

race FOR every child

2023 Sponsorship Opportunities



Saturday, October 21, 2023

Race for Every Child participants may register to join us in person or virtually. We will continue to monitor the COVID-19 situation to ensure that we make the safest decisions for our community. We will notify you of any event changes.



Children's National

About Race for Every Child

The Race for Every Child is a fun-filled, family event with a serious purpose. It brings our community together to improve children's health and raises funds to help Children's National Hospital provide world-class care.

Virtual participants may complete their 5K run/walk or Kids Dash wherever they are located and submit photos via our event website. In 2022, more than 3,500 participants joined us at Freedom Plaza in Washington, D.C., and virtually to support Children's National.

- **5K walk/run 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, an awards ceremony and more!**

Join us as a sponsor.

Everyone has a stake in the 2023 Race for Every Child. We hope you, as a corporate leader who understands the importance of healthy children and families, will join us and sponsor this event.

The event on Saturday, October 21, 2023, will bring together thousands of walkers, runners and volunteers to support Children's National and advance pediatric medicine.

Your sponsorship will elevate your company's visibility and provide high-level engagement opportunities for your employees and their families.

See you at the starting line!

Race for Every Child MEDIA EXPOSURE

2.84 million

media Impressions

1.87 million

radio Impressions

823,130

paid social media

152,095

digital display, eNewsletters and eBlasts



Children's National Hospital

Children's National Hospital opened in 1870 with 12 beds for children displaced after the Civil War. Today, it is the No. 5 children's hospital in the nation. It is ranked No.1 for newborn care for the sixth straight year and ranked in all specialties evaluated by U.S. News & World Report.

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



2020 AT A GLANCE



Treated
246,000+
patients
**97% from the
D.C. region**



Engaged in
1,500
active pediatric
research projects



Provided nearly
\$108+ million
in **uncompensated
care** to under-
resourced families



Contributed
\$194 million+
in **community
health benefit and
wellness benefits**



Conducted
537,000+
outpatient visits



Employed more than
6,800 people



\$100,000 Leader Sponsor

PRE-RACE DAY BENEFITS

- Highest logo on event website sponsor section with hyperlink to company website
- Highest logo on Race for Every Child App (digital)
- Sponsor a participant engagement opportunity on our Race for Every Child App (digital)
- One stand-alone Children's National Hospital Foundation LinkedIn post
- Prominent logo in select event emails*
- Personalized support to engage corporate team, including in person or virtual kick-off

RACE DAY BENEFITS

- Highest logo placement on participant t-shirts*
- Highest logo on Main Stage banner*
- Highest logo recognition on 10 barricade signs throughout event*
- Recognition through the Race Day loudspeaker announcements
- Recognition in Opening Remarks
- Access to Sponsor Check-in and Sponsor Team Packet Pick Up Area
- Opportunity to provide 500+ branded spirit items with company logo to be distributed on Race Day
*Sponsor to provide item by September 22 deadline
- 10x10 tent with hanging company sign, 2 tables with 4 chairs. (Deadline applies)
may be used at team meet up area with option to distribute company branded promotional items
- Opportunity to serve in ceremonial role on race day
- Opportunity to provide an inspirational soundbite for the Race Day Experience app
- On-site speaking opportunity during Race Day Program
- Scheduled team photo with professional event photographer
- Opportunity to engage employees in volunteer roles during Race Week and on Race Day

POST-RACE DAY BENEFITS

- Inclusion in the Corporate Recognition Program, Champions for Every Child
- Highest logo inclusion in post-event thank-you
- Highest logo placement on post-event thank-you webpage
- Highest logo placement on 2024 Race for Every Child calendar
- Opportunity to be featured in corporate profile on Children's National Hospital Foundation LinkedIn
- Option to participate in mission-focused employee engagement opportunity
- Option to participate in corporate check presentation



NAMED OPTIONS

- Champions Tent Sponsor

PRE-RACE DAY BENEFITS

- Prominent logo on event website sponsor section with hyperlink to company website
- Inclusion in 1 Children's National Hospital Foundation LinkedIn post
- Personalized support to form and engage corporate team, including in person or virtual kick-off
- Logo on Race for Every Child App (digital)

RACE DAY BENEFITS

- Prominent logo on participant t-shirts*
- Prominent logo on Main Stage banner*
- Recognition through Race Day loudspeaker announcements
- Recognition during Opening Remarks
- Access to Sponsor Check-in and Sponsor Team Packet Pick Up Area
- Opportunity to provide 500+ branded spirit items with company logo to be distributed on Race Day
- 10x10 tent with hanging company sign, 2 tables with 4 chairs. (Deadline applies) *may be used at team meet up area with option to distribute company branded promotional items***
- Logo placement on signage throughout sponsor-designated area (Start Line / Finish Line / Kids Dash / Champions Tent /Snack & Beverage)*
- Scheduled team photo with professional event photographer
- Opportunity to engage employees in volunteering roles during Race Week and on Race Day

*Sponsor to provide item by September 22 deadline

POST-RACE DAY BENEFITS

- Inclusion in Corporate Recognition Program, Champions for Every Child
- Prominent logo inclusion in post-event thank-you
- Prominent logo placement on post-event thank-you webpage
- Prominent logo inclusion in 2024 Race for Every Child calendar
- Option to participate in mission-focused employee engagement opportunity
- Option to participate in corporate check presentation

[†] As available



NAMED OPTIONS

- Packet Pick Up Sponsor
- Inspiration Station Sponsor

PRE-RACE DAY BENEFITS

- Logo on event website sponsor section with hyperlink to company website
- Personalized support to form and engage corporate team, including in person or virtual kick-off

RACE DAY BENEFITS

- Logo on participant t-shirts*
 - Logo on Main Stage banner*
 - Recognition through Race Day loudspeaker announcements
 - Access to Sponsor Check-in and Sponsor Team Packet Pick Up Area
 - Opportunity for sponsor to provide 500+ branded spirit items with company logo to be distributed on Race Day
 - 10x10 tent with hanging company sign, 2 tables with 4 chairs. (deadline applies)
*may be used at team meet up area with option to distribute company branded promotional items***
 - Logo placement on signage throughout sponsor-designated area (Packet Pick Up, Inspiration Station)*
 - Scheduled team photo with professional event photographer
 - Opportunity to engage employees in volunteering roles during Race Week and on Race Day
- *Sponsor to provide item by September 22 deadline

POST-RACE DAY BENEFITS

- Inclusion in Corporate Recognition Program, Champions for Every Child
- Logo inclusion in post-event thank-you
- Logo placement on post-event thank-you webpage
- Logo inclusion in 2024 Race for Every Child calendar
- Option to participate in mission-focused employee engagement opportunity
- Option to participate in corporate check presentation



\$10,000 Bronze Level

NAMED OPTIONS

- Volunteer Sponsor
- Superhero Sponsor
- Bag Check Sponsor
- Tribute Wall Sponsor
- Water & Aid Station Sponsor (3 maximum)

PRE-RACE DAY BENEFITS

- Logo on event website sponsor page
- Personalized support to form and engage corporate team, including in person or virtual kick-off

RACE DAY BENEFITS

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

POST-RACE DAY BENEFITS

- Name on post-event thank-you webpage
- Name in 2024 Race for Every Child calendar
- Name in post-event thank-you video



\$5,000 Supporter Level

PRE-RACE DAY BENEFITS

- Name placement on event website sponsor page
- Personalized support to form and engage corporate team, including in person or virtual kick-off

RACE DAY BENEFITS

- Name on participant t-shirts*
- Name on Main Stage banner*
- 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 placement on post-event thank-you webpage
- Name placement in post-event thank-you video
- Name inclusion in 2024 Race for Every Child calendar



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Sponsor Deadlines

August 11

Logos or name on Race Day T-shirts

(Depends on Sponsor level)

Race Day Signage

(All Sponsor Levels)

October 15

Free registration for in-person participants ends at 11:59pm

**Registration for in-person participants will remain open until Race Day with a \$30 fee per individual 5K participant and \$15 per Kids Dash participant. *T-shirts are not included in the registration fee and are part of the fundraising Recognition Program.

October 20

Registration for virtual participants ends at 7pm



“ The Todd Buterbaugh Companies is honored to partner with Children’s National Hospital – Race for Every Child and the outstanding work they do in bringing healing and comfort to children and their families nation-wide. This is an event our team looks forward to every year and an opportunity to come together in support of an amazing cause.”

– Julie and Todd Buterbaugh
The Todd Buterbaugh Companies

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 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 t-shirts.

CONTACT: Shelby Tudor
STudor@ChildrensNational.org | (301) 565-8463

Scan the following QR code to be directed to your Online Commitment Form:



RaceForEveryChild.org

