



WALK *in the* PARK

Presented by
Disneyland
RESORT

July 21, 2024



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 32-year history, the event has raised more than \$44 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 **KARA!** OUR 2024 WALK AMBASSADOR!

"After Kara was born, we only got to hold her for a brief moment before we were told that Kara's breathing was irregular and there may still be excess fluid in her lungs. Soon after, the NICU team came into our room, wheeling in an enclosed mobile infant incubator. All this happened so quickly that within 10 minutes after her birth, we were separated. We don't know what would have happened on that fateful day had we not delivered next to CHOC.



Kara was diagnosed with Respiratory Distress Syndrome and early-onset neonatal sepsis and spent exactly one week and one hour in the NICU. Being first-time parents, we never imagined that something so precious and long waited for could be taken away from you so quickly. We have since never taken our daughter for granted. Now she's 12 years old and thriving.

Kara and our family strive to give back so CHOC can continue to save children's lives and help us build a better community and future because Kara believes children are our future." -Nguyen family



“A hero doesn't necessarily have to fight villains. A hero is an ordinary person who does extraordinary things.”

- Kara Nguyen

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.

More than two million children from across four counties rely on CHOC each year. And our community's generosity helps support the care and services that guide kids toward a bright and healthy future.

24/7 Pediatric Advice Line

For families with a sick child, CHOC strives to be the place they turn to for finding answers, relief and healing. Through philanthropy, the CHOC Connect Answering Service has expanded to provide nurse advice, telehealth services, and 24/7 bilingual assistance for in-state patients up to age 21. No matter where they are, one phone call to 1-844-GET-CHOC can change their health journey for the better, forever.



Resident Dog Program

Unlike pet therapy animals brought to hospitals by volunteers, resident dogs are trained from birth to be an integral part of therapeutic treatment. Supported solely by philanthropy, our resident dogs are instrumental in providing additional support during difficult meetings, exams and procedures, and, in general, helping ease fears related to the hospital experience.



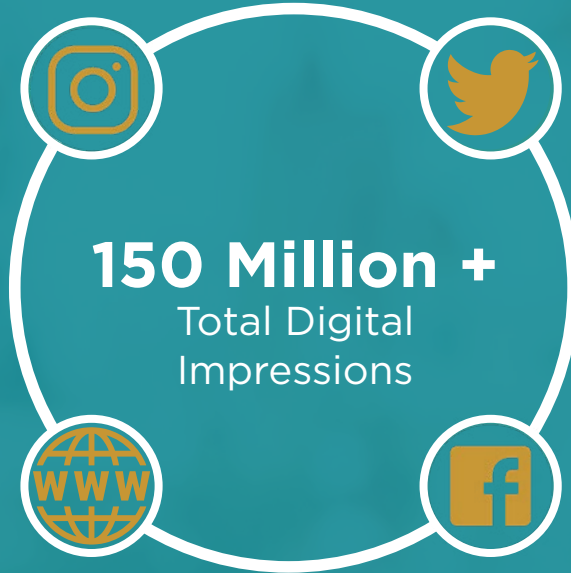
Art and Music Therapy

Everything in the art and music therapy programs—activities, studio space, supplies, board-certified therapists—is solely supported through giving. Now with increased services at CHOC to six days a week, these therapeutic services are valuable creative outlets for our patients to communicate and express their emotions.



YOUR FUNDS IN ACTION

1 Million +
Instagram
Impressions



750,000 +
Twitter
Impressions

650,000 +
ChocWalk.org
Impressions

400,000 +
Facebook
Impressions

**Coverage and promotional support from
over 90+ mainstream and online media sources, including:**

KTLA 5 News (#1 News Station in Southern California)

118 promotional spots valued at nearly \$110,000, plus 14 news hits.

Campaign awareness generation from over 80 top influencers, podcasters, and bloggers from throughout Southern California and beyond.



8,000 +
Attendees



300
Community Teams



120
Corporate Teams



60
Corporate Sponsors

After **32 years** of walking, we've raised
over **\$44 Million** for **CHOC**

SPONSORSHIP LEVELS

	PLATINUM SPONSORS \$100,000	GOLD SPONSORS \$50,000	SILVER SPONSORS \$35,000	BRONZE SPONSORS \$12,000	BUSINESS SPONSORS \$6,500
LOGO ON T-SHIRT	●	●	●	●	●
WALK ROUTE SIGNAGE	●	●	●	●	●
RECOGNITION EVENT INVITES	8	6	4	2	
WALKER ENTRIES	100	50	35	20	15
MINNIE WALK BOOTH	●	●	●	●	
LOGO ON EMAIL BANNER	●	●	●	●	
VIP WALK TEAM CHECK-IN	●	●	●		
NUMBER OF SOCIAL MEDIA RECOGNITION POSTS	3	2	1		
MC SHOUTOUT DURING EVENT	●	●	●		
CUSTOM RECOGNITION PACKAGE	●				

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

CHOCWALK@CHOC.ORG

Additional Opportunities Available Upon Request

Important Dates

Email Banner Deadline — June 12

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 — June 12

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

Logo for Shirts Due — June 21

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 the website and other materials. Logos must be high resolution png files.

CHOC Walk in the Park — July 21, 2024

Walker Packages

Join us for the 2024 CHOC Walk in the Park, presented by *Disneyland*® Resort. Walker package includes wristband to the event and event T-shirt. VIP check in - July 18.

Minnie Walk Event — August 21, 2024 (TBD)

RSVP Deadline — July 12

In collaboration 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.

Custom Recognition Package

Increased visibility through an exclusive, tailored package, such as event check in sponsor, event shirt sponsor or kickoff event sponsor.

@chocfoundation



Sponsorship Opportunities

SPONSORSHIP LEVEL

- | | |
|--|--|
| <input type="checkbox"/> Platinum \$100,000 (FMV \$7,000) | <input type="checkbox"/> Bronze \$12,000 (FMV \$1,400) |
| <input type="checkbox"/> Gold \$50,000 (FMV \$3,500) | <input type="checkbox"/> Business \$6,500 (FMV \$1,050) |
| <input type="checkbox"/> Silver \$35,000 (FMV \$2,800) | <input type="checkbox"/> Gift In-Kind |

INFORMATION

Full Sponsor Name: _____
(as it will appear in printed recognition)

Company Name: _____ Date: _____

Contact: _____

Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

☐ Enclosed is my check for \$ _____

☐ I will pay \$ _____ via credit card: chocwalk.org



**Please scan code
to reserve your
sponsorship**

All LOIs, payments, and walker names must be received by June 21st.

For sponsorship-related questions, please contact Winnie Tran at wtran@choc.org or 714-509-4229.

Please return by **June 21, 2024** to:
CHOC Foundation
Attn: Winnie Tran
1201 West La Veta Avenue
Orange, CA 92868

Tax ID 95-6097416
For more information, please call
(714) 509-8690
Please make checks payable to:
CHOC Foundation