



Saturday, June 17, 2017 • Griffith Park

An Event in the Heart of L.A.

Walk L.A. is a family-friendly community event that celebrates and supports the health of children in Los Angeles—specifically children who need the compassionate care provided by Children’s Hospital Los Angeles.

This event will include a 4K walk and a family wellness festival; it will provide employees, faculty members, supporters and patient families a unique opportunity to walk together in solidarity in the heart of Los Angeles.

In its inaugural year, CHLA anticipates hosting as many as 800 individuals and teams. As representatives and advocates for child health—from children and their families to the medical heroes who work tirelessly to improve their lives, the Greater Los Angeles community will rally behind Children’s Hospital Los Angeles.

Corporate Sponsorship Opportunities

This event gives corporations an opportunity to partner with CHLA and raise awareness for their brand among families who care about the health of our community’s children. It also gives brands visibility with clinicians, physicians, nurse practitioners and research scientists who are leaders in their fields nationally and internationally. Check the next page to select the support level that is right for your corporation.

Start a Team

You may wish to include your employees in making a difference in the health of children by forming a Corporate Walk Team. Encourage your employees to participate, and let them know that you will match the dollars raised.

The Cause

All sponsorship funding directly supports the Helping Hands Fund, which ensures that all CHLA patients receive the critical, lifesaving care they need. More children receive care from Children’s Hospital Los Angeles than from any other hospital in the region. Approximately 70 percent of the children treated at CHLA annually are covered by government programs, which do not reimburse the hospital for the full cost of their care. Children’s Hospital works tirelessly with generous support from philanthropic partners to provide compassionate, lifesaving care for these children.

Sponsorship Levels

Presenting Sponsor - \$50,000

Presenting sponsor logo listing on:

- Event-related signage
- Walk and stage signage
- Walk T-shirts

Other Presenting sponsor benefits:

- Verbal mention during event program
- Booth at event
- Mention and tagging in CHLA's Facebook, Instagram and Twitter pre-promotional posts when appropriate (more than 174,300 followers combined), and mention in any post-event related posts with links back to sponsors' fundraising pages

- Retweeting of sponsors' Twitter posts
- Inclusion as a sponsor in a CHLA blog post highlighting the event, and inclusion in CHLA's monthly e-newsletter
- Listing in press releases and media alerts
- Mention in Imagine annual report article about Walk L.A.
- Honor Roll listing in Imagine annual report
- Honor Roll listing on Donor Wall
- Inclusion in event program
- Complimentary registration for up to 20 guests
- VIP parking for up to 20 guests

Registration Sponsor - \$35,000

Registration sponsor logo listing on:

- Registration booth signage
- Walk T-shirts

Other Registration sponsor benefits:

- Verbal mention during event program
- Booth at event
- Mention and tagging in event photos used on CHLA's social media channels in which sponsor appears

- Inclusion in CHLA's monthly e-newsletter
- Listing in press releases and media alerts
- Mention in Imagine annual report article about Walk L.A.
- Honor Roll listing in Imagine annual report
- Honor Roll listing on Donor Wall
- Complimentary registration for up to 15 guests

Platinum Sponsor - \$25,000

Platinum sponsor logo listing on:

- Stage banner
- Walk T-shirts

Other Platinum sponsor benefits:

- Verbal mention during event program
- Booth at event
- Listing on the event's website and in CHLA's e-newsletter

- Listing in press releases and media alerts
- Mention in Imagine annual report article about Walk L.A.
- Honor Roll listing in Imagine annual report
- Honor Roll listing on Donor Wall
- Complimentary registration for up to 10 guests

Sponsorship Levels Continued

Gold Sponsor - \$10,000

Gold sponsor logo listing on:

- Booth at event
- Walk T-shirts
- Your choice of one of the Family Festival walk stations listed below:
 - Finish-line entertainment
 - Health expo tent
 - Remembrance activity station
 - Snack station

Other Gold sponsor benefits:

- Listing on the event's website and in CHLA's e-newsletter
- Listing in press releases and media alerts
- Mention in Imagine annual report article about Walk L.A.
- Honor Roll listing in Imagine annual report
- Complimentary registration for up to 5 guests

Silver Sponsor - \$5,000

Silver sponsor logo listing on:

- Walk T-shirts
- Your choice of one of the Family Festival walk stations listed below:
 - Ambassadors tent
 - Health expo tent
 - Medical tent
 - Junior Ambassadors tent
 - L.A. Street Smarts tent

Other Silver sponsor benefits:

- Listing on event's website and in CHLA's e-newsletter
- Mention in Imagine annual report article about Walk L.A.
- Honor Roll listing in Imagine annual report
- Complimentary registration for up to 3 guests

To have your corporate logo included on the Walk L.A. T-shirt, a high-resolution EPS format file must be received by the walk team at Walk@CHLA.usc.edu no later than May 1, 2017.

