



RMHC[®]
Southern California

Walk For
Kids

HEALING HAPPENS TOGETHER

APRIL 12 | IRVINE, CA



2025 SPONSORSHIP OPPORTUNITIES

Become a champion for families with critically ill children.

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



Walk for Kids

APRIL 12 | IRVINE, CA

2025 SPONSORSHIP

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 Orange County 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 Orange County 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



Morgan Stanley





Walk for Kids

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2025 SPONSORSHIP LEVELS

HEART OF THE HOUSE - \$35,000

- 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 or Event Zone Signage
- Name Listed on Walk Website
- Logo Inclusion in General Recap Video

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: 1 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 or Event Zone Signage
- Name Listed on Walk Website
- Logo Inclusion in General Recap Video

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
- 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 or Event Zone Signage
- Name Listed on Walk Website

SILVER - \$5,000

- 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
- 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 or Event Zone Signage
- Name Listed on Walk Website
- Access to Team Tailgate Area
- Hyperlinked Logo on Walk Website
- Logo on Walk E-Communications
- Logo Inclusion in General Recap Video
- Event Activation Booth in Walker Village

BRONZE - \$2,500

- 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
- **(5)** Access to VIP Area and VIP Parking
- **(5)** Complimentary Registrations
- Logo on Walk Route or Event Zone Signage
- Name Listed on Walk Website
- Activation Table in Walker Village

VOLUNTEER SHIRT - \$5,000

- **(8)** Access to VIP Area and VIP Parking
- **(10)** Complimentary Registrations
- Logo on Walk Volunteer Shirts
- Logo on Walk Route Signage or Event Zone
- Name Listed on Walk Website
- Access to Team Tailgate Area
- Hyperlinked Logo on Walk Website
- Logo on Walk E-Communications
- Logo Inclusion in General Recap Video
- Event Activation Booth in Walker Village

ROUTE - \$2,500

- Activation Table in Walker Village
- **(5)** Access to VIP Area and VIP Parking
- **(5)** Complimentary Registrations
- Logo on Walk Route Signage
- Name Listed on Walk Website
- Access to Team Tailgate Area
- Hyperlinked Logo on Walk Website
- Logo on Walk E-Communications
- Logo Inclusion in General Recap Video
- Event Activation Booth in Walker Village

BOOTH - \$1,000

- Activation Table in Walker Village
- **(2)** Complimentary Registrations
- Name Listed on Walk Website

To confirm your sponsorship please contact **Valerie Schrepferman**,

Special Events Coordinator at **(714) 516-3670** or via email at vschrepferman@rmhcsc.org.

In the case the in-person event must be canceled for any reason, your sponsorship will be considered a charitable contribution to RMHCSC.



Walk for Kids

APRIL 12 | IRVINE, CA

2025 SPONSORSHIP

SPONSORSHIP LEVEL

- HEART OF THE HOUSE
\$35,000
- PLATINUM
\$25,000
- GOLD
\$15,000
- SILVER
\$5,000
- VOLUNTEER SHIRT
\$5,000
- BRONZE
\$2,500
- ROUTE
\$2,500
- BOOTH
\$1000

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 VIRGINIA SCHACHER AT
VSCHACHER@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 Orange County

Memo Line:

RMHOC Walk for Kids

Mail to:

383 S. Batavia St
Orange, CA 92868

LOGO FOR WALK FOR KIDS EVENT T-SHIRT DUE BY MARCH 3, 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.