



Walk for Kids

HEALING HAPPENS TOGETHER

APRIL 12, 2025 | ROSE BOWL STADIUM



2025 SPONSORSHIP OPPORTUNITIES

Become a champion for families with critically ill children.

Your Walk for Kids sponsorship helps families of Ronald McDonald House Pasadena stay by their child's side while they receive life-saving medical care nearby.



Walk for
Kids

2025 SPONSORSHIP

WWW.WALKFORKIDS.ORG/PASADENA

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The Walk for Kids brings together over 10,000 participants - families, community members, corporate partners, and supporters - across six events throughout Southern California, all united in support of the critically ill children and families served by Ronald McDonald House Charities of Southern California (RMHCSC).

Each step of this family-friendly 5K reflects the community's dedication to keeping families close to the life changing medical care their children need. **Your sponsorship empowers Ronald McDonald House Pasadena to continue helping families feel at home - even when they can't be.**



Healing Happens Together

By sponsoring the Walk for Kids, your company demonstrates a powerful commitment to making a lasting, positive impact on the lives of families in Pasadena when they need it most.

Walk for Kids Media Highlights

KTLA | KOST 103.5 | K-EARTH 101 | NBC4 | UNIVISION



10,000+

Attendees



60,000+

WalkForKids.org
Impressions



100 M+

Ambassador
Reach



10M

Media Reach

Our Partners Make a Difference



DIRECTV

Reliance



CITY NATIONAL BANK
AN RBC COMPANY

power crunch
PROTEIN ENERGY BAR

LIVING SPACES

KORN FERRY

pwc

ENTERPRISE
BANK & TRUST

UCLA Health



Walk for
Kids

2025 SPONSORSHIP LEVELS

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HEART OF THE HOUSE - \$50,000

- Mention in All Media Coverage
- Private Kick-Off Event (virtual or in-person) at a House
- Prominent Logo on Event T-Shirts for All Six Southern California Walks
- Special On-Stage Recognition During Opening Ceremony
- Prominent Logo Placement on All Stage, Digital, & Print Signage
- Opportunity to Provide Giveaway Item to Participants
- Employee Volunteer Opportunity Within 12 Months
- Hyperlinked Logo on Walk Website
- Logo on Walk E-Communications
- Custom Impact Video Created for Social Media
- Social Media Recognition: 2 Individual Sponsor Posts
- Event Activation Booth in Walker Village
- **(25)** Access to VIP Area and VIP Parking
- **(30)** Complimentary Registrations
- Access to Team Tailgate Area
- Logo on Walk Route Signage
- Name Listed on Walk Website

PLATINUM - \$25,000

- Prominent Logo on Event T-Shirts for All Six Southern California Walks
- Special On-Stage Recognition During Opening Ceremony
- Prominent Logo Placement on All Stage, Digital, & Print Signage
- Opportunity to Provide Giveaway Item to Participants
- Employee Volunteer Opportunity Within 12 Months
- Hyperlinked Logo on Walk Website
- Logo on Walk E-Communications
- Custom Impact Video Created for Social Media
- Social Media Recognition: 2 Individual Sponsor Posts
- Event Activation Booth in Walker Village
- **(15)** Access to VIP Area and VIP Parking
- **(20)** Complimentary Registrations
- Access to Team Tailgate Area
- Logo on Walk Route Signage
- Name Listed on Walk Website

GOLD - \$15,000

- Prominent Logo on Event T-Shirts for All Six Southern California Walks
- Verbal Mention During Opening Ceremony
- Logo Placement On Stage
- Opportunity to Provide Giveaway Item to Participants
- Employee Volunteer Opportunity Within 12 Months
- Hyperlinked Logo on Walk Website
- Logo on Walk E-Communications
- Logo Inclusion in General Recap Video via End Card
- 2 Social Media Mentions
- Event Activation Booth in Walker Village
- **(10)** Access to VIP Area and VIP Parking
- **(15)** Complimentary Registrations
- Access to Team Tailgate Area
- Logo on Walk Route Signage
- Name Listed on Walk Website

SILVER - \$10,000

- Logo on Back of Local Walk for Kids Shirt
- Logo Recognition in Event Zone
- Hyperlinked Logo on Walk Website
- Logo on Walk E-Communications
- Logo Inclusion in General Recap Video via End Card
- Social Media Mention
- Event Activation Booth in Walker Village
- **(8)** Access to VIP Area and VIP Parking
- **(10)** Complimentary Registrations
- Access to Team Tailgate Area
- Logo on Walk Route Signage
- Name Listed on Walk Website

BRONZE - \$5,000

- Logo on Back of Local Walk for Kids Shirt
- Hyperlinked Logo on Walk Website
- Logo on Walk E-Communications
- Logo Inclusion in General Recap Video via End Card
- Social Media Mention
- **(5)** Access to VIP Area and VIP Parking
- **(5)** Complimentary Registrations
- Logo on Walk Route Signage
- Name Listed on Walk Website
- Activation Table in Walker Village

ROUTE - \$2,500

- **(2)** Complimentary Registrations
- Logo on Walk Route Signage
- Name Listed on Walk Website

To confirm your sponsorship please contact Trisha Steltzner, Development Manager, at 626-204-0410 or via email at TSteltzner@rmhsc.org.

In the case that the recent wildfires or any unforeseen circumstances prohibit the Walk for Kids to take place, your contribution will be considered a donation.



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Kids

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SPONSORSHIP LEVEL

- ☐ HEART OF THE HOUSE \$50,000 ☐ PLATINUM \$25,000 ☐ GOLD \$15,000 ☐ SILVER \$10,000 ☐ BRONZE \$5,000 ☐ ROUTE \$2,500

INFORMATION

Print your name as you would like it to appear for recognition

Company Name: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

☐ Enclosed is my check for _____

TO PAY BY CREDIT CARD,

PLEASE CONTACT TRISHA STELTZNER AT TSTELTZNER@RMHCSC.ORG

Print name as it appears on card: _____

Signature: _____

☐ I am unable to participate but please accept our donation for \$

Please Make Checks Payable to:

Ronald McDonald House Pasadena

Memo Line:

Walk for Kids

Mail to:

763 S. Pasadena Ave.
Pasadena, CA 91105

LOGO FOR WALK FOR KIDS EVENT

T-SHIRT DUE BY MARCH 20, 2025

Logos received before the deadline will be printed on the event day Walk T-Shirt. Logos received after the deadline will be showcased on all other digital elements. Logos must be in high resolution JPEG, EPS or Ai formats.

WWW.WALKFORKIDS.ORG/PASADENA