



RunWalk For The Kids

A Project of The King's Daughters to Benefit
Children's Hospital of The King's Daughters

Presented by



The Company You Keep®

Saturday, June 18, 2011

On Saturday, June 18, 2011, The King's Daughters, founding organization of Children's Hospital of The King's Daughters (CHKD), will hold the 6th Annual RunWalk for the Kids presented by New York Life. RunWalk for the Kids will start and finish at Town Point Park, Norfolk. All proceeds from the event will benefit CHKD, Virginia's only free standing pediatric facility. Each year, CHKD provides high-quality medical care to more than 300,000 children.

In order to achieve our goals, The King's Daughters are seeking corporate sponsorships to assist us in putting on a safe, fun filled family event. If you are interested in any of these Sponsorship Opportunities, or would like to discuss alternate sponsorship arrangements please contact us by April 1, 2011. Contact: Lisa Coleman, Executive Director, at lisa.coleman@chkd.org, 757.668-7099 or visit www.runwalkforthekids.org

Sponsorship Opportunities



Platinum Sponsor \$10,000

- Company logo printed prominently on the official RunWalk participant t-shirts (approximately 4,000)
- Company logo displayed on posters and printed material advertising the race, distributed throughout the region, including the RunWalk brochure (30,000 distributed throughout Hampton Roads) Deadlines permitting
- Company logo displayed at the registration area and at the awards presentation stage
- Company logo placed on official RunWalk event website (as well as a link to your business if desired) www.runwalkforthekids.org
- Opportunity to put company marketing materials/promotional items in 4,000 official RunWalk participant's race packets (goody bags)
- An opportunity to promote your business at one of our *company booth/spaces provided/placed by The King's Daughters. *(limited space)
- Recognition in CHKD's KidStuff magazine (35,000 distributed throughout Hampton Roads, North Carolina and Northern Virginia)
- 6 entries in the event, including the official RunWalk t-shirts and goody bags
- Remarks and thanks from organizers during event
- Company banner displayed at event
- Opportunity to incorporate company marketing materials/promotional items/discounts to all race participants though the *Virtual Goody Bag* (participants can access coupons/deals on line at our official RunWalk website to be used the day/week/month of our RunWalk event.
- A personal tour of CHKD.



Gold Sponsor/1 Mile Fun Run & Children's Marathon - \$5,000

- Company name/logo printed on the official RunWalk participant t-shirts (approximately 4,000)
- Company name printed on Children's Marathon Awards (presented to every child that participates in the Children's Marathon)
- Company logo displayed on posters and printed material advertising the race, distributed throughout the region, including the RunWalk brochure (30,000 distributed throughout Hampton Roads) Deadlines permitting
- Company logo displayed at the registration area and at the awards presentation stage
- Company logo placed on official RunWalk event website (as well as a link to your business if desired) www.runwalkforthekids.org
- Opportunity to put company marketing materials/promotional items in 4,000 official RunWalk participant's race packets (goody bags)
- 4 entries in the event, including the official RunWalk t-shirts and goody bags
- Remarks and thanks from organizers during event
- An opportunity to promote your business at one of our *company booths (approx. 10x10ft. Booth provided/placed by The King's Daughters)
- Company banner displayed at event
- Opportunity to incorporate company marketing materials/promotional items/discounts to all race participants though the *Virtual Goody Bag* (participants can access coupons/deals on line at our official RunWalk website to be used the day/week/month of our RunWalk event.
- A personal tour of CHKD.



Silver Sponsor \$2,500

- Company name listed on the official RunWalk participant t-shirts (approximately 4,000)
- Company name/sign displayed at the registration area
- Company name listed on official RunWalk event website; www.runwalkforthekids.org
- Opportunity to put company marketing materials/promotional items in 4,000 official RunWalk participant's race packets (goody bags)
- 2 entries in the event, including official RunWalk t-shirts and goody bags
- Remarks and thanks from organizers during event
- Opportunity to incorporate company marketing materials/promotional items/discounts to all race participants through the *Virtual Goody Bag* (participants can access coupons/deals on line at our official RunWalk website to be used the day/week/month of our RunWalk event.)



Bronze Sponsor \$1,000

- Company name listed on the official RunWalk participant t-shirts (approximately 4,000)
- Company name listed on event website; www.runwalkforthekids.org
- Opportunity to put company marketing materials/promotional items in 4,000 official RunWalk participant's race packets (goody bags)
- 2 entries in the event, including official RunWalk t-shirts and goody bags
- The unique opportunity to promote your business to approximately 4,000 people at a 10x10 vendor booth in the official RunWalk venue the day of the event (booth provided/placed by The King's Daughters) Limited space available – first come first served basis
- Opportunity to incorporate company marketing materials/promotional items/discounts to all race participants through the *Virtual Goody Bag* (participants can access coupons/deals on line at our official RunWalk website to be used the day/week/month of our RunWalk event.)



Goody Bag Sponsor

- Opportunity to incorporate company marketing materials/promotional items in 4,000 official RunWalk participant's race packets (goody bags) Items for goody bags need to be delivered to The King's Daughters office by May 15, 2011. Call Lisa Coleman at 757.668.7098 to make arrangements. (marketing materials to insert in race packets are subject to approval.)



Corporate Challenge - Priceless

Put your company's best feet forward to help us make strides in support of CHKD at this year's RunWalk for the Kids. Highlight your good corporate citizenship by linking your brand to one of our community's most beloved and respected charities. Here's how:

- Create a team (a team consists of 5 or more people) among your work colleagues
- Assign a Team Captain
- Create your Teams' web page (once a webpage is created you will be able to email all of your work colleagues/friends/families to sign up to a.) join your team and/or b.) pledge a donation to your team
- Create your *Corporate Challenge* goal for pledges
- Compete with other *Corporate Challenge* teams in our community to raise the most funds for CHKD and to have the most participants on a team – awards will be presented at the event in both categories.
- All teams will be listed on the official RunWalk for the Kids t-shirt.

Print Materials, business logos, etc. email to info@kingsdaughters.org (No later than April 15, 2011)

Artwork to be in eps/pdf format, and 300dpi.

Questions, please call 757.668.7098.

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Sponsorship Pledge Form

On behalf of the patients at CHKD, The King's Daughters and the RunWalk Committee, we appreciate your support as a corporate sponsor for the 2011 RunWalk for the Kids. The health and happiness of children is the focus of The King's Daughters. We are so fortunate to have a world class medical facility like CHKD here in Hampton Roads. This is possible through your generous contribution. In order to confirm your pledge, please complete this document at your earliest convenience.

Company Name (as it will appear in print materials): _____

Name: _____ Title: _____

Signature: _____ Date: _____

Phone: _____ Email: _____

I would like to support the RunWalk for the Kids 2011 at the following level: *(Please check one)*

- Platinum Sponsor - \$10,000
- Gold Sponsor/1 Mile Fun Run & Children's Marathon - \$5,000
- Silver Sponsor - \$2,500
- Bronze Sponsor - \$1,000
- Goody Bag Promotional items Sponsor
- Other: _____

Please make checks payable to The King's Daughters (*note RW11 in memo section*) and submit prior to May 15, 2011.

PAYMENT INFORMATION

Enclosed you will find my check in the amount of \$ _____
 (Make payable to "The King's Daughters" – Memo: RW2011)

Please invoice me

I will pay below by credit card: (circle one) VISA MasterCard Amex Discover

Credit Card #: _____ Expiration (mm/yy) _____

Billing address: _____

City, State Zip: _____

Please note: Items for Race Packets (goody bags) MUST be received by The King's Daughters office no later than May 15, 2011 to be included. The best efforts will be made to accommodate any logos/names on print materials/t-shirts/website, etc. as per Sponsorship Level/s according to deadlines/due dates provided.

Submit Completed Form to:
Mail: The King's Daughters | Attn: RunWalk | 601 Children's Lane, 2nd floor | Norfolk, VA 23507
Fax: 757. 668.8907