

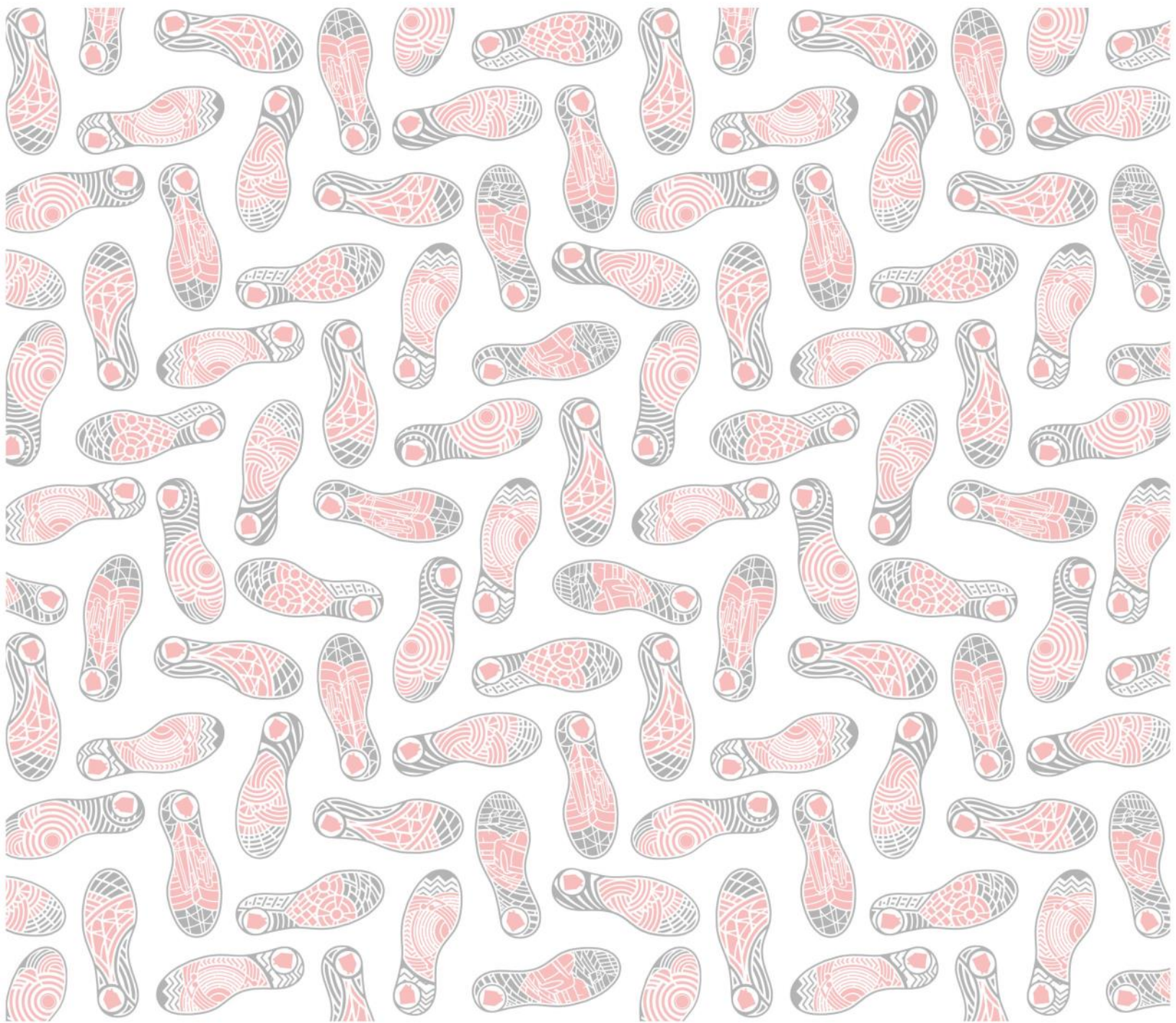


Walk For
Kids

Heart & Sole 2017

SPONSORSHIP PACKAGE

LONG BEACH RONALD McDONALD HOUSE





Sunday, April 23, 2017
Shoreline Park, Long Beach

Dear Friends,

On Sunday, April 23, 2017 the Long Beach Ronald McDonald House will host its 6th annual Walk for Kids at Shoreline Park in Long Beach. We are truly fortunate for the support from our entire community and it allows us to continue our mission of assisting families facing the most difficult of life challenges: the illness of a child.

Last year, more than 1,400 walkers & volunteers joined us at Shoreline Park in Long Beach, to take part in this signature event. The 2016 participants helped raise more than \$245,000 for the Long Beach Ronald McDonald House (LBRMH) and more than \$2.4 million for Ronald McDonald House Charities of Southern California (RMHCSC). We are proud to invite Southern California to join us again for a sixth year to support the Long Beach Ronald McDonald House, a home away from home for families with seriously ill children receiving medical care.



Last year, more than 1,400 people joined us at Shoreline

Participants of the upcoming Walk for Kids will enjoy a scenic 5K course surrounded by beach trails and views of the city's iconic Queen Mary, music and entertainment, a Walker's Village with booths filled with food and giveaways from various businesses, and the popular Kid's Zone featuring fun interactive games for children of all ages. This upcoming Walk for Kids is a "can't miss" event!

We run on the simple idea that nothing else should matter when a family is focused on healing their child. The House gives families a place to stay, a source of comfort, care, support, and a chance to focus all of their energies on the one thing that matters most of all...getting their child well. The Walk for Kids proceeds will benefit the Long Beach Ronald McDonald House programs and services.

We sincerely hope you will join us in our efforts.



With Warm Regards,

Cheri Bazley
Executive Director
Long Beach Ronald McDonald House

SPONSORSHIP BENEFITS

BUILD RELATIONSHIPS BETWEEN YOUR BRAND/COMPANY AND OUR AFFLUENT MARKET.

ALIGN WITH A WELL-RESPECTED AND TRUSTED BRAND

ABOUT RONALD MCDONALD HOUSE CHARITIES®

95 % Brand Recognition in the United States

- Global reach in 52 countries and regions
- Serving countless families and children since 1975

INCREASE VISIBILITY

Your Company” logo on promotional media package:

- Event T-Shirts & Entry Forms
- Email & Social Media
- Magazine & Newspaper Advertisement
- Walk for Kids Event Website

EXCLUSIVITY

Highlight your brand

- “Your Company’s Name” 5K Run/Walk
- “Your Company’s Name” Kids Zone

ENGAGE YOUR CONSUMER

Showcase your business to more than 2,000 people

- Offer sampling or interactivity at a Walkers Village Sponsor Booth

STRENGTHEN EMPLOYEE LOYALTY

Form a company team and promote team building

- Engage employees and their families
- Give back to the community
- *We have hundreds of volunteer opportunities for employees*



SPONSORSHIP LEVELS & 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
Prominent presence at pre-Walk Kick-Off Event	♥				
Check presentation during Walk for Kids program	♥				
Company mention in press releases	♥	♥			
Logo prominent on stage banner	♥	♥			
Special signage at one of our event zones: VIP tent, snack tent, volunteer tent, Kid's Zone, First-Aid Tent	♥	♥	♥		
Logo on select collateral materials	♥	♥	♥	♥	
Logo prominent on Walk for Kids T-shirt at all Southern California locations	♥	♥			
Logo on Walk for Kids T-shirts at the Long Beach location	♥	♥	♥	♥	
Prime Location for 10'x10' Booth	♥	♥	♥		
Access to VIP Area	For 20 VIPs	For 10 VIPs	For 5 VIPs	For 3 VIPs	For 2 VIPs
Logo and link on Walk for Kids website	♥	♥	♥	♥	♥
Recognition on Kilometer route -- signage	♥				♥

OTHER OPPORTUNITIES:

WALKER VILLAGE BOOTH VENDOR \$1,000

- ◆ Prime location inn Walkers Village
- ◆ 10' x 10' booth in our Walkers Village
- ◆ Company mentioned in the Walk for Kids promotion emails to walkers
- ◆ Access to VIP area for two VIP guests
- ◆ 8' table, canopy and two (2) chairs provided

WATER STATION SPONSOR \$500

- ◆ Logo on the banners displayed at the route Water Stations.
- ◆ Logo and link on Walk for Kids website

KICK-OFF EVENT SPONSOR \$5,000

Recognition at the January 27, 2017 Pre-Walk Kick-Off Event at Gladstone's Long Beach

- ◆ Banner with your logo displayed at the Kick-Off
- ◆ Logo on Walk for Kids Website
- ◆ Logo on Walk for Kids t-shirt
- Access to VIP area

Customized Sponsorship

Contact us to customize a sponsorship package that is specific to your company's needs



2017 WALK FOR KIDS SPONSORSHIP & VENDOR APPLICATION

SPONSORSHIP APPLICATION SUBMISSION DATES:

- Monday, March 6, 2017 for inclusion on event t-shirt
- Monday, April 3, 2017 for inclusion on event day signage

Sponsorship Information

Primary Event Contact:

Name _____

Address _____

Email _____

Phone _____

Graphics Contact (if different from event contact):

Name _____

Email _____

Logo Submission Guidelines:

In order to ensure the best possible reproduction of your logo, we require the following:

- Provide the logo as Adobe Illustrator file (.eps or .ai).
- All fonts in the logo should be converted to outlines
- Please include the file extension (.eps) in the file name. Provide both aa color and solid black version of your logo.

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.

What URL would you like us to link your logo to?

Payment Information:

Name _____

Address _____

Email _____

Phone _____

Method of Payment

- Visa
 MasterCard
 American Express

- Invoice Me
 Check payable to LBRMH

Credit Card # _____

Exp. date _____

Signature _____

SPONSORSHIP OPPORTUNITIES

Please choose all that apply

	Price
<input type="checkbox"/> Platinum Sponsor	\$20,000
<input type="checkbox"/> Gold Sponsor	\$10,000
<input type="checkbox"/> Silver Sponsor	\$5,000
<input type="checkbox"/> Kick-Off Event Sponsor	\$5,000
<input type="checkbox"/> Bronze Sponsor	\$2,500
<input type="checkbox"/> Kilometer Sponsor	\$1,000

Walker Village Booth Vendor

<input type="checkbox"/> 10 x 10 Booth (Canopy, 2 chairs, 8ft table included)	\$1,000
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Water Station Sponsor

<input type="checkbox"/> Logo placed on Water Station Banners on Walk route	\$500
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Walk for Kids



Ronald McDonald House
LONG BEACH

Underwriting Opportunities

<input type="checkbox"/> Event Equipment Rentals	\$10,000
<input type="checkbox"/> Walk for Kids Website Design	\$1000
<input type="checkbox"/> Walk for Kids Printing	\$5,000
<input type="checkbox"/> Walk for Kids Incentives	\$5,000
<input type="checkbox"/> Walk for Kids Signage	\$3,000
<input type="checkbox"/> Walk for Kids Save the Date Collateral	\$2,000
<input type="checkbox"/> Walk for Kids Postage	\$2,000
<input type="checkbox"/> Walk for Kids Reception	\$2,000
<input type="checkbox"/> Walk for Kids Supporter Gifts	\$1,500
<input type="checkbox"/> Walk for Kids Fundraising Awards	\$2,000
<input type="checkbox"/> Walk for Kids Event Day Balloons	\$2,000

Total:\$ _____

FAX, EMAIL, OR MAIL FORM TO:

Long Beach Ronald McDonald House • 500 E. 27th Street, Long Beach, CA 90806

Michelle Daley Tel: 562-285-4308 • Fax: 562-285-4399 • Email: mdaley@rmhsc.org