

WALK & PLAY L.A.



Saturday, June 25, 2022 • L.A. Memorial Coliseum and Exposition Park

An Event in the Heart of L.A.

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. The event will include a 3K walk, live music and an interactive family festival for all ages. Employees, faculty members, corporate partners, supporters and patient families will have a unique opportunity to walk and play together in solidarity in the heart of Los Angeles.

Corporate Partnership Opportunities

Start a Team

Engage your employees with their family and friends in the effort 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 they raise. Passionate about a specific area of the hospital? You can direct the funds raised by your team to that area.

Be an Event Sponsor

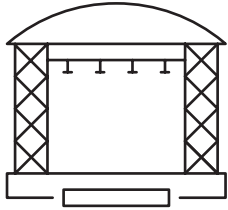
The event gives corporations an opportunity to partner with CHLA and raise awareness of their brand among families who care about the health of our community's children.

- **Engage with a captive audience of 2,000-plus to build brand awareness in front of:**
 - 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**

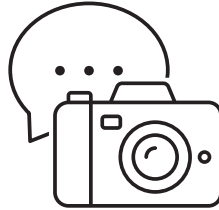
Your Impact

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% of the children treated at CHLA annually are covered by government programs. Children's Hospital works tirelessly, with generous support from philanthropic partners, to deliver compassionate, lifesaving care to these kids, but we are not reimbursed for the full cost of the specialized care we provide for them.

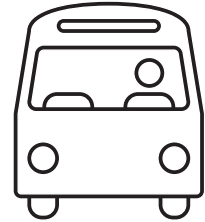
Exclusive Event Opportunities



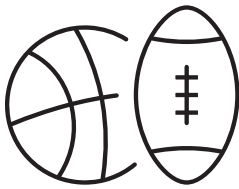
STAGE



**SOCIAL MEDIA/
PHOTOGRAPHY**



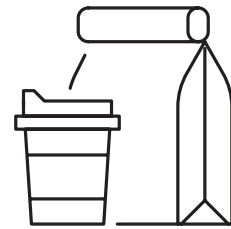
TRANSPORTATION



**SPORTS AND
WELLNESS CLINIC AREA**

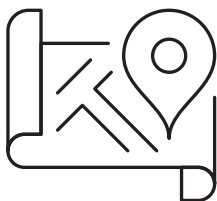


**CHECK-IN/
WELCOME VILLAGE**

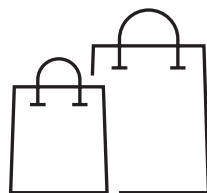


FOOD AND BEVERAGES

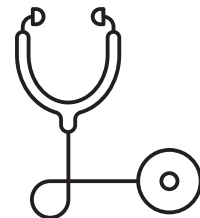
Official snack, water and sports beverage



**ON THE
WALK ROUTE**



**APPAREL/
GIFTING**



**HEALTH
VILLAGE**

Sponsorship Levels

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

Event Benefits:

- Prominent signage
- Website
- Communication to all participants
- Social media mentions leading up to and day of event
- Exclusive on-site hospitality area
- Opportunity to provide giveaway item(s) to participants
- Verbal mentions throughout live program
- On-site activation
- Registration for up to 20 guests for the event
- VIP parking for up to 20 guests
- Press releases and media alerts listing
- Exclusive logo on participant T-shirts

Additional Non-Event Benefits:

- Listing in hospital's annual Donor Honor Roll
- Honor Roll listing on Donor Wall

All-Star Sponsor - \$35,000

Event benefits:

- Prominent signage
- Website
- One guaranteed email mention
- Social media mentions on day of event
- Opportunity to provide giveaway item(s) to participants
- Verbal mentions throughout live program
- On-site activation
- Registration for up to 15 guests for the event

Additional Non-Event Benefits:

- Listing in hospital's annual Donor Honor Roll
- Honor Roll listing on Donor Wall

MVP Sponsor - \$25,000

Event benefits:

- Prominent signage
- Website
- One guaranteed email mention
- Social media mentions on day of event
- Verbal mentions throughout live program
- On-site activation
- Registration for up to 10 guests for the event

Additional Non-Event Benefits:

- Listing in hospital's annual Donor Honor Roll
- Honor Roll listing on Donor Wall

Sponsorship Levels (continued)

Champion Sponsor - \$10,000

Event benefits:

- Signage
- Website
- Verbal mentions throughout live program
- On-site activation
- Registration for up to 5 guests for the event

Additional Non-Event Benefits:

- Listing in hospital's annual Donor Honor Roll

Partner Sponsor - \$5,000

Event benefits:

- Signage
- Website
- Verbal mentions throughout live program
- Registration for up to 3 guests for the event

Additional Non-Event Benefits:

- Listing in hospital's annual Donor Honor Roll

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

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

