



Walk and Play L.A. at Home • Saturday, June 12, 2021

An Event in the Heart of L.A.

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 the continuing COVID-19 pandemic 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.

A lot has changed over the past year, but one thing remains the same: the commitment of Children's Hospital Los Angeles to providing the best health care for kids. As a nonprofit hospital, we treat L.A.'s most vulnerable kids. The coronavirus has only added to the list of serious health conditions they face. Please join us in supporting CHLA, which provides life-changing and lifesaving care for children and families.

Corporate Partnership Opportunities

Start a Team

- Engage your employees in forming a Corporate Team with their family and friends in the effort to make a difference in the health of children.
- 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 that area.

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 families who care about the health of our community's children.

- Engage with a captive audience, including:
 - Patient families and their community supporters
 - Influencers from sports and entertainment
 - 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 Children's Fund, which ensures that all CHLA patients receive the critical, lifesaving care they need. More children are cared for by Children's Hospital Los Angeles than by any other hospital in the region. Approximately 67 percent of the children treated at CHLA annually are covered by government programs, which do not reimburse the hospital for the full cost of the specialized care we provide. With generous support from its philanthropic partners, Children's Hospital Los Angeles works tirelessly to provide compassionate, lifesaving care for all children.

Sponsorship Levels

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

Event Benefits:

- Inclusion on Sponsor End Card at conclusion of program
- 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 day of the event
- Opportunity to provide giveaway item(s) to participants
- Verbal mentions throughout live program
- Registration for up to 20 guests
- Press releases and media alerts listing
- Exclusive logo on participant T-shirts
- Specialized support for starting and managing a company team

Additional Non-Event 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
- Subscriptions 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 program
- 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 day of the event
- Opportunity to provide giveaway item(s) to participants
- Verbal mentions throughout live program
- Registration for up to 15 guests
- Specialized support for starting and managing a company team

Additional Non-Event 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
- Subscriptions 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 program
- 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 day of the event
- Opportunity to provide digital gift to participants
- Verbal mentions throughout live program
- Registration for up to 10 guests

Additional Non-Event 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
- Subscriptions 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:

- Inclusion on Sponsor End Card at conclusion of program
- Logo placement on the official Walk and Play L.A. website
- Verbal mentions throughout live program
- Registration for up to five guests

Additional Non-Event Benefits:

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

Partner Sponsor - \$5,000

Event benefits:

- Inclusion on Sponsor End Card at conclusion of program
- Logo placement on the official Walk and Play L.A. website
- Verbal mentions throughout live program
- Registration for up to three guests

Additional Non-Event Benefits:

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

Fair market value of one (1) registrant is \$35.00

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

