



**Saturday, May 16, 2020 • Virtual Event**

## A Virtual Event to Support Children's Health

Children's Hospital Los Angeles' Walk and Play L.A. is a family-friendly community event that celebrates and supports the health of children in Los Angeles, while uniting the robust Los Angeles sports community. In response to COVID-19 and in consideration of the health and safety of our participants, volunteers and staff, this year Walk and Play L.A. will be a virtual event hosted on Facebook Live.

Now more than ever, our everyday heroes—our patients and frontline staff—need your support. Funds raised through Walk and Play L.A. assist CHLA in fulfilling our mission of creating hope and building healthier futures for all our patients.

## Corporate Partnership Opportunities

### Start a Team

- Engage your employees with their family and friends to make a difference in the health of children by forming a corporate team.
- Encourage your employees to fundraise and offer to match the dollars raised.
- Passionate about a specific area of the hospital? You can direct the funds raised by your team to go there.

### Be an Event Sponsor

This event gives corporations an opportunity to partner with Children's Hospital Los Angeles and raise awareness of their brand among attendees.

- Engage with a captive audience, including:
  - Patient families and their community supporters
  - Influencers from the sports and entertainment world
  - CHLA staff, including: executives, clinicians, physicians, nurse practitioners and research scientists who are leaders in their fields nationally and internationally
- Align with a world-renowned pediatric academic medical center

Sponsorship funding directly supports the hospital's Children's Fund, which ensures that all patients at Children's Hospital Los Angeles can receive the critical, lifesaving care they need. More children are cared for by CHLA than any other hospital in the region, and approximately 70% of our patients have government insurance, which does not reimburse the hospital for the full cost of CHLA's specialized care. The generous support from philanthropic partners ensures our institution can continue providing compassionate care to every child who walks through our doors.

# Sponsorship Levels

## Hall of Fame Sponsor (Presenting Partner) - \$50,000

### Event benefits:

- Inclusion on Sponsor End Card at conclusion of live stream
- Ability to showcase commercials, promo videos or “Why I support CHLA” videos on event website
- Logo placement on the official Walk and Play L.A. website
- Communication to all participants
- Social media mentions leading up to and on the day of the event
- Exclusive on-site hospitality area
- Opportunity to provide digital gift during live program
- Verbal mentions throughout the live program
- Press releases and media alerts listing
- Exclusive logo on participant T-shirts
- Specialized support for starting and managing a company team

### Additional benefits:

- Recognition on the H. Russell Smith Society section of the Lifetime Giving Donor Wall at the entrance to Children’s Hospital Los Angeles
- Invitations to H. Russell Smith Society events, hospital tours and other select programs
- Subscription to CHLA publications, including Imagine magazine and ResearCHLA
- Printed recognition in the Honor Roll of Donors in Imagine magazine

## All-Star Sponsor - \$35,000

### Event benefits:

- Inclusion on Sponsor End Card at conclusion of live stream
- Ability to showcase commercials, promo videos or “Why I support CHLA” videos on event website
- Logo placement on the official Walk and Play L.A. website
- One guaranteed email mention
- Social media mentions on the day of the event
- Opportunity to provide digital gift during live program
- Verbal mentions throughout the live program
- Specialized support for starting and managing a company team

### Additional benefits:

- Recognition on the H. Russell Smith Society section of the Lifetime Giving Donor Wall at the entrance to Children’s Hospital Los Angeles
- Invitations to H. Russell Smith Society events, hospital tours and other select programs
- Subscription to CHLA publications, including Imagine magazine and ResearCHLA
- Printed recognition in the Honor Roll of Donors in Imagine magazine

## MVP Sponsor - \$25,000

### Event benefits:

- Inclusion on Sponsor End Card at conclusion of live stream
- Ability to showcase commercials, promo videos or “Why I support CHLA” videos on event website
- Logo placement on the official Walk and Play L.A. website
- One guaranteed email mention
- Social media mentions on the day of the event
- Opportunity to provide digital gift during live program
- Verbal mentions throughout the live program
- Specialized support for starting and managing a company team

### Additional benefits:

- Recognition on the H. Russell Smith Society section of the Lifetime Giving Donor Wall at the entrance to Children’s Hospital Los Angeles
- Invitations to H. Russell Smith Society events, hospital tours and other select programs
- Subscription to CHLA publications, including Imagine magazine and ResearCHLA
- Printed recognition in the Honor Roll of Donors in Imagine magazine

## Sponsorship Levels (continued)

### Champion Sponsor - \$10,000

#### Event benefits:

- Logo placement on the official Walk and Play L.A. website
- Opportunity to provide digital gift during live program
- Verbal mentions throughout the live program

#### Additional benefits:

- Subscription to Imagine magazine
- Printed recognition in the Honor Roll of Donors in Imagine magazine

### Partner Sponsor - \$5,000

#### Event benefits:

- Logo placement on the official Walk and Play L.A. website
- Verbal mentions throughout the live program

#### Additional benefits:

- Subscription to Imagine magazine
- Printed recognition in the Honor Roll of Donors in Imagine magazine

*Thank you for your support of  
Walk and Play L.A.*

