2018
Sponsorship Opportunities

6th Annual Race for Every Child
Saturday, October 20, 2018
Freedom Plaza • Washington, D.C.
Partners Like You

Children’s National Health System is the leading pediatric health system in the Washington, D.C. metro area and the only one focusing solely on kids. No matter the condition, complexity, or circumstance, we’re here every day to help children and families in need, regardless of their background or ability to pay. We are committed to providing world-class care today while searching for the cures of tomorrow because every child deserves a chance to grow up stronger.

Our prescription for healthy futures starts with raising awareness for the resources available and the support needed to continue providing world-class care. This important work is only made possible through events like the Race for Every Child and from partners like you. Together, there’s no limit to what we can accomplish for our children.

The 6th annual Race for Every Child will take place on Saturday, October 20, at Freedom Plaza in downtown Washington, D.C. The event will unite more than 5,000 participants as runners, walkers, and fundraisers for the patients and families at Children’s National. As a sponsor of this event, you will make a direct impact on the health and well-being of children in our community, in addition to elevating your company’s visibility throughout the D.C. metro area and providing high-level engagement opportunities for your employees and families.

Every child, every family, and every community member has a stake in the success of this event. As a leader in our corporate community who understands the importance of healthy children and families, we would love to have you join us as a partner for the 2018 Race for Every Child.

See you at the starting line!
Children’s National

Children’s National is one of the top 10 pediatric hospitals in the country with the #1 neonatal intensive care unit (NICU) and a ranking in every specialty evaluated in the U.S. News & World Report 2017-2018 Best Children’s Hospital Survey

- Our health system includes
  - an acute care hospital with 316 beds
  - seven outpatient specialty centers
  - a primary care network of 1,400 community-based pediatricians
  - a research institute leading basic and clinical research programs
  - a community-outreach program with school health services, mobile health services, and advocacy campaigns

- The only freestanding pediatric hospital between Philadelphia and Charlotte, North Carolina, Children’s National also treats children from around the Mid-Atlantic region, the country, and the world

- Last year, patients visited Children’s National more than 669,000 times

- Last year, we provided $66 million in uncompensated care to our region’s children and $100 million in community benefit, including health and wellness programs, research, and community health programs
Race for Every Child

The Race for Every Child is a fun-filled family event with a serious purpose: to bring the greater Washington community together, supporting children’s health and wellness and raising the necessary funds to help Children’s National provide world-class preventative and critical medical care to every family.

This community-centered event includes:
• 5K run/walk for serious runners, joggers, walkers, strollers, and assistive devices. The 3.1-mile USATF-timed course is flat, fast, and offers scenic views of our nation’s capital
• 100-yard Kids Dash for children 3 – 10 years old
• Family-friendly activities focused on health and wellness
• Live entertainment, an awards ceremony, and more!
## Sponsorship Levels Overview

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Presenting</th>
<th>Start Line</th>
<th>Kids Dash</th>
<th>Champion</th>
<th>Believer</th>
<th>Team Photo</th>
<th>Supporter</th>
<th>Results</th>
<th>Entertainment</th>
<th>Bicycle Valet</th>
<th>Water &amp; Aid Station</th>
<th>Mile Marker</th>
<th>Inspiration Station</th>
<th>Bag Check</th>
<th>Super Hero Meet &amp; Greet</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$100,000</td>
<td>$50,000</td>
<td>$40,000</td>
<td>$25,000</td>
<td>$15,000</td>
<td>$15,000</td>
<td>$10,000</td>
<td>$10,000</td>
<td>$140,000</td>
<td>$10,000</td>
<td>$7,500</td>
<td>$7,500</td>
<td>$7,500</td>
<td>$5,000</td>
<td>$2,500</td>
</tr>
<tr>
<td>Exclusivity</td>
<td>1 available</td>
<td>1 available</td>
<td>1 available</td>
<td>1 available</td>
<td>1 available</td>
<td>2 available</td>
<td>1 available</td>
<td>3 available</td>
<td>3 available</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Pre-Race Benefits

**Logo Placement**

- Posters*
- Brochures*
- T-shirts*
- Advertising*

**Website**

- Website banner
- Website sponsor page

**Email blasts**

- (50)
- (2)

**Social media**

- 5 mentions
- 2 mentions

**Children's National logo usage rights**

- (print deadlines apply)

**Race entries and t-shirts**

- 50
- 50
- 40
- 25
- 15
- 15
- 10
- 10
- 10
- 10
- 5
- 5
- 5

### Race Day Benefits

**Signage**

- Main stage podium
- Start banner
- Finish banner
- Thank you banner
- Barricade signs
- Event bibs

**Other**

- Finish Line tape
- Step & Repeat banner, and L-pole sign
- L-pole sign at Results Tent and volunteering
- A-frame sign at Entertainment site
- A-frame sign at Bicycle Valet site
- A-frame sign at Water & Aid station
- L-pole sign at Mile Marker and volunteering
- Logo on Inspiration Station sign
- Logo on a Bag Check sign
- Logo on 1 banner

**Champions Tent naming rights**

- (at Inspiration Station only)

**Speaking opportunity**

- (at Inspiration Station only)

**PA announcements**

- (at Inspiration Station only)

**Team tent w/table and chairs, sign**

- Sponsor's choice
- Sponsor's choice
- Sponsor's choice
- (at Inspiration Station only)

**Table and chairs in Sponsor Area**

- (at Inspiration Station only)

**Parking space**

- (at Inspiration Station only)

**Ceremonial starter**

- (at Inspiration Station only)

### Post-Race Benefits

**Play date**

- (at Inspiration Station only)

**Meet & greet with Children's National CEO**

- (up to 6 guests)

**Champions for Every Child membership**

- (at Inspiration Station only)

---

*print deadlines apply

**final approval by Children's National staff is required
Important Sponsor Deadlines

March 13
Posters ($15K+)

May 15
Brochures ($15K+)

August 15
Race day T-shirts ($10K+)

August 31
Race day Signage
(All levels)

October 14
Race registration ends at 11:59 PM.
Sponsor team members must be registered at this time.
There is no on-site registration.

All benefits are subject to confirmation with CHF staff.
Saturday, October 20, 2018
Freedom Plaza • Washington, D.C.

RaceForEveryChild.org

Children’s Hospital Foundation
801 Roeder Road, Suite 650
Silver Spring, MD 20910
(301) 565-8500
Erin.Stoker@ChildrensNational.org