

SPONSORSHIP
OPPORTUNITIES FOR
The Children's Ball 2014

Dream
a little dream

BENEFITING



Children's National™

Friday, April 11, 2014
THE RITZ CARLTON, WASHINGTON, DC

The Children's Ball

The Children's Ball began in 2007 as the annual signature fundraising event for Children's National Health System. Over the past seven years, the gala has raised more than \$8 million to support children and families. Funds raised at the Children's Ball directly support vital needs to give the best possible treatment to every child.

Your support of the Children's Ball will help to:

- **Remove barriers.** Children's National serves as the primary care facility for families in the District of Columbia, which has a higher rate of children living in poverty than the national average. Your support will give these children access to Children's National's specialists, dentists, and mental health professionals - ensuring bright futures for more children.
- **Lift a burden.** Because doctors and nurses won't have to spend their time finding ways to pay for the treatment they provide at no cost, they can focus on the most important work—healing children.
- **Fuel innovation and flexibility.** In order to advance medicine for children everywhere, doctors and researchers must constantly seek new ways to treat and cure children. Your contribution will mean that dollars can be used to develop new technology and therapies, and provide child-centric care to every child.
- **Expand services.** By treating every child who needs our care, including many from underserved communities, doctors are able to learn more about what is causing the most prevalent conditions and health behaviors among children. For example, chronic conditions like asthma, diabetes, developmental delays, obesity, HIV/AIDS, and sickle cell anemia require ongoing specialized care. With your support, we are able to tackle every aspect of these conditions from medical diagnosis to education and support for patients and their families.

Event Details

- **Date and Time:** Friday, April 11, 2014 from 6:30 PM p.m. to midnight
- **Co-Chairs:** Ambassador and Abeer Al Otaiba, and Amy and Bret Baier
- **Location:** The Ritz Carlton Hotel, Washington, D.C.
- **Theme:** Dream a Little Dream: A White Ball
- **Attire:** Black Tie, White Dress preferred
- **Attendees:** Approximately 850 guests will attend this inspirational evening of dinner, dancing, an exciting live auction, and an after-hours lounge and dance party.

Event Schedule

- VIP Cocktail Reception: 6:30 p.m. – 7:30 p.m.
- Cocktail Reception: 7:00 p.m. – 8:00 p.m.
- Dinner: 8:00 p.m. – 9:00 p.m.
- Main Stage Program and Live Auction: 9:00 p.m. – 10:00 p.m.
- After-Hours Lounge, Dancing, and Entertainment: 10:00 p.m. – midnight

Sponsor BENEFITS AND OPPORTUNITIES

Sponsoring the Children's Ball is an excellent way for your organization to support one of the world's leading pediatric health systems and children and families in the Washington area and beyond. As a sponsor, your organization will:

- Gain exposure to more than 850 regional business leaders, philanthropists, government officials, and world-class physicians.
- Support one of *U.S. News & World Report's* best pediatric hospitals in America, providing value and recognition for your company, employees, and customers.
- Elevate your company's visibility through our various recognition benefits.
- Become a partner of a leading research and patient care facility.
- Provide the necessary funds to improve the care of children with illnesses of all types.

*The deadline for sponsors to appear in the printed invitation is **Monday, February 10.***

*The deadline for sponsors to appear in the printed program is **Friday, March 21.***



The Children's Ball

SPONSORSHIP OPPORTUNITIES

Dr. Bear's Premier Sponsor \$500,000

RECOGNITION BENEFITS

- Top branding and logo recognition in all areas throughout the Children's Ball including VIP and Main Cocktail Receptions, After-Hours Lounge, Welcome and Reception Area, and the seated dinner in the Ballroom.
- Opportunity to name a Family Waiting Area at Children's National
- Special signage recognition at the Sheikh Zayed Institute at Children's National.
- Main stage sponsorship including highest logo placement and stage recognition by Children's National executive or committee chair.
- Highest logo placement on all printed materials, as available (including invitation, signage, program, etc.)
- Logo recognition on the Children's Ball Website with a live link to your organization
- Private meeting with Ambassador Yousef Al Otaiba, Children's National's President and CEO Dr. Kurt Newman, and other hospital leadership at Children's National
- Invitation to an intimate dinner at the home of the President and CEO of Children's National, Dr. Kurt Newman
- Exclusive private dinner with Ambassador Yousef Al Otaiba and the 2014 Children's Ball Co-Chairs
- Opportunity for a behind-the-scenes experience at Children's National such as shadowing a surgeon or researcher for a day (to be customized for your interests and area of focus)
- Opportunity to distribute premium company give-away(s) for each Ball attendee
- *Additional benefits to be determined. The Children's Hospital Foundation team will work with you to design a special custom sponsorship package.*

PARTICIPATION BENEFITS

- Two tables of ten seats at the black tie dinner with front row priority celebrity seating
- Twenty tickets to the Exclusive VIP Cocktail Reception
- Four hotel rooms at the Ritz Carlton
- Complimentary valet parking for twenty guests

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The Children's Ball

SPONSORSHIP OPPORTUNITIES

Dr. Bear's Signature Sponsor \$250,000

RECOGNITION BENEFITS

- Sponsorship recognition at both the **VIP Cocktail Reception** and **Main Cocktail Reception** with full branding opportunities
- Opportunity to name a **Patient Care Room** at Children's National
- Special signage recognition at the Sheikh Zayed Institute at Children's National.
- Main stage sponsorship including logo placement and stage recognition by Children's National executive or committee chair.
- Premium logo placement on all printed materials, as available (including invitation, signage, program, etc.)
- Sponsorship recognition at Children's Ball Welcome and Reception Area
- Logo recognition on the Children's Ball website with a link to your organization
- Invitation to a meeting with Ambassador Yousef Al Otaiba and hospital leadership at Children's National
- Exclusive dinner with Ambassador Yousef Al Otaiba and the 2014 Children's Ball Co-Chairs
- Opportunity for a behind-the-scenes experience at Children's National such as shadowing a surgeon or researcher for a day (to be customized for your interests and area of focus)
- Opportunity to distribute premium company giveaways for each Ball attendee
- *Additional benefits to be determined. The Children's Hospital Foundation team will work with you to design a special custom sponsorship package.*

PARTICIPATION BENEFITS

- Two tables of ten seats at the black tie dinner with front row priority celebrity seating
- Twenty tickets to the Exclusive VIP Cocktail Reception
- Two hotel rooms at the Ritz Carlton
- Complimentary valet parking for twenty guests

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SPONSORSHIP OPPORTUNITIES

Dr. Bear's Presenting Sponsor \$150,000

RECOGNITION BENEFITS

- Sponsorship of the **After-Hours Lounge** with full branding opportunities
- Main stage sponsorship including logo placement and stage recognition by Children's National executive or committee chair.
- Sponsorship recognition at Children's Ball Welcome and Reception Area
- Premium logo placement on all printed materials, as available (including invitation, signage, program, etc.)
- Logo recognition on the Children's Ball website with a link to your organization
- Four tickets to a breakfast at Children's National Medical Center with senior hospital leadership and physicians
- Opportunity for a behind-the-scenes experience at Children's National such as shadowing a surgeon or researcher for a day (to be customized for your interests and area of focus)
- Opportunity to distribute premium company giveaways for each Ball attendee
- *Additional benefits to be determined. The Children's Hospital Foundation team will work with you to design a special custom sponsorship package.*

PARTICIPATION BENEFITS

- Two tables of ten seats at the black tie dinner with priority celebrity seating
- Twenty tickets to the Exclusive VIP cocktail reception
- Complimentary valet parking for twenty guests

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The Children's Ball

SPONSORSHIP OPPORTUNITIES

Dr. Bear's Patron Sponsor \$100,000

RECOGNITION BENEFITS

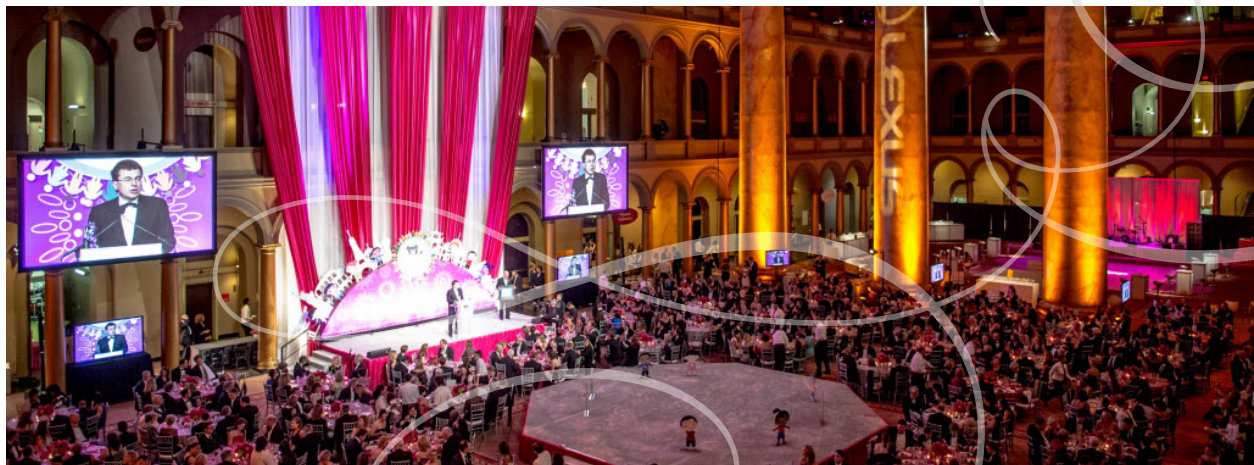
- Sponsorship recognition at **Children's Ball Welcome and Reception Area** and on all dinner tables in Ballroom with full branding opportunities
- Main stage recognition during the Children's Ball including logo placement and recognition by Children's National executive or committee chair
- Logo placement on all printed materials, as available (including invitation, signage, program, etc.)
- Logo recognition on the Children's Ball website with a link to your organization
- Four tickets to a breakfast at Children's National Health System with senior hospital leadership and physicians
- Opportunity for a behind-the-scenes experience at Children's National such as shadowing a surgeon or researcher for a day (to be customized for your interests and area of focus)
- Opportunity to distribute premium company giveaways for each Ball attendee

PARTICIPATION BENEFITS

- Two tables of ten seats at the black tie dinner with priority VIP seating
- Twenty tickets to the Exclusive VIP cocktail reception
- Complimentary valet parking for twenty guests

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The Children's Ball

SPONSORSHIP OPPORTUNITIES

Dr. Bear's Champions \$50,000

RECOGNITION BENEFITS

- Main stage recognition during the Children's Ball by Children's National executive or committee chair
- Logo placement on all event signage
- Logo recognition in the event program
- Logo recognition on the Children's Ball website with a link to your organization
- Two tickets to a breakfast at Children's National Health System with senior hospital leadership and physicians
- Opportunity for a behind-the-scenes experience at Children's National such as shadowing a surgeon or researcher for a day (to be customized for your interests and area of focus)

PARTICIPATION BENEFITS

- One tables of ten seats at the black tie dinner with priority VIP seating
- Ten tickets to the main cocktail reception
- Complimentary valet parking for twenty guests

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The Children's Ball

SPONSORSHIP OPPORTUNITIES

Dr. Bear's Platinum Innovation Honoree Sponsor \$25,000

RECOGNITION BENEFITS

- Logo recognition as a Dr. Bear's Platinum Innovation Honoree Sponsor in the event program
- Logo recognition on sponsor signage during the cocktail reception and dinner
- Logo recognition on the Children's Ball website
- Two tickets to a breakfast at Children's National Health System with senior hospital leadership and physicians

PARTICIPATION BENEFITS

- One table of ten seats at the black tie dinner with priority VIP seating
- Ten tickets to the main cocktail reception
- Complimentary valet parking for ten guests

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SPONSORSHIP OPPORTUNITIES

Dr. Bear's Gold Sponsor \$15,000

RECOGNITION BENEFITS

- Name recognition as a Dr. Bear Gold sponsor in the event program
- Name recognition on sponsor signage during the cocktail reception and dinner
- Name recognition on the Children's Ball Website

PARTICIPATION BENEFITS

- One table of ten seats at the black tie dinner
- Ten tickets to the main cocktail reception
- Complimentary valet parking for ten guests

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