorship and elevation to your brand through connection to this world-famous cultural institution. All figures reflect fiscal year 2023.



Help Expand Programs

Enhancing Care for the Whole Child

The best pediatric care combines clinical excellence and compassionate support. Your partnership will help elevate Rady Children's Patient Experience Program, which brings comfort and hope to patients and families through programs and services promoting their physical, emotional and social well-being. Here are the areas you can strengthen to make a meaningful difference:

Professional Canine Therapy – Rady Children's current Canine Therapy program is small, solely volunteer-based and limited in visit frequency. A professional and robust program with trained therapy dogs and clinically trained staff will provide reliable access for our patients and put us on par with other major children's hospitals.

Access to Books & Education Program – To support the whole child, our goal is to provide our patients with ongoing books and educational offerings during long stays in the hospital and beyond. This includes reading spaces, books for children to take home and subscriptions for kids in need.

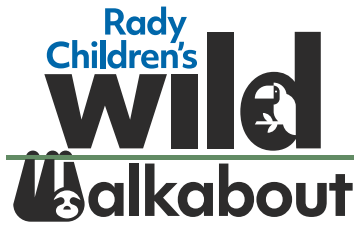
Gaming & Entertainment Program – The need for updated technology enabling young patients to enjoy appropriate bedside entertainment—including smart TVs, iPads, virtual reality options and more—is immediate. Curated programming and safe, friendly content will be achieved by hiring a gaming specialist to engage with patients and maintain equipment.

Child Life Services – Child Life Specialists (CLS) help patients and their families navigate their hospital stay, prepare for upcoming procedures and explain things in a way that is age-appropriate. Rady Children's currently has 18 CLS, while other children's hospitals of comparable size have an average of 50. The addition of these critically important staff members will enable their expertise to benefit patient families, as well as increasing availability of their support on nights and weekends.

Art Therapy – Full-time, clinically trained staff and consistent access to art therapy throughout the hospital is needed to help relieve children's stress and anxiety while undergoing treatment. High-quality supplies and equipment such as a mobile 'Art Cart' will give kids more creative opportunities and therapeutic benefits.

Music Therapy Program – Our Music Therapy program is vitally important to promoting physical and emotional well-being, decreasing stress and fostering healthy development. The current part-time, volunteer-led program will be elevated to offer regular music programming directed by a full-time staff.

Family Support Center – To keep pace with hospital growth, the establishment of a Family Support Center is a top priority. The center will offer resources like language translation services, a business center, food services, and everyday items such as phone chargers, clothes and toiletries. It will also include fully equipped showers and a lounge for families needing to stay as well as referrals to community resources for those unfamiliar with the area.



Sponsorship Opportunities

The inaugural **Rady Children's Wild Walkabout** at the San Diego Zoo is an exclusive experience that takes kids and their families on a one-of-a-kind journey filled with excitement, education and entertainment. From captivating animal encounters to hands-on activities to inspiring celebrations, every moment is crafted to make this day truly extraordinary for kids. Feature your company through shared content, storytelling, volunteer engagement and participation alongside the kids who will benefit from your generosity. 100% of your Wild Walkabout sponsorship dollars will sustain and expand our Patient Experience Program.

1. Presenting Sponsor: \$100,000

1 available, see full benefits on page 5.

Exclusive opportunity to be recognized in the community at the Rady Children's Wild Walkabout at the San Diego Zoo, presented by your company! Our magical journey will include 1,500 expected attendees. Your brand will receive extensive media coverage and widespread visibility on social media before, during and after the event, and an executive media event day speaking opportunity—all benefiting Rady Children's Patient Experience Program.

2. Event Experience Sponsor: \$15,000

7 available, see full benefits on page 5.

Exclusive opportunity to be recognized during a special activation where participants experience the Zoo in a controlled educational environment and learn about Rady Children's Patient Experience Programs, as well as additional visibility and opportunity for volunteers at the base camp celebration.

3. Beneficiary Sponsor: \$5,000

Unlimited availability, see full benefits on page 5.

You can be a part of Rady Children's Wild Walkabout at San Diego Zoo and have your company logo included in various event marketing materials, as well as using Rady Children's benefiting logo.



Event Experience Sponsor: \$15,000

Available activations on the Wild Walkabout that can be designed for greatest impact:



PAW-SOME FACE PAINTING SPONSOR highlighting Professional Canine Therapy

Support a vibrant, creative space for face paint artists to transform kids into their favorite animals. Your company can integrate interactive elements—such as branded stencils or temporary tattoos—into the experience to promote additional engagement.



BUG ENCOUNTERS SPONSOR highlighting Access to Books and Education

Inspire curiosity and appreciation through your support of an interactive, hands-on educational encounter featuring a variety of fascinating insects. Integrate your company brand into educational materials, pamphlets or brochures about insect conservation and biodiversity.



SELFIE ZONE SPONSOR highlighting Gaming and Entertainment

Help create unforgettable memories with a photo booth zone perfect for selfies, filled with jungle scenes and animal cutouts. Provide fun customized themed elements that showcase and complement your brand.



WATER HYDRATION HUB SPONSOR highlighting Child Life Services

Promote participants' well-being after their magical journey through the zoo with a refreshing pit stop. Your company can ensure they have cool, filtered water to enjoy in branded, reusable water bottles at this important station.



WILDLIFE CRAFT CORNER SPONSOR highlighting Art Therapy

Ignite kids' creativity and channel their imaginations by supporting art and craft activities inspired by the vibrant wildlife found at the San Diego Zoo. Integrate company branding into themed materials and supplies that align with your products, services or messaging.



FLAMINGO FINISH SPONSOR highlighting Music Therapy

Encourage walkers across the finish line with exciting celebratory drum music performed by our dynamic Healing Arts team, presented by your company.



SAFARI SNACK BAR SPONSOR highlighting Family Support Center

Fuel hungry adventurers and their families with a variety of tasty treats. Introduce customized or themed snack offerings that align with your brand.

2024 Wild Walkabout Sponsorship Opportunities	PRESENTING SPONSOR	EVENT EXPERIENCE SPONSOR	BENEFICIARY SPONSOR
	\$100,000	\$15,000	\$5,000
Presenting Sponsor of Rady's Children's Wild Walkabout: 1 available			
Company name/logo included in overall event title on all route lanyard passports, welcome area, promotional pieces, website, social media, press release and media mentions, i.e., Rady Children's Wild Walkabout presented by your name/logo	✓		
Event Experience Sponsor: 7 available			
Paw-some Face Painting (highlighting Professional Canine Therapy) Creative space where skilled artists transform kids' faces into their favorite animals.		✓	
Bug Encounters (highlighting Access to Books & Education) Interactive and educational area where visitors get up close and personal with insects.		✓	
Selfie Zone (highlighting Gaming & Entertainment) Capture fun and memorable moments in the animal-themed photo booth.		✓	
Water Hydration Hub (highlighting Child Life) Water station for visitors needing to hydrate at the event.		✓	
Wildlife Craft Corner (highlighting Art Therapy) Hands-on arts and crafts activities for participants.		✓	
Flamingo Finish (highlighting Music Therapy) Celebratory drum music performances encouraging walkers across finish line.		✓	
Safari Snack Bar (highlighting Family Support Center) Healthy snacks for participants to enjoy and educational tidbits on how Rady Children's cares for families.		✓	
Beneficiary Sponsor			
Company logo included in various event touchpoints and use of Rady Children's benefiting logo.			✓
Recognition, Marketing + Event Benefits			
Executive media speaking opportunity at Rady Children's Wild Walkabout	✓		
Company name/logo co-branded in a Rady Children's Wild Walkabout impact video that you can share on social media, with your employees, customers, clients and more!	✓		
Company name/logo onsite + included with all promo, social and media mentions	✓	✓	
Co-branded social media post on agreed-upon channel for best exposure (LinkedIn, IG/Stories, Facebook, X)	✓	✓	
Volunteer opportunities for employees	15	10	
Tickets to day-of event	100	20	2
Company name/logo included on Rady Children's Wild Walkabout website, public promotions, press release and in appreciation ad in Healthy Kids Summer 2024 issue going to more than 100,000 households plus a large digital reach	✓	✓	✓
Use of Rady Children's benefiting logo and marketing toolkit	✓	✓	✓
Large check presentation in front of the hospital	✓	✓	✓

Sponsor Commitment Form

Thank you for brightening children's futures!

Presenting Sponsor \$100,000

Event Experience Sponsor \$15,000

Beneficiary Sponsor \$5,000

Circle One:

- Paw-some Face Painting
- Bug Encounters
- Selfie Zone
- Water Hydration Hub
- Wildlife Craft Corner
- Flamingo Finish
- Safari Snack Bar

Sponsor-Level Total

\$

Contribution

\$

Grand Total

\$

I am unable to attend this year but would like to make a contribution.

Contact Information

Primary Contact

Phone

E-mail

Signature

Payment Method Preferred

Please provide an invoice

Check coming from _____ (payable to Rady Children's Hospital Foundation)

Please have someone call to get card information

Name _____ Phone _____

ACH - Contact donorservices@rchsd.org

Donor Advised Fund - Contact giftplanning@rchsd.org



Return Your Completed Commitment Form To:

Rady Children's Hospital Foundation
Attn: Cassie Scott, Director of Philanthropy
3020 Children's Way MC 5164, San Diego, CA 92123

Contact:

Cassie Scott cscott2@rchsd.org | 808-738-6353

*By signing this document, you are agreeing to deliver payment on or before April 1, 2024

Rady
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wild
talkabout

