

# WALK FOR Kids

## Sponsorship Opportunities



Benefiting  
**Los Angeles Ronald McDonald House**

**Sunday April 3, 2016**



For over 35 years the Los Angeles Ronald McDonald House has provided a “home away from home” for families with seriously ill children. The House bridges access to care at top-tier pediatric facilities and keeps families together when their children need them most.

By providing access to care, your support allows families like Vincent’s or Reuben’s to hear words like “remission” and “cancer-free” or provides the necessary surgeries so that children like Ana Paula can walk. Your support gives a comfortable bed and a warm meal for parents like Gaby who spends her days sitting by her baby boy’s bedside in the Neonatal Intensive Care Unit. Most importantly, your support gives over 2,400 families a year the healing forces of hope and joy despite the most challenging circumstances.

Walk for Kids is our single largest fundraiser of the year, and it depends on the generous support of dozens of sponsors, hundreds of teams and thousands of donors.

We hope you will consider sponsoring this event, creating a team and walking side-by-side with families who have called our House their home.

### ▶ WHY BECOME A SPONSOR?

**SERVE** your community by actions, not words.

**BUILD RELATIONSHIPS & TRUST** in your neighborhoods and communities.

**STRENGTHEN** employee and consumer loyalty with a meaningful presence in the community you serve, 79% of consumers would be likely to switch from one brand to another if the other brand was associated with a good cause.

**INCREASE VISIBILITY** with your company’s logo on promotional items including, e-blast, websites, event posters and event T-shirt.

**HELP** critically ill children and their families.



### ▶ 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	Route Sponsor \$500	Vendor Table \$1,000
Prominent presence at pre-Walk Kick-Off Event	♥						
Check presentation during Walk for Kids program	♥						
Logo on Team Photo wall	♥						
Company mention in press releases	♥	♥					
Logo on stage banner	♥	♥					
Special signage on one of our event zones	♥	♥	♥				
Logo on all collateral materials	♥	♥	♥	♥			
Logo <b>prominent</b> on Walk for Kids T-shirts	♥	♥					
Logo on Walk for Kids T-shirts			♥	♥			
Prime Location for 10’x10’ Booth	♥	♥	♥				
Access to VIP Area	♥	♥	♥	♥	♥		
Logo and link on Walk for Kids Website	♥	♥	♥	♥	♥		
Recognition on route -- signage	♥	♥	♥	♥	♥	♥	
Six foot Table w/ 2 chairs							♥

Register at: [WWW.WALKFORKIDS.ORG/LOSANGELES](http://WWW.WALKFORKIDS.ORG/LOSANGELES)

## ▶ FACTS

**WHAT:** Walk for Kids is designed to raise funds and awareness for the services and programs provided by the Los Angeles Ronald McDonald House. Walkers come together for a day of fun, food, entertainment and giveaways.

**WHY:** Los Angeles 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 a critically ill child. No eligible family is ever turned away due to inability to pay.

### EVENT DAY SCHEDULE

7:00 AM – Check-In/Registration Begins

8:15 AM – Opening Ceremony

9:00 AM – Walk Begins

**WHERE:** Exposition Park • 700 Exposition Park Drive • Los Angeles, CA 90037

**HOW:** To become an Event Sponsor fill out the form below and mail to LARMH - Melissa Malone, 4560 Fountain Avenue, Los Angeles, CA 90026 or fax to 323-669-0052. To register a team for Walk for Kids visit [www.walkforkids.org/losangeles](http://www.walkforkids.org/losangeles).

**WHO:** Families, companies, schools, community groups, organizations...EVERYONE is invited to participate in the Walk For Kids by being a sponsor or forming a team.

**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 our Program Services Manager, Cortney DeLotto at (323) 644-3088 for details.

## ▶ REGISTRATION

Company name \_\_\_\_\_ Company contact \_\_\_\_\_  
Company contact e-mail \_\_\_\_\_ Sponsorship level \_\_\_\_\_  
Company Address \_\_\_\_\_ Street Address \_\_\_\_\_  
City \_\_\_\_\_ St \_\_\_\_\_ Zip \_\_\_\_\_

### Primary contact information Contact for Graphics

Name \_\_\_\_\_ Phone 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: In order to ensure the best possible reproduction of your logo please submit a color Adobe Illustrator file (.eps or .ai). All fonts in the logo should be converted to outlines. If that is not possible a 600 dpi JPEG file will be acceptable.

Please complete and return the enclosed application form by; March 4, 2015 for inclusion on T-shirt.

Check enclosed  Please invoice  
 Credit Card # \_\_\_\_\_ Exp \_\_\_\_\_ / \_\_\_\_\_ Security Code \_\_\_\_\_

Los Angeles Ronald McDonald House • 4560 Fountain Avenue, Los Angeles, CA 90029

Event Contact: Melissa Malone, Event Manager Tel: (323) 644-3082 • Fax: (323) 669-0052 • Email: [mmalone@rmhsc.org](mailto:mmalone@rmhsc.org)

Register at: [WWW.WALKFORKIDS.ORG/LOSANGELES](http://WWW.WALKFORKIDS.ORG/LOSANGELES)