



# WALK & PLAY L.A.

## Saturday, June 7, 2025

### Santa Monica Pier



# About the Event

## Saving lives every step of the way

CHLA's biggest community event of the year, Walk & Play L.A., joins family and community together for a day of fun and philanthropy on behalf of the young patients at Children's Hospital Los Angeles.

Each step on the 3K path will echo your support for Children's Hospital Los Angeles, allowing us to continue providing the best pediatric care in California to the kids who need it most—and need it now.



# Be an Event Sponsor

The 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 of 2,000 plus, including:

- Patient families and their community supporters
- Influencers from sports and entertainment
- CHLA team members, 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



# 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.



# 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 75% 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.



# Sponsorship Opportunities

| EVENT RECOGNITION AND PERKS   | All-Star<br>Presenting Partner<br>(\$100k) | Hall of Fame<br>(\$50k) | MVP<br>(\$25k) | Champion<br>(\$10k) | Playmaker<br>(\$5k) |
|---|--|-------------------------|----------------|---------------------|---------------------|
| Co-Branded With Event Title<br><i>Includes website header, event t-shirt, all verbal mentions, media step and repeat, stage backdrop, e-newsletter inclusions, press release.</i> | ✓  |                         |                |                     |                     |
| Exclusive Event Hospitality Area  | ✓  |                         |                |                     |                     |
| Opportunity to Provide Giveaway Item to Participants  | ✓  | ✓                       | ✓              |                     |                     |
| Verbal Mentions Throughout Event Program  | ✓  | ✓                       | ✓              | ✓                   | ✓                   |
| Speaking Part for Brand Representative During Event Program   | ✓  |                         |                |                     |                     |
| Brand Logo on Event Signage   | ✓  | ✓                       | ✓              | ✓                   | ✓                   |
| Event Activation / Booth in Festival  | ✓  | ✓                       | ✓              | ✓                   |                     |
| Dedicated Brand Team Kickoff Event (Virtual or In-Person) with Patient Family Story   | ✓  |                         |                |                     |                     |
| Inclusion in Recap Video with End Card Brand Logo   | ✓  | ✓                       | ✓              | ✓                   | ✓                   |
| Inclusion in Recap Video with Sound Byte / Interview from Brand Representative  | ✓  |                         |                |                     |                     |
| Complimentary Registration  | 100  | 50                      | 25             | 10                  | 5                   |

# Sponsorship Opportunities *(continued)*

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|--|--|-------------------------|------------------|---------------------|---------------------|
| <b>WEBSITE, EMAIL, AND SOCIAL MEDIA RECOGNITION</b>  |  |                         |                  |                     |                     |
| Logo on Event Website with Clickable Link  | ✓  | ✓                       | ✓                | ✓                   | ✓                   |
| Dedicated E-mail to All Participants   | ✓  |                         |                  |                     |                     |
| Social Media Mentions  | @childrensla<br>@getinvolvedchla           | @getinvolvedchla        | @getinvolvedchla | @getinvolvedchla    | @getinvolvedchla    |
| Inclusion in Group Sponsorship Email to all Participants<br><i>With opportunities to include brand messages and promotions</i> | ✓  | ✓                       | ✓                | ✓                   | ✓                   |
| <b>ADDITIONAL BENEFITS (NON-EVENT)</b>   |  |                         |                  |                     |                     |
| Employee Volunteer Opportunity at CHLA Within 12 Months of Event   | ✓  | ✓                       | ✓                |                     |                     |
| Honor Roll Listing on Donor Wall   | ✓  | ✓                       | ✓                |                     |                     |
| Listing in Hospital's Annual Donor Honor Roll  | ✓  | ✓                       | ✓                | ✓                   | ✓                   |

# 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



# Partner with a Powerhouse



By aligning your brand with Children’s Hospital Los Angeles—ranked among the top 10 in the nation, No. 1 in California, and No. 1 on the West Coast on U.S. News & World Report’s Honor Roll of Best Children’s Hospitals—you can make an enormous impact. Your support will not only help fund critical hospital programs that benefit the pediatric patients we serve, but it will bolster loyalty and satisfaction among your customers and employees.

## CONSUMERS LOVE A COMPANY WITH A CAUSE.

|  |   |  |
|--|---|--|
|     |    |                       |
| Consumers increasingly favor brands and companies they know align with their values. | <b>82%</b> of Americans aged 18-29 would pay more for a product if the company was known for having a positive impact on the local community. | Millennial and Gen Z Americans expect businesses to demonstrate social and environmental responsibility. |

*Source: Bentley-Gallup Force for Good study*



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## Thank You for Your Support!

Your generosity saves lives and is a beacon of hope for our community.

