The COVID-19 pandemic has changed our world. The health and well-being of our patients, staff, partners and community are our top priority. For this reason, the 2020 Race for Every Child will be held as a virtual event.

The race raises critical funds to ensure that Children’s National Hospital – your local children’s hospital and one of America’s top pediatric institutions – can advance research and provide world-class, compassionate care to families.

We invite you, as a corporate leader, to join us for this year’s virtual Race for Every Child.

**Partner for Every Child**
Your support will directly benefit patients and families, elevate your company’s visibility throughout the Washington region and provide high-level engagement opportunities for your employees.

With your partnership, we will transform pediatric medicine for the next 150 years. Together, we can address the most challenging childhood diseases and conditions to help children grow up stronger.

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**About the Race for Every Child**
The Race for Every Child is Children’s National Hospital’s largest community-based event. Participants raise funds to support world-class pediatric care and research into new therapies and cures for the most challenging childhood diseases.

This virtual 5K walk/run is perfect for:
- walkers
- avid runners
- parents looking for a fun family activity
- everyone who wants to unite the community around pediatric health!
Children’s National Hospital

Children’s National celebrates 150 years of pediatric care, research and commitment to community. Volunteers opened our 12-bed hospital in the heart of Washington, D.C., to care for children displaced by the Civil War. Today, we are ranked one of the nation’s top-10 best children’s hospitals and No. 1 for newborn care by U.S. News & World Report.

- an acute care hospital with 323 beds
- 6 outpatient specialty care centers
- a primary care network of 1,500 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

Children’s National at a Glance

<table>
<thead>
<tr>
<th>240,000+ patients treated</th>
<th>$67+ million in uncompensated care to underserved families</th>
<th>680,000+ outpatient visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>97% from the D.C. Region</td>
<td>97% from the D.C. Region</td>
<td>97% from the D.C. Region</td>
</tr>
</tbody>
</table>

| $120+ million contributed to community health and wellness benefits | Employed nearly 7,000 people as the city’s 23rd largest employer | Engaged in 1,300 active pediatric research projects |

2019 race for every child
Social Media Exposure

Total Social Media Impressions: 7,596,384
Total Influencer Reach: 184,743
## Platinum Sponsor

### $50,000

#### Pre-Event Benefits

- Recognition as match partner
- Prominent logo placement on “Race in a Box” packaging plus included materials*
- Prominent logo placement in email blasts
- Prominent logo placement on event website sponsor page
- Corporate Corner feature in email blast & LinkedIn post
- Opportunity to vote on t-shirt design
- Event t-shirts (50)
- Virtual training session for corporate team with a Children’s National physical therapist
- Opportunity to record message for pre-event Pep Rally (:30)
- Right to use Children’s National name/logo in corporate printed materials and on corporate website, highlighting race sponsorship and partnership with us**

#### Event Benefits

- Serve as ceremonial starter of virtual race (:30 recorded video)
- Logo inclusion on virtual race day ceremony digital banner
- Opportunity to have Dr. Kurt Newman or Dr. Bear serve as honorary team captain
- Prominent logo placement on event t-shirts*

#### Post-Event Benefits

- Prominent logo placement in post-event thank-you video
- Customized playdate at Children’s National
- Prominent logo placement on post-event thank-you webpage
- Shout-out in post-event celebration
- Exclusive webinar with Children’s National expert for employees
- Champions for Every Child membership

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*print deadlines apply
**final approval by Children’s National staff is required
## Pre-Event Benefits

- Recognition as "Training Tip" sponsor in at least one coaching email
- Logo placement on “Race in a Box” materials*
- Logo placement in email blast (1)
- Logo placement on event website sponsor page
- Corporate Corner feature in LinkedIn post
- Event t-shirts (25)
- Recognition during pre-event Pep Rally
- Right to use Children’s National name/logo in corporate printed materials and on corporate website, highlighting race sponsorship and partnership with us**

## Event Benefits

- Opportunity to record clip for virtual race day ceremony (:20 recorded video)
- Logo on event t-shirts*
- Logo inclusion on virtual race day ceremony digital banner

## Post-Event Benefits

- Logo placement in post-event thank-you video
- Logo placement on post-event thank-you webpage
- Shout-out in post-event celebration
- Champions for Every Child membership

*print deadlines apply
**final approval by Children’s National staff is required
Silver Sponsor
$10,000

Pre-Event Benefits

- Logo placement in email blast (1)
- Logo placement on event website sponsor page
- Event t-shirts (10)
- Recognition during pre-event Pep Rally
- Right to use Children’s National name/logo in corporate printed materials and on corporate website, highlighting race sponsorship and partnership with us**

Event Benefits

- Logo on event t-shirts*
- Logo inclusion during virtual race day ceremony*

Post-Event Benefits

- Logo placement in post-event thank-you video
- Logo placement on post-event thank-you webpage
- Shout-out in post-event celebration

*print deadlines apply
**final approval by Children’s National staff is required
Dr. Bear’s Friends
$5,000

Pre-Event Benefits

- Company name placement on event website sponsor page
- Event t-shirts (5)
- Right to use Children’s National name/logo in corporate printed materials and on corporate website, highlighting race sponsorship and partnership with us**

Event Benefits

- Company name on event t-shirts*

Post-Event Benefits

- Company name placement in post-event thank-you video
- Company name placement on post-event thank-you webpage

*print deadlines apply
**final approval by Children’s National staff is required
Supporter
$2,500

Pre-Event Benefits

- Company name placement on event website sponsor page
- Company name placement in “Thank You to Our Sponsors” LinkedIn post
- Event t-shirts (2)

Event Benefits

- Company name on event t-shirts*

Post-Event Benefits

- Company name placement in post-event thank-you video
- Company name placement on post-event thank-you webpage

*print deadlines apply
race FOR every child
Saturday, October 17, 2020

RaceForEveryChild.org

We are happy to customize a sponsorship tailored to your specific needs!

Contact: Erin Stoker
Erin.Stoker@ChildrensNational.org
(901) 337-1933

Donor Advised Funds
We accept sponsorships through a Donor Advised Fund (DAF) as long as the sponsorship does not include a value of goods and services, which includes table, ticket and auction item purchases.

For questions about DAF gifts
Contact: Shelby Tudor
STudor@ChildrensNational.org
(301) 565-8463

Important Sponsor Deadline
Race Day T-Shirts | August 30