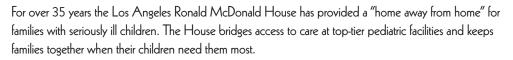


# Sponsorship Opportunities



### Sunday April 3, 2016



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.



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	8						
Check presentation during Walk for Kids program	8						
Logo on Team Photo wall	8						
Company mention in press releases	8	8					
Logo on stage banner	8	8					
Special signage on one of our event zones	8	8	8				
Logo on all collateral materials	8	8	8	8			
Logo <u>prominent</u> on Walk for Kids T-shirts	8	8					
Logo on Walk for Kids T-shirts			8	8			
Prime Location for 10'x10' Booth	8	8	8				
Access to VIP Area	8	8	8	8	8		
Logo and link on Walk for Kids Website	8	8	8	8	8		
Recognition on route signage	8	8	8	8	8	8	
Six foot Table w/ 2 chairs							8

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.

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
		Sponsorship level
Company Address		Street Address
City		St Zip
Primary contact informat	ion Contact for Graphics	
Name		Phone number
E-mail		
1. Will you be requesting	a table at the event?   Ye	rs 🗖 No
2. Will you be displaying	your company banner at the	event? 🗖 Yes 🔲 No
3. Will you display event	posters/brochures to promote	e the Walk in your business? 🔲 Yes 🔲 No
4. Team captain name for	your company team?	
		E-mail
		ole reproduction of your logo please submit a color Adobe Illustrator file (.eps or .ai). All fonts
		ot possible a 600 dpi JPEG file will be acceptable.
Please complete and return	the enclosed application form l	py; March 4, 2015 for inclusion on T-shirt.
☐ Check enclosed ☐		
		Exp / Security Code
Los Angeles Ronald Mc	Donald House • 4560 Fount	ain Avenue, Los Angeles, CA 90029
Г . С <b></b>	A. F A. T	(202) 644 2000 • E (202) 660 0050 • E: