



 **CHOC**

WALK
in the
PARK

Presented by

Disneyland
RESORT

August 20, 2023

SPONSORSHIP OPPORTUNITIES



WALK in the **PARK**

Presented by **Disneyland**
RESORT

WALKING FOR KIDS SINCE 1990



Saturday, November 10, 1990, was an important day for CHOC. On this milestone day, the inaugural CHOC Walk stretched over five miles, starting at Main Place Mall in Santa Ana, past CHOC Children's and through neighborhoods, wrapping up in the parking lot at *Disneyland*® park. Over the next dozen years, the Walk grew and followed different routes.

In 2002, the fundraising event returned to "The Happiest Place on Earth" and was transformed into "CHOC Walk in the Park," presented by *Disneyland*® Resort. Over its 31-year history, the event has raised more than \$42 million for Orange County's only pediatric healthcare system. The 5k event also has the distinction of being one of the largest and most unique pediatric fundraisers in the nation, and remains a favorite destination event among Southern California residents (and beyond).

INTRODUCING **HUDSON!** OUR 2023 WALK AMBASSADOR!

In March 2011, Hudson was diagnosed with kidney cancer at the age of 15 months. With the amazing care that he received at CHOC, he successfully underwent four surgeries and six months of chemotherapy before the age of 3. CHOC not only took care of Hudson, but also our whole family by being patient, kind, understanding, and simply just being present for us.

We are now proud to say that Hudson is 11 years free of cancer! CHOC's child-centered approach allowed Hudson to look forward to his check-ups and appointments, especially with his favorite doctor, Dr. Rubin.



“CHOC will forever hold a special place in our family's hearts for holding our hands throughout this journey and giving our son a chance to live a full life.”

- Eby Kent, Hudson's mom

YOUR FUNDS IN ACTION

Taking Care of Kids' Greatest Needs

Each year, CHOC provides \$143 million in total community benefit to support services including increased access to pediatric healthcare resources, behavioral health services and more. Of that, more than \$128 million--nearly 90%--covers care for families with little or no insurance.

We serve more than two million children across four counties each year and, with the generosity of our supporters your donations help fund services like...

New Southwest Tower

This new 330,000-square-foot Southwest Tower will house multiple outpatient services like a comprehensive imaging center, a dedicated Research Institute floor, multiple specialty clinics and more. The nine-story building will open in phases beginning in mid-2025, enabling CHOC to serve even more families in Orange County and beyond.



WellSpaces

In the midst of our world's unparalleled pediatric mental health crisis, CHOC has launched WellSpaces—welcoming, school-based oases where students can unwind and access support and resources on a variety of mental health, physical health and education topics, improving their overall well-being.

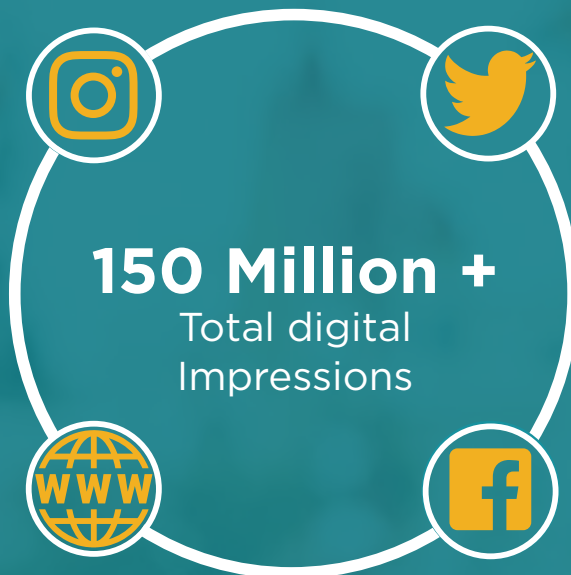
Fetal Care Center

In partnership with UCI Health, this new venture is filling an unmet need in the region as one of the first fetal care centers in Southern California, bringing together experts in maternal-fetal medicine and pediatrics.



BY THE NUMBERS

1 Million +
Instagram
Impressions



750,000 +
Twitter
Impressions

650,000 +
ChocWalk.org
Impressions

400,000 +
Facebook
Impressions

Media coverage from 80+ sources

Mainstream Media

KTLA 5

Top 80 local influencers



10,000 +
Attendees



350
Community Teams



120
Corporate Teams



46
Corporate Sponsors

After **31 years** of walking, we've raised
over **\$42 Million** for **CHOC**

SPONSORSHIP LEVELS

	GOLD SPONSORS \$50,000	SILVER SPONSORS \$25,000	BRONZE SPONSORS \$10,000	BUSINESS SPONSORS \$5,000
LOGO ON T-SHIRT AND WEBSITE	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
WALK ROUTE SIGNAGE	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
RECOGNITION EVENT INVITES	6	4	2	2
WALKER ENTRIES	50	35	20	15
MINNIE WALK BOOTH	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
LOGO ON EMAIL BANNER	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
VIP WALK TEAM CHECK-IN	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
NUMBER OF SOCIAL MEDIA RECOGNITION POSTS	2	1		
OPENING CEREMONY SHOUTOUT	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
VIRTUAL PEP RALLY	<input checked="" type="checkbox"/>			

Proceeds from this event support the full range of CHOC's integrated services, from dedicated physicians representing dozens of specialties, to long-term inpatient or short-term outpatient care, to leading-edge research that translates into new treatments and cures.

TAX ID: 95-6097416



CHOCWALK.ORG

SPONSORSHIP INFORMATION

winnie tran

(714) 509- 4229

ADDITIONAL opportunities available upon request

IMPORTANT DATES

Logo for Shirts Due — June 22

Logos must be received by the deadline in order to be printed on the event T-shirt. Logos received after the deadline will be showcased on the website and other materials. Logos must be high resolution png files.

Minnie Walk Event — July 26, 2023

RSVP Deadline — June 22

In partnership with Disneyland® Resort, the Minnie Walk guarantees a fun-filled day for patients and their families who otherwise are not able to participate in the CHOC Walk. Participating sponsors will be invited to host a table to provide packaged giveaways and activities for our CHOC families during the event.

Email Banner Deadline — June 22

Deadline to finalize participation to have logo represented on email banner. Logos received after the deadline will be added to the subsequent email in the cycle.

Walk Route Signage & Opening Ceremony Shoutout Deadline — July 15

Deadline to finalize participation to be featured on event-day signage as well as on-stage recognition during opening ceremony.

CHOC Walk in the Park — August 20, 2023

Walker Packages

Join us as we return to our traditional CHOC Walk in the Park, presented by Disneyland® Resort. Walker package includes wristband to the event, event T-shirt and pin. VIP check in - August 17.

Virtual Pep Rally

Exclusive virtual pep rally and fundraising workshop hosted by CHOC to boost employee engagement. Includes fundraising training, CHOC/family speaker and more.

@chocfoundation

Underwriting Opportunities

SPONSORSHIP LEVEL



- | | | | |
|--------------------------|-----------------|----------|---------------|
| <input type="checkbox"/> | Gold | \$50,000 | (FMV \$5,218) |
| <input type="checkbox"/> | Silver | \$25,000 | (FMV \$1,597) |
| <input type="checkbox"/> | Bronze | \$10,000 | (FMV \$1,065) |
| <input type="checkbox"/> | Business | \$5,000 | (FMV \$426) |



INFORMATION

*** Please print your company name as you would like it to appear for recognition:**

Company Name: _____ Date: _____

Contact: _____

Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

- ☐ Enclosed is my check for \$_____
- ☐ To make a credit card donation, visit: chocwalk.org/donate/tickets
- ☐ I am unable to participate but please accept our donation for \$_____

★ **All LOIs, payments, and walker names must be received by July 28th.** ★



Please return to:

CHOC Foundation
Attn: Winnie Tran
1201 West La Veta Avenue
Orange, CA 92868

In accordance with Internal Service requirements, if your donation is a non-cash gift with a fair market value of \$500 or more and you intend to claim a tax deduction, you must complete IRS Form 8283. Form 8283 can be obtained online at www.irs.gov

Tax ID 95-6097416

For more information, please call
(714) 509-8690

Please make checks payable to:
CHOC Foundation