



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

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.

Each step of this family-friendly walk 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 Walk for Kids, your company demonstrates a powerful commitment to making a lasting, positive impact on the lives of families traveling to Orange County for treatment.

## 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

## 2025 SPONSORSHIP LEVELS

\*All deliverables specific to RMHOC unless otherwise noted

APRIL 12 | IRVINE, CA

### HEART OF THE HOUSE - \$35,000

(Tax Deductible Amount: \$33,570)

- (30) Complimentary Registrations
- (25) Access to VIP Area for Walkers
- Special On-Field Recognition during Opening Ceremony
- Prominent Logo on Digital Scoreboard Signage
- Logo on Event Zone Signage
- Logo along Walk Route
- Prominent Logo on Event T-Shirts for all six Southern California Walks
- Social Media Recognition: 2 Individual Sponsor Posts (Including Custom Impact Video)
- Prominent Logo on Walk Website
- Prominent Logo on Walk E-Communications
- 10' x 10' Activation or Team Gathering Booth in Walker Village
- Prominent Logo in Social Media Recap Video
- Custom Employee Volunteer Opportunity within 12 Months

### PLATINUM - \$25,000

(Tax Deductible Amount: \$24,020)

- (20) Complimentary Registrations
- (15) Access to VIP Area for Walkers
- Special On-Field Recognition during Opening Ceremony
- Prominent Logo on Digital Scoreboard Signage
- Logo on Event Zone Signage
- Logo Along Walk Route
- Prominent Logo on Event T-Shirts for all six Southern California Walks
- Social Media Recognition: 1 Individual Sponsor Posts (Including Custom Impact Video)
- Prominent Logo on Walk Website
- Prominent Logo on Walk E-Communications
- 10' x 10' Activation or Team Gathering Booth in Walker Village
- Prominent Logo in Social Media Recap Video
- Custom Employee Volunteer Opportunity within 12 Months

### GOLD - \$15,000

(Tax Deductible Amount: \$14,195)

- (15) Complimentary Registrations
- (15) Access to VIP Area for Walkers
- Special On-Field Recognition during Opening Ceremony
- Logo on Digital Scoreboard Signage
- Logo on Event Zone Signage
- Logo Along Walk Route
- Prominent Logo on Event T-Shirts for all six Southern California Walks
- Logo on Walk Website
- Logo on Walk E-Communications
- 10' x 10' Activation or Team Gathering Booth in Walker Village
- Logo in Social Media Recap Video
- Custom Employee Volunteer Opportunity within 12 Months

### SILVER - \$5,000

(Tax Deductible Amount: \$4,475)

- (10) Complimentary Registrations
- (10) Access to VIP Area for Walkers
- Logo on Event Zone Signage
- Logo on RMHOC Walk T-Shirts
- Logo on Walk Website
- Logo on Walk E-Communications
- 10' x 10' Activation or Team Gathering Booth in Walker Village
- Logo in Social Media Recap Video

### BRONZE - \$2,500

(Tax Deductible Amount: \$2,250)

- (5) Complimentary Registrations
- (5) Access to VIP Area for Walkers
- Logo on Event Zone Signage
- Logo on RMHOC Walk T-Shirts
- Logo on Walk Website
- Logo on Walk E-Communications
- Logo in Social Media Recap Video

### BOOTH - \$1,000 (Tax Deductible Amount: \$950)

- Logo on Walk Website
- 10' x 10' Activation Booth in Walker Village

### WATER STATION - \$1,000 (Tax Deductible Amount: \$950)

- Logo on Walk Website
- 10' x 10' Activation Booth along Walk Route

### VOLUNTEER SHIRT - \$3,000

(Tax Deductible Amount: \$2,750)

- (5) Complimentary Registrations
- (5) Access to VIP Area for Walkers
- Logo on Event Zone Signage
- Logo on RMHOC Walk Volunteer T-Shirts
- Logo on Walk Website
- Logo on Walk E-Communications
- Logo in Social Media Recap Video

### ROUTE - \$2,500

(Tax Deductible Amount: \$2,250)

- (5) Complimentary Registrations
- (5) Access to VIP Area for Walkers
- Logo along Walk Route
- Logo on RMHOC Walk T-Shirts
- Logo on Walk Website
- Logo on Walk E-Communications
- Logo in Social Media Recap Video

To confirm your sponsorship please contact Ruth Wu at (310) 500-8856 or via email at [rwu@rmhosc.org](mailto:rwu@rmhosc.org)

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



**WALK FOR  
Kids**  
RMHC  
Southern California

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# 2025 SPONSORSHIP LEVELS

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SPONSORSHIP BENEFITS	HEART OF THE HOUSE \$35,000	PLATINUM \$25,000	GOLD \$15,000	SILVER \$5,000	VOLUNTEER SHIRT \$3,000	BRONZE \$2,500	ROUTE \$2,500	BOOTH \$1,000	WATER STATION \$1,000
Complimentary Registrations	30	20	15	10	5	5	5		
Access to VIP Area for Walkers	25	15	15	10	5	5	5		
Recognition during Opening Ceremony	Special On-Field	Special On-Field	Special On-Field						
Logo on Digital Scoreboard Signage	Prominent	Prominent	X						
Logo on Event Zone signage	X	X	X	X	X	X			
Logo along Walk Route	X	X	X				X		
Logo on Shirt	Prominent on all six Southern California Walks	Prominent on all six Southern California Walks	Prominent on all six Southern California Walks	RMHOC Walk	RMHOC Volunteer	RMHOC Walk	RMHOC Walk		
Designated Social Media Posts	2 Individual Posts (including custom impact video)	1 Individual Post (custom impact video)							
Logo on Walk Website	Prominent	Prominent	X	X	X	X	X	X	X
Logo on Walk e-Communications	Prominent	Prominent	X	X	X	X	X		
10' x 10' Booth in Walker Village	Activation or Team Gathering	Activation or Team Gathering	Activation or Team Gathering	Activation or Team Gathering				Activation	
10' x 10' Booth along Walk Route									X

## Post-Event Benefits

Logo in Social Media Recap Video	Prominent	Prominent	X	X	X	X	X		
Custom Employee Volunteer Opportunity within 12 Months	X	X	X						

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# 2025 SPONSORSHIP

## SPONSORSHIP LEVEL

- HEART OF THE HOUSE \$35,000
- PLATINUM \$25,000
- GOLD \$15,000
- SILVER \$5,000
- VOLUNTEER SHIRT \$3,000
- BRONZE \$2,500
- ROUTE \$2,500
- BOOTH OR WATER \$1,000

## 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](mailto: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 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 and sent to [rwu@rmhsc.org](mailto:rwu@rmhsc.org).