



RMHC<sup>®</sup>  
Southern California

# Walk for Kids

**HEALING HAPPENS TOGETHER**

APRIL 12 | ROSE BOWL STADIUM



## **2025 SPONSORSHIP OPPORTUNITIES**

*Become a champion for families with critically ill children.*

Your Walk for Kids sponsorship provides families across Southern California with the resources they need to stay by their child's side while they receive life-saving medical care nearby.



# Walk for Kids

# 2025 SPONSORSHIP

APRIL 12 | ROSE BOWL STADIUM

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 RMHCSC 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 your community 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

APRIL 12 | ROSE BOWL STADIUM

### 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
- Access to VIP Area and VIP Parking for 15
- Complimentary Registrations for 20 Participants
- 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
- Access to VIP Area and VIP Parking for 10
- Complimentary Registrations for 15 Participants
- 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
- Access to VIP Area and VIP Parking for 8
- Complimentary Registrations for 10 Participants
- 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
- Access to VIP Area and VIP Parking for 5
- Complimentary Registrations for 5 Participants
- Logo on Walk Route Signage
- Name Listed on Walk Website
- Activation Table in Walker Village

### ROUTE - \$2,500

- Complimentary Registrations for 2 Participants
- Logo on Walk Route Signage
- Name Listed on Walk Website

To confirm your sponsorship please contact Lauren Dascher Griscom, Director of Development, at (516) 707-6510 or via email at [LGriscom@rmhcsc.org](mailto:LGriscom@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

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APRIL 12 | ROSE BOWL STADIUM

## 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 LAUREN AT [LGRISCOM@RMHCSC.ORG](mailto:LGRISCOM@RMHCSC.ORG)  
**OR PROCESS DIRECTLY VIA WEBSITE - COMING SOON**

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 Charities of Southern California

### Memo Line:

Walk for Kids

### Mail to:

1250 Lyman Place  
Los Angeles, CA 91737

### LOGO FOR WALK FOR KIDS EVENT T-SHIRT DUE BY DATE TBD

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.