



RONALD McDONALD  
HOUSE CHARITIES  
SOUTHERN CALIFORNIA

# WALK for Kids

**Sponsorship  
Opportunities**

Presented by

**HONDA**  
Center

Benefitting  
Orange County  
Ronald  
McDonald  
House

## Sunday, April 3, 2016

Honda Center • Anaheim, CA





## WALK FOR KIDS



APRIL 3, 2016



# WHY BECOME A SPONSOR?

- **SERVE** your community by actions, not words
- Build **RELATIONSHIPS** between your Brand/Company and our affluent market
- **ALIGN** with a well-respected and trusted **BRAND** – Ronald McDonald House Charities®
  - > 95% Brand Recognition in the United States
  - > Global reach in 62 countries and regions
  - > Serving countless families and children since 1974
- Increase **VISIBILITY** – “Your Company” logo on promotional media package (event entry forms, email blasts, magazine and newsprint advertising and web ads)
- **EXCLUSIVITY** – “Your Company’s” 5K Run/Walk, “Your Company’s” Kids Zone
- **ENGAGE** your consumer by sampling at a booth



## 2015 SPONSORS

### REGIONAL

**STONY**  
APPAREL CORP.

**Coca-Cola**

**McDonald's**  
i'm lovin' it

### LOCAL



Morgan Stanley

JAMES HOWARD  
An Accountancy Corporation

Dhont Family Foundation



GKN AEROSPACE



PIMCO  
FOUNDATION



*“Teamwork is the ability to work together toward a common vision. Team ATI’s vision is to bring our community together year after year to support the families at the Orange County Ronald McDonald House.”*

- Gina Topete, American Technologies, Inc.



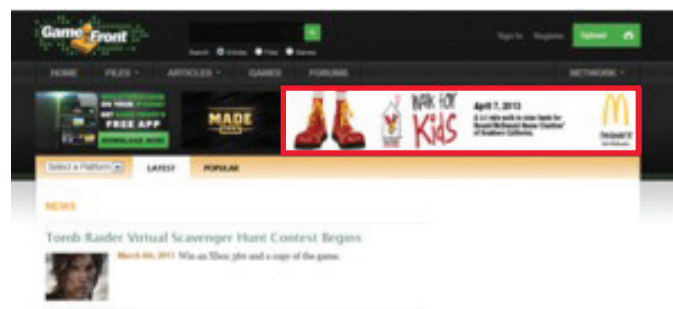
# WALK FOR KIDS™





# MEDIA COVERAGE

- Over **13.5 million** impressions.
- More than **604** radio spots, with live DJs and Media Interviews.
- **2-week** promotion inside more than **700** Southern California McDonald's Restaurants.





# WHY DO WE WALK

## AMBASSADOR FAMILY

### Watkins Family

When our baby, Jordan, began walking, we noticed that both of his eyes would occasionally turn inward. At age 2, we took him to his first Optometrist appointment. We were told that as he grows, his eyes would become stronger and it would go away and to follow up in a year. At age 3, we took him to the same Optometrist. We were told that his eyes seemed better, but Jordan was diagnosed as being farsighted. Again, we were told to bring him back the following year.

We decided to take Jordan to a new Optometrist. We were told that Jordan had Bilateral Papilladema. In laymen's terms, this meant that both of his optic nerves were swollen and that we needed to have an MRI done immediately. Scary news! Papilladema is normally caused by a mass or tumor in the brain. We were on pins and needles for two weeks until the MRI/CT Scan were finally done. Thankfully, it was neither.

We wanted to get a second opinion. The next Ophthalmologist confirmed the findings of the Bilateral Papilladema and insisted that we drive directly to Children's Hospital of Orange County. We drove straight to the emergency room and ended up not going home until four days later.

Our CHOC team thought Jordan had a rare genetic condition, called Crouzon Syndrome. In order to confirm this, they had to draw his blood and do genetic testing. Crouzon Syndrome is a condition in which sutures in the head are prematurely fused resulting in abnormal growth of the skull and face. Luckily, only two sutures have closed which are on either side of his coronal plate (forehead). With those sutures in his skull now being closed, it was causing Jordan Inter Cranial Pressure (ICP). His Neurosurgeon had to drill into his skull and place a wire that was attached to a bolt to determine his levels. In order to decrease Jordan's ICP levels, the doctors put in a Ventricular Peritoneal (VP) shunt which will remain there for his lifetime. In addition to the VP shunt, he will have to undergo several facial reconstructive surgeries in the future.

We are thankful that the Orange County Ronald McDonald House has graciously opened their doors to us and cannot believe their generosity. They have made traveling to appointments and tests more relaxing by relieving the stress of having a place to rest after a long day. The volunteers who lend an ear and send prayers for our son are extraordinary. They have made one of the lowest points in our lives more bearable by exuding their love and warmth. We have a long journey ahead of us and will most likely be staying at the House until Jordan is an adult. Because of this, we definitely feel the staff and volunteers at the Orange County Ronald McDonald House are our extended family and for that, we are ever so grateful.

Love,  
Dorina, Guillermo and Jordan



WALK FOR KIDS



# SPONSORSHIP LEVELS AND BENEFITS\*

BENEFIT	Platinum Sponsor \$20,000	Gold Sponsor \$10,000	Silver Sponsor \$5,000	Bronze Sponsor \$2,500	Kilometer Sponsor \$1,000
Complimentary adult registrations	Unlimited	Up to 50	Up to 25	Up to 10	Up to 5
Check presentation during Walk for Kids program	♥				
Logo on Team Photo Step and Repeat	♥				
Company mention in press releases	♥	♥			
Logo on stage banner	♥	♥			
Special signage on one of our event zones: VIP Tent, Food Court, Info/First Aid Tent or Volunteer Tent	♥	♥	♥		
Logo on all collateral materials	♥	♥	♥	♥	
Logo <b>prominent</b> on Walk for Kids T-shirt	♥	♥			
Logo on Walk for Kids T-shirts			♥	♥	
Prime Location for 10' x 10' Booth	♥	♥	♥		
Access to VIP Area	♥	♥	♥	♥	♥
Logo and link on Walk for Kids Website	♥	♥	♥	♥	♥
Recognition on route -- signage	♥	♥			♥

## UNDERWRITING OPPORTUNITIES:

### TEAM CHECK IN AREA, \$5,000

Signage in area  
Access to VIP area  
Logo and link on Walk for Kids Website  
Logo on Walk for Kids T-shirt  
25 complimentary adult registrations

### BOOTH SPONSOR, \$500

Prime location for 10' x 10' booth in Walker Village  
Logo and link on Walk for Kids Website  
8' table and two (2) chairs  
5 complimentary adult registrations

### VOLUNTEER SHIRTS, \$2,500

Logo on all volunteer shirts  
Logo and link on Walk for Kids Website  
10 complimentary adult registrations

### WATER STATION SPONSOR, \$500

Recognition during the route at one of the Water Stations



\* The benefits above are for the Honda Center Walk for Kids event and are based on meeting print deadlines.

WALK FOR KIDS™



# REGISTRATION

Company name \_\_\_\_\_

Sponsorship level \_\_\_\_\_

Company Address (correspondence) \_\_\_\_\_ Company address (billing) \_\_\_\_\_

Street Address \_\_\_\_\_ Street Address \_\_\_\_\_

City \_\_\_\_\_ City \_\_\_\_\_

St \_\_\_\_\_ Zip \_\_\_\_\_ St \_\_\_\_\_ Zip \_\_\_\_\_

## Primary contact information

Name \_\_\_\_\_

Work number \_\_\_\_\_

Cell number \_\_\_\_\_

E-mail \_\_\_\_\_

## Contact for graphics

Name \_\_\_\_\_

Work number \_\_\_\_\_

Cell number \_\_\_\_\_

E-mail \_\_\_\_\_

1. Will you be requesting a table at the event? ☐ Yes ☐ No

2. Will you be displaying your company banner at the event? ☐ Yes ☐ No

3. Will you display event posters/brochures to promote the Walk in your business? ☐ Yes ☐ No

4. Team captain name for your company team?

Name \_\_\_\_\_ Phone \_\_\_\_\_ E-mail \_\_\_\_\_

5. Logo Information

a) In order to ensure the best possible reproduction of your logo, we require that you send us an Adobe Illustrator file (.eps or .ai). All fonts in the logo should be converted to outlines, and please include the file extension (.eps) in the file name. Be sure to include a color version as well as a solid black version of your logo.

b) A JPEG file is an acceptable formation for recognition on our Web site; however, we cannot guarantee that the quality of your logo will be preserved when a JPEG file is also submitted for reproduction on a T-shirt or banner. If we determine that the logo quality is at risk of being compromised, we will recognize your organization in printed text rather than with your logo.

c) What URL would you like us to link your logo to? \_\_\_\_\_

Please complete and return the enclosed application form by January 6, 2016 for inclusion on brochure and posters; February 26, 2016 for inclusion on T-shirt. Please indicate your preferred method of payment.

☐ Check enclosed (preferred method) ☐ Please invoice

☐ Credit Card # \_\_\_\_\_ Exp \_\_\_\_\_ / \_\_\_\_\_ CVV \_\_\_\_\_

Orange County Ronald McDonald House • 383 South Batavia Street, Orange, CA 92868

Tel: 714.516.3669 • Fax: 714.516.3697 • Email: [rwu@rhmcsc.org](mailto:rwu@rhmcsc.org)

# WALK FOR KIDS™





# FACT SHEET

**WHAT:** Walk For Kids is a 5k walk that is designed to raise funds and awareness for the services and programs provided by the Orange County Ronald McDonald House. Walkers come together for a day of fun, food and entertainment.

**WHY:** Orange County Ronald McDonald House is dedicated to supporting the health and well-being of children, by providing a "home away from home" for families of seriously-ill children who are receiving care in Southern California. Families receive the added comfort of being surrounded by those who understand and can relate to the ordeal of having an ill child. No eligible family is ever turned away due to inability to pay.

**WHEN:** Sunday, April 3, 2016

## EVENT DAY SCHEDULE

6:30 a.m.	Registration, Kids Zone and Walker Village Open
7:45 a.m.	Opening Ceremonies
8 a.m.	Walk Starts

**WHERE:** Honda Center • 2695 East Katella Avenue • Anaheim, CA • 92806

**HOW:** Register for the Walk online at [www.walkforkids.org](http://www.walkforkids.org) and select **Orange County** Ronald McDonald House, or by email at [walk@ronaldhouseoc.org](mailto:walk@ronaldhouseoc.org).  
\*New this year: \$25 fee for adults which includes registration for one participant and a 2016 Walk for Kids t-shirt.  
Child Registration (17 and under): No fee (t-shirt may be purchased at event)

**TEAMS:** Families, companies, schools, churches, organizations, EVERYONE is invited to form a team! It's as easy as:

1. Register.
2. Name your team.
3. Recruit co-workers, relatives, friends, schoolmates, etc. to sign up.
4. Set your fundraising goal.
5. Motivate your team.
6. Enjoy the walk and celebrate.

**VOLUNTEER:** Unable to do the walk but still want to participate? Enlist as a Volunteer!!!  
Help us make our event a success! Volunteers are needed before, during and after the Walk!  
Call Melody Jaramillo at 714.516.3664 or email [mjaramillo@rmhcsc.org](mailto:mjaramillo@rmhcsc.org)

## 2016 WALK FOR KIDS



**Orange County  
Ronald  
McDonald  
House**

Ruth Wu-Poindexter, Special Events Manager  
Orange County Ronald McDonald House  
383 South Batavia Street • Orange, CA 92868  
email: [rwu@rmhcsc.org](mailto:rwu@rmhcsc.org)  
714.516.3669 Direct  
714.516.3697 Fax



// We're looking forward to helping make the 2016 Walk For Kids bigger and better than ever," said Kevin Starkey, Vice President/Chief Operations Officer, Honda Center. "The Orange County community has truly embraced this event, and we're thrilled to serve as host for a cause that does so much good for children and their families. //

— Kevin Starkey, Vice President/Chief Operations Officer, Honda Center



**Orange County  
Ronald  
McDonald  
House**