



2024 WHITE HAT GALA 2024

Sponsorship Opportunities

NOVEMBER 14, 2024

Union Station
Washington, DC



Children's National

White Hat Gala

The White Hat Gala, hosted by experts in cybersecurity, technology and AI, supports Children's National Hospital. This signature event unites innovators and philanthropists to advance pediatric healthcare. It also attracts leaders from finance, legal and federal government sectors. The event has raised over \$3.7 million for Children's National patients and families since 2013.

EVENT DETAILS

- Thursday, November 14, 2024, Union Station

EVENT SCHEDULE

- 6:30pm: Networking Reception with Cocktails and Hors d'oeuvres
- 7:30pm-9:30pm: Dinner and Program with Keynote Speaker
- 9:30pm - 11:00pm: Dessert Reception with Networking and Live Entertainment

KEYNOTE SPEAKER

- Industry expert to be announced

Sponsor Benefits and Opportunities

White Hat Gala sponsorships provide critical support that enables Children's National to provide every patient with exceptional care. They also fund pediatric research that leads to innovative therapies and cures for childhood's most challenging diseases and conditions.

- Gain exposure to more than 300 regional business leaders, philanthropists, government officials and world-class physicians
- Support and partner with the nation's No. 5 best children's hospital ranked by U.S. News & World Report, providing value and recognition for your company, employees and customers
- Elevate your organization's visibility through our recognition benefits
- Provide the necessary funds to improve the lives of children in our community and around the globe

Donor Advised Funds and Family Foundations

We accept sponsorships through a Donor Advised Fund (DAF) or a Family Foundation (FF) as long as the sponsorship does not include a value of goods and services which includes table, ticket and auction item purchases. Please contact Shelby Tudor at (301) 565-8463 or STudor@ChildrensNational.org at Children's National Hospital Foundation with any questions.

White Hat Gala Sponsorship Opportunities

PREMIER SPONSOR | \$150,000 (1 Opportunity Available)

Event Benefits:

- Three (3) tables of ten (10) seats, with front row VIP seating
- Opportunity for a Children's National executive to join your host table
- Main stage acknowledgement by Children's National executive or event leadership
- Highest logo or name placement on all digital and printed materials, as available (including invitation, program and signage)*
- Full-screen tribute ad in event digital slideshow
- Premier Sponsor signage throughout the welcome and reception areas
- Logo or name recognition on the Gala website with a link to your organization, if applicable
- Tabletop logo or name recognition on sponsored table at the Gala
- Opportunity to distribute premium company giveaway of your choice or branding opportunity on pre-selected favor
- Opportunity to brand a signature cocktail
- Recognition in post-event advertisement in the Washington Business Journal

Additional Benefits:

- One (1) seat on the Children's National Hospital Foundation's Corporate Advisory Council
- Opportunity for a behind-the-scenes experience at Children's National, such as shadowing a physician or research scientist for a day, a customized hospital tour or a patient play date for your employees (tailored to your interests and area of focus)
- Membership as a leadership donor in the Champions for Every Child annual corporate recognition program or the Children's Circle of Care annual individual recognition program

**Deadline to appear in printed materials is October 1, 2024*

White Hat Gala Sponsorship Opportunities

DIAMOND SPONSOR | \$75,000

Event Benefits:

- Two (2) tables of ten (10) seats with premium seating
- Opportunity for a Children's National executive to join your host table
- Main stage acknowledgement by Children's National executive or event leadership
- Full-screen tribute ad in event digital slideshow
- Tabletop logo or name recognition on sponsored table at the Gala
- Logo or name recognition on the digital invitation and in the event program*
- Logo or name recognition on sponsor signage during the cocktail reception*
- Logo or name recognition on the Gala website with a link to your organization, if applicable
- Opportunity to distribute a premium company giveaway to Gala attendees
- Opportunity to brand a signature cocktail
- Recognition in post-event advertisement in the Washington Business Journal

Additional Benefits:

- Opportunity for a behind-the-scenes experience at Children's National, such as shadowing a physician or research scientist for a day, a customized hospital tour or a patient play date for your employees (tailored to your interests and area of focus)
- Membership as a leadership donor in the Champions for Every Child annual corporate recognition program or the Children's Circle of Care annual individual recognition program

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White Hat Gala Sponsorship Opportunities

BOND SPONSOR | \$50,000

Event Benefits:

- Two (2) tables of ten (10) seats with prime seating
- Full-screen tribute ad in event digital slideshow
- Main stage acknowledgement by Children's National executive or event leadership
- Tabletop logo or name recognition on sponsored table at the Gala
- Logo or name recognition on the digital invitation and in the event program*
- Logo or name recognition on sponsor signage during the cocktail reception*
- Logo or name recognition on the Gala website with a link to your organization, if applicable
- Opportunity to distribute a premium company giveaway to Gala attendees
- Opportunity to brand a signature cocktail
- Recognition in post-event advertisement in the Washington Business Journal

Additional Benefits:

- Opportunity for a customized hospital tour tailored for your interests and area of focus
- Membership as a leadership donor in the Champions for Every Child annual corporate recognition program or the Children's Circle of Care annual individual recognition program

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White Hat Gala Sponsorship Opportunities

SKYFALL SPONSOR | \$25,000

Event Benefits:

- One (1) table of ten (10) seats with priority seating
- Main stage acknowledgement by Children's National executive or event leadership
- Full-screen tribute ad in event digital slideshow
- Tabletop logo or name recognition on sponsored table at the Gala
- Logo or name recognition on the digital invitation and in the event program*
- Logo or name recognition on sponsor signage during the cocktail reception*
- Logo or name recognition on the Gala website with link to your organization, if applicable
- Recognition in post-event advertisement in Washington Business Journal

Additional Benefits:

- Membership as a leadership donor in the Champions for Every Child annual corporate recognition program or the Children's Circle of Care annual individual recognition program

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White Hat Gala Sponsorship Opportunities

GOLDENEYE SPONSOR | \$15,000

Event Benefits:

- One (1) table of ten (10) seats
- Tabletop logo or name recognition on sponsored table at the Gala
- Logo or name recognition in the event digital slideshow
- Logo or name recognition on the digital invitation and in the event program*
- Logo or name recognition on sponsor signage during the cocktail reception*
- Logo or name recognition on the Gala website with a link to your organization, if applicable
- Recognition in post-event advertisement in the Washington Business Journal

Additional Benefits:

- For individuals: Membership as a leadership donor in Children's Circle of Care with all included benefits

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White Hat Gala Sponsorship Opportunities

MOONRAKER SPONSOR | \$10,000

Event Benefits:

- Six (6) seats at the dinner
- Name recognition on the digital invitation and in the event program*
- Name recognition on sponsor signage during the cocktail reception*
- Name recognition on the Gala website
- Recognition in post-event advertisement in the Washington Business Journal

QUANTUM SPONSOR | \$5,000

Event Benefits:

- Four (4) seats at the dinner
- Name recognition in the event program*
- Name recognition on sponsor signage during the cocktail reception*
- Name recognition on the Gala website

Secure your sponsorship

To secure your table(s) or to discuss customization, please contact Samantha Frankel, at SFrankel@ChildrensNational.org or (301) 919-1841.

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