



Sunday, October 20th at Vibiana  
214 South Main Street, Los Angeles, CA 90012

## SPONSORSHIP OPPORTUNITIES



*Providing cost-free, medically supervised camp  
programs to children with cancer and their families  
since 1982.*

## ABOUT CAMP RONALD MCDONALD FOR GOOD TIMES

**Camp Ronald McDonald for Good Times®** offers a cost-free, medically-supervised, residential camp experience to any child who has or has had cancer, on or off treatment, from infancy through high school graduation. In addition, siblings of the patient and the parents of young cancer patients can also attend.

Nothing can compensate for the anguish that childhood cancer inflicts, but since 1982, **Camp Ronald McDonald for Good Times®** has helped thousands of children and their family members recapture hope, enthusiasm, and love of life in a medically and psychologically safe environment created especially for them. **Camp Ronald McDonald for Good Times®** offers a variety of residential camping opportunities for cancer patients, their siblings and parents all year long!

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*“We feel that cancer should not take away the opportunity for a child to experience the fun, laughter and joy of life.”*

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## ABOUT THE EVENT - ‘Heroes for Healing’ GALA

Heroes for Healing Campaign is a spirited six-week fundraising competition amongst members of the community participating to make a difference in the healing process of children with cancer and their families. Candidates are selected through a nomination process and work with their team of supporters to reach out to their contacts to creatively raise funds. Every dollar raised equals one vote; the title of “Hero for Healing” will be awarded to the person with the most votes on Sunday, October 20th at the Gala. The Dinner is the culmination of the fundraising campaign and a celebration of the candidates’ efforts in raising funds and awareness for Camp. Surrounded by team members, friends and numerous camp supporters, the attendees will enjoy a special evening in celebration of their hard work and support of our special campers and their families.





## WHAT YOUR SPONSORSHIP SUPPORTS:

- **Summer Sleep Away Camp** - Summer Camp is open to all patients and siblings who are at least 9 years old. Campers are allowed to attend Summer Camp until they graduate high school. Summer camp sessions are 5 nights/6 days in length offering a wide variety of different activities that are fun and challenging which allow campers to explore their creativity, discover new skills and refine existing talents. At Camp, we take pride in our ability to include every camper, regardless of their treatment or ability, in all the fun! By the end of Camp, youth leave empowered knowing they can tackle any challenge that comes their way.
- **Family Camp** - Family Camp is a three day, two night camp experience for children with cancer ages 0-8 and their family. It's a chance for families to relax and reconnect amongst themselves and form new bonds, receive support and build friendships with other families who understand what it means to maintain relationships and raise children during the treatment and procedures for cancer. Nearly 60% of our camper population is Latino, so Camp also provides three Spanish language Family Camps—Campamento Familiar— to meet the cultural and linguistic needs of our families. As the only Spanish language child oncology camp in the nation, Campamento Familiar fills a critical need in the Latino community.
- **Wilderness Outdoor Leadership Program (W.O.L.P.)** - Designed to aid campers 15 – 18 in their transition to young adulthood. W.O.L.P. fosters group and individual goal-setting and leadership skills under the guidance of specially trained adult counselors. Some of the unique W.O.L.P. activities include leadership exercises, an overnight backpacking trip and an opportunity for our W.O.L.P. campers to direct activities for our younger campers. W.O.L.P. campers also attend Winter Camp (4 days/3 nights) to further support their development in adolescence.

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*“The financial hardship and day-to-day stress that childhood cancer imposes on a family make experiences like Family Camp a luxury. For most of our families it's the only family vacation they'll have this year.”*

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## SPONSORSHIP OPPORTUNITIES

### Title Sponsor- \$25,000

- Two tables (20 tickets) with premier seating
- Full-page ad in event tribute journal with placement (i.e. back or inside front cover)
- Premiere Signage & Company Banner displayed prominently at the podium & on the step & repeat
- Logo placement in e-newsletter
- Two exclusive social media placements
- Logo on event webpage

### Heart of Gold Sponsor - \$10,000

- One table (10 tickets) with premium seating
- Full page ad in event tribute journal with prominent placement (i.e. center page right or left)
- Premium Signage displayed on the step & repeat
- Logo placement in e-newsletter
- Exclusive mention on social media
- Logo placement on event webpage

### Rainbow of Hope Sponsor - \$5,000

- 6 tickets with premium seating
- Full-page ad in event tribute journal
- Logo displayed on the step & repeat
- Logo placement on event webpage
- Mention on social media

### Ray of Sunshine Sponsor - \$2,500

- 4 tickets with premium seating
- Half-page ad in event tribute journal
- Mention on social media

### Happy Camper Sponsor - \$1,500

- 2 tickets with preferred seating
- Quarter-page ad in the tribute journal
- Mention on social media

### Communication Outreach:

Facebook (5,000+ fans and followers);  
Instagram (3,400+ followers); E-Newsletter  
(35,500+ households)

### Tribute Book Advertising:

Our event tribute book provides an opportunity for sponsors to pay tribute to our honorees, a Camper, volunteer, or our organization, and communicate their message to a variety of community stakeholders. The tribute book will be printed in full color; each page will be 5.5 inches wide x 8.5 inches tall. Artwork and/or text can be designed at your request. All art/text must be received by October 1, 2019.

*For additional information contact Lauren Dascher at (323) 644-3006 or [ldascher@rmhcsc.org](mailto:ldascher@rmhcsc.org)*

The diagram illustrates four advertising options for a tribute book, each with specific dimensions and bleed requirements. The options are presented in colored boxes: a red box for the Quarter Page, a blue box for the Half Page, a yellow box for the Full Page, and a yellow box for the Two-Page Spread.

Option	Dimensions (inches)	Dimensions (pixels)	Resolution	Bleed	Dimensions (inches)	Dimensions (pixels)	Resolution
Quarter Page	2.90" wide / 4.83" tall	870 / 1,449 pixels	@ 300 ppi	With 1/8" Bleed	3.15" wide / 5.08" tall	945 / 1,524 pixels	
Half Page	5.88" wide / 4.83" tall	1,764 / 1,449 pixels	@ 300 ppi	With 1/8" Bleed	6.13" wide / 5.08" tall	1,839 / 1,524 pixels	
Full Page	5.88" wide / 9.75" tall	1,764 / 2,925 pixels	@ 300 ppi	With 1/8" Bleed	6.13" wide / 10.0" tall	1,839 / 3,000 pixels	
Two-Page Spread	12.75" wide / 9.75" tall	3,825 / 2,925 pixels	@ 300 ppi	With 1/8" Bleed	13.00" wide / 10.0" tall	3,900 / 3,000 pixels	No gutter requirements.

## SPONSOR AND PAYMENT INFORMATION

### Sponsorships

- ☐ Title Sponsor - \$25,000
- ☐ Heart of Gold Sponsor - \$10,000
- ☐ Rainbow of Hope Sponsor - \$5,000
- ☐ Ray of Sunshine Sponsor - \$2,500
- ☐ Happy Camper Sponsor - \$1,500
- ☐ Friend of Camp \$ \_\_\_\_\_

### Individual Tickets

- ☐ I wish to purchase \_\_\_\_\_ ticket(s) at \$250  
\$ \_\_\_\_\_. Please note: \$125 is tax-deductible
- ☐ I will supply my guest names by October 15th

### Tribute Book Advertising

- ☐ Full-page (5" x 8") - \$1,000
- ☐ Half-page (5" x 3.875") - \$500
- ☐ Quarter-page (2.375 x 3.875") - \$250

### Please specify how you will submit your artwork:

- ☐ I will email a JPEG (300 or higher DPI) or EPS of my logo and/or tribute by October 1st.
- ☐ Please design a tribute for me. I will email ad text to Lauren Dascher at [ldascher@rmhcsc.org](mailto:ldascher@rmhcsc.org)

**Subtotal:**

\_\_\_\_\_

Contact Person/Company: \_\_\_\_\_

Name exactly as you wish it printed: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Payment Method:

- ☐ Please charge my credit card: \_\_\_\_\_ Visa \_\_\_\_\_ Mastercard \_\_\_\_\_ AmEx

Cardholder Name: \_\_\_\_\_

Billing address: (if different than above) \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Security Code #: \_\_\_\_\_

Expiration Date: \_\_\_\_/\_\_\_\_/\_\_\_\_ Authorized Signature: \_\_\_\_\_

- ☐ Check: Please make checks payable to: Camp Ronald McDonald for Good Times
- ☐ Please send me an invoice

### DEADLINES:

October 1st – artwork for tribute ads due

Send to: Camp Ronald McDonald for Good Times

1250 Lyman Place, Los Angeles, CA 90029

Email: [ldascher@rmhcsc.org](mailto:ldascher@rmhcsc.org)

*For additional information, please contact Lauren Dascher at (323) 644-3006 or [ldascher@rmhcsc.org](mailto:ldascher@rmhcsc.org).*

