

race FOR every child

5K RUN/WALK



Sponsorship Opportunities

Saturday, October 19, 2024



Children's National Hospital

Children's National Hospital opened in 1870 with 12 beds for children displaced after the Civil War. Today, U.S News & World Report ranks us the nation's No. 5 children's hospital and best in the Mid-Atlantic region for newborn care, cancer, neurology and neurosurgery. We offer:

- an acute care hospital with 323 beds
- six outpatient specialty 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

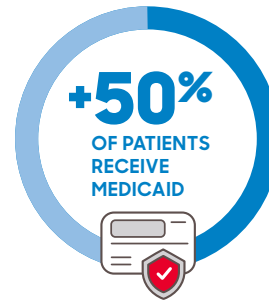


Our Impact 2023

\$211M
IN COMMUNITY
BENEFIT



\$153M+
ANNUALLY IN
UNCOMPENSATED CARE



1.3M+
LABORATORY
TESTS



19,000+
SURGICAL CASES



OVER
253,000
UNIQUE PATIENTS



658,000+
OUTPATIENT VISITS

135,000+
DIAGNOSTIC IMAGING
PROCEDURES



2,000+
ACTIVE CLINICAL
RESEARCH PROJECTS



9,000+
ANIMAL VISITATION &
THERAPY PROGRAM
CONTACTS



1,700+
MUSIC THERAPY
SESSIONS

EDUCATION &
TRAINING FOR

1,500+



MEDICAL RESIDENTS,
NURSING STUDENTS
& OTHER HEALTHCARE
PROFESSIONALS

2,400+
ART THERAPY
SESSIONS



150+

COMMUNITY HEALTH
IMPROVEMENT
PROGRAMS &
ACTIVITIES



About the Race for Every Child

The Race for Every Child is our annual 5K run/walk and Kids Dash to raise funds for world-class care and research at Children's National Hospital. It is a fun-filled, family event with a serious purpose, bringing together our community to improve children's health.

- **5K run/walk with scenic views of our nation's capital** for walkers, joggers, runners, strollers, assistive devices and people of all ages
- **100-yard Kids Dash** for children, ages 3 to 10
- **Family-friendly activities** focused on children's health
- **Live entertainment, awards ceremony** and more!

In 2023, more than 5,500 participants joined us at Freedom Plaza in Washington, D.C., and virtually around the world using our Race Day Experience App.

Race for Every Child Media Exposure

17 million +
media impressions

6 million +
radio impressions

3 million +
impressions through digital billboards,
bus shelters and other local displays

150,000
email impressions



Join Us as a Sponsor

Your sponsorship supports the Fund for Every Child, ensuring that Children's National Hospital can meet patients' greatest needs. It funds pediatric care and 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
- **Offer meaningful employee engagement** opportunities
- **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



[Click here to submit your sponsor commitment.](#)





ONLY 1 AVAILABLE
Contact us to learn more!



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Leader Sponsor | \$100,000

PRE-RACE DAY BENEFITS

- Prominent logo on event website with hyperlink to company website
- Inclusion in a Children’s National Hospital Foundation LinkedIn post
- Children’s National staff liaison to provide one-on-one coaching and support for team fundraising
- Logo on Race for Every Child App (digital)

RACE DAY BENEFITS

- Prominent logo placement on:
 - participant 5K bibs
 - participant t-shirts
 - Main Stage banner
 - signage throughout the event
- Recognition through Race Day loudspeaker announcements
- Recognition during opening remarks
- Access to sponsor check-in and sponsor team packet pick-up area
- 10’x10’ tent with hanging company sign, with 2 tables with 4 chairs
 - May be used at team meet-up area with option to distribute company branded promotional items
- Scheduled team photo with professional event photographer
- Opportunity to engage employees in volunteering roles during Race Week and on Race Day

POST-RACE DAY BENEFITS

- Inclusion in the Corporate Recognition Program, Champions for Every Child
- Prominent logo placement on post-event thank-you advertisements, web page and thank-you video
- Prominent logo placement on 2025 Race for Every Child calendar
- Opportunity to be featured in a corporate profile on Children’s National Hospital Foundation LinkedIn and blog
- Option to participate in mission-focused employee engagement opportunity
- Option to participate in corporate check presentation



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Gold Sponsor | \$50,000

CHOOSE A RACE DAY AREA TO SPONSOR:

- Start Line **RESERVED**
- Finish Line **RESERVED**
- Kids Dash **RESERVED**
- Champions Tent
- Snack & Beverage **RESERVED**

PRE-RACE DAY BENEFITS

- Prominent logo on event website with hyperlink to company website
- Inclusion in a Children's National Hospital Foundation LinkedIn post
- Children's National staff liaison to provide one-on-one coaching and support for team fundraising
- Logo on Race for Every Child App (digital)

RACE DAY BENEFITS

- Prominent logo placement on:
 - participant t-shirts
 - Main Stage banner
 - signage throughout sponsor-designated area (Start Line, Finish Line, Kids Dash, Champions Tent, Snack & Beverage)
- Recognition through Race Day loudspeaker announcements
- Recognition during opening remarks
- Access to sponsor check-in and sponsor team packet pick-up area
- Logo placement on signage throughout sponsor-designated area (Start Line / Finish Line / Champions Tent /Snack & Beverage)*
- 10x10 tent with hanging company sign, with 2 tables with 4 chairs
 - May be used at team meet-up area with option to distribute company branded promotional items
- Scheduled team photo with professional event photographer
- Opportunity to engage employees in volunteering roles during Race Week and on Race Day

POST-RACE DAY BENEFITS

- Inclusion in Corporate Recognition Program, Champions for Every Child
- Prominent logo inclusion on post-event thank-you advertisements, web page and video
- Prominent logo inclusion in 2025 Race for Every Child calendar
- Option to participate in mission-focused employee engagement opportunity
- Option to participate in corporate check presentation



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Silver Sponsor | \$25,000

CHOOSE A RACE DAY AREA TO SPONSOR:

- Packet Pick-up
- Inspiration Station

PRE-RACE DAY BENEFITS

- Logo on event website with hyperlink to company website
- Children's National staff liaison to provide one-on-one coaching and support for team fundraising

RACE DAY BENEFITS

- Logo placement on:
 - participant t-shirts
 - Main Stage banner
 - signage throughout sponsor-designated area (Packet Pick-Up, Inspiration Station)
- Recognition through Race Day loudspeaker announcements
- Access to sponsor check-in and sponsor team packet pick-up area
- 10x10 tent with hanging company sign, with 2 tables with 4 chairs
 - May be used at team meet-up area with option to distribute company branded promotional items
- Scheduled team photo with professional event photographer
- Opportunity to engage employees in volunteering roles during Race Week and on Race Day

POST-RACE DAY BENEFITS

- Inclusion in Corporate Recognition Program, Champions for Every Child
- Logo inclusion on post-event thank-you advertisements, web page and video
- Logo inclusion in 2025 Race for Every Child calendar
- Option to participate in mission-focused employee engagement opportunity
- Option to participate in corporate check presentation



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Bronze Sponsor | \$10,000

CHOOSE A RACE DAY AREA TO SPONSOR:

- Volunteer
- Superhero
- Bag Check
- Tribute Wall
- Mile Marker
- Course Entertainment (1 max.)
- Water & Aid Station (2 max.)

PRE-RACE DAY BENEFITS

- Logo on event website
- Children's National staff liaison to provide one-on-one coaching and support for team fundraising

RACE DAY BENEFITS

- Logo placement on:
 - participant t-shirts
 - Main Stage banner
 - signage throughout sponsor-designated area (Volunteer Sponsor, Superhero Sponsor, Bag Check, Tribute Wall, On-Course Entertainment, Water & Aid Station, or Mile Marker)
- Recognition through Race Day loudspeaker announcements
- Access to sponsor check-in and sponsor team packet pick-up area
- Opportunity to engage employees in volunteering roles during Race Week and on Race Day

POST-RACE DAY BENEFITS

- Name in post-event thank-you web page and video
- Name in 2025 Race for Every Child calendar



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Supporter Sponsor | \$5,000

PRE-RACE DAY BENEFITS

- Name placement on event website
- Children's National staff liaison to provide one-on-one coaching and support for team fundraising

RACE DAY BENEFITS

- Name placement on participant t-shirts
- Access to sponsor check-in and sponsor team packet pick-up area
- Opportunity to engage employees in volunteering roles during Race Week and on Race Day

POST-RACE DAY BENEFITS

- Name in post-event thank-you web page and video
- Name in 2025 Race for Every Child calendar

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Sponsor Deadlines



Submit preferred name and/or high-resolution EPS logos (color and black & white) for inclusion on participant t-shirts.



Submit preferred name and/or high-resolution EPS logos (color and black & white) for inclusion on Race Day signage.



[Click here to submit your logos.](#)

Registration Deadlines



Last day for in-person participants to register for free.



Last day for virtual participants to register.

Registration Fees	Until Oct. 13	Oct. 14 - 19
In-person 5K	FREE	\$30
Kids Dash	FREE	\$30
Virtual	FREE	FREE

“We believe it is a part of our corporate responsibility to give back to organizations who support our employees and their families. In addition to raising funds for the hospital, the Race provides an opportunity for team building and a shared sense of purpose and pride.”

- Ken Collins, L.F. Jennings, Inc.



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

Please contact Molly Jackson at (610) 639-7985 or mjackson5@childrensnational.org with any questions.

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. Please contact Melanie McCarty at (301) 565-4266 or mmccarty@childrensnational.org with any questions.

RaceForEveryChild.org

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