



Children's National®

SPONSORSHIP OPPORTUNITIES

Children's Ball 2022

Saturday, April 2, 2022

The John F. Kennedy Center
for the Performing Arts

Event Chairs

Amy and Bret Baier
Jennifer and Jimmy Reyes

Special performance by



Children's Ball 2022

EVENT DETAILS

- **DATE:** Saturday, April 2, 2022
- **LOCATION:** The John F. Kennedy Center for the Performing Arts
 - Dinner, program and dancing – North Plaza
 - Live musical performance – Eisenhower Theater
- **ATTIRE:** Black tie

This program is an external rental presented in coordination with the Kennedy Center Campus Rentals Office and is not produced by the Kennedy Center.

EVENT SCHEDULE

- Cocktail reception: 6pm
- Dinner: 7pm
- Program, live auction, performance and dancing: 9pm - midnight

Please note: The Children's Ball is currently scheduled to be in person. We continue to monitor CDC COVID-19 guidelines to ensure that we make the safest decision for our community. We will notify you of any event changes.

Sponsor Benefits and Opportunities

The Children's Ball celebrates our patients and health care heroes who inspire us every day. Ball sponsorship supports **follow the leader**, the hospital's first comprehensive fundraising campaign in more than a decade. We seek to raise \$500 million by June 2023 to transform pediatric health for children, who are our future leaders.

As a sponsor, you will:

- Gain exposure to more than 1,000 regional business leaders, philanthropists, government officials and world-class physicians
- Support one of America's top-10 children's hospitals, ranked No. 1 for newborn care by U.S. News & World Report, providing value and recognition for your company, employees and customers
- Elevate your organization's visibility through our recognition benefits
- Partner with a leading pediatric research institution dedicated to caring for our community
- Improve the lives of children

We are happy to customize a sponsorship for your specific needs.

To secure your table(s) or discuss customization, please contact Stephen Roche, Senior Associate Director, Special Events, SRoche@childrensnational.org or Samantha Frankel, Senior Associate Director, Corporate Partnerships, SFrankel@ChildrensNational.org.

Donor Advised Funds

We accept sponsorships through a Donor Advised Fund (DAF) if the sponsorship does not include a value of goods and services, which includes table, ticket and auction item purchases. For questions, please contact Shelby Tudor, Director, Gift Administration, 301-565-8463 or STudor@ChildrensNational.org.

Children's Ball 2022

Sponsorship Opportunities

PRESENTING SPONSOR | \$500,000 (EXCLUSIVE OPPORTUNITY)

Additional benefits are available. The Children's National Hospital Foundation team will work with you to design a custom sponsorship package.

Event Benefits:

- Exclusive Presenting Sponsor signage throughout the welcome and reception areas
- Full-page advertisement in the event program
- Three (3) tables of 10 seats, with front row VIP seating
- Special table amenities for your guests, including tabletop champagne and favors
- Dedicated event concierge service before and throughout the event
- Main stage recognition by Children's National executive(s) or event leadership
- Opportunity to distribute premium company giveaways to Ball attendees
- Recognition in post-event advertisement in the *Washington Business Journal*
- Logo or name recognition
 - in the full-page thank-you advertisement in *Washington Life*
 - in the event digital slideshow
 - on the Children's Ball website with a link to your organization
- Highest logo or name placement on all printed materials, as available (including invitation, program and signage)

Additional Benefits:

- Opportunity for a behind-the-scenes experience at Children's National, such as shadowing a surgeon or researcher for a day, a customized hospital tour or a patient playdate for your employees (tailored to your interests and focus areas)
- One (1) seat on Children's National Hospital's Corporate Advisory Council
- Membership as a leadership donor in the Champions for Every Child annual corporate recognition program or the Children's Circle of Care annual individual recognition program

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Sponsorship Opportunities

PREMIER SPONSOR | \$250,000 (EXCLUSIVE OPPORTUNITY)

Additional benefits are available. The Children's National Hospital Foundation team will work with you to design a custom sponsorship package.

Event Benefits:

- Exclusive sponsorship of the Cocktail Reception, with exclusive branding opportunities:
 - Branded signature cocktail
 - Logo recognition on cocktail napkins
- Full-page advertisement in the event program
- Two (2) tables of 10 seats with front row VIP seating
- Special table amenities for your guests, including tabletop champagne and favors
- Dedicated event concierge service before and throughout the event
- Main stage recognition by Children's National executive(s) or event leadership
- Opportunity to distribute premium company giveaways to Ball attendees
- Recognition in post-event advertisement in the *Washington Business Journal*
- Logo or name recognition
 - in the full-page thank-you advertisement in *Washington Life*
 - in the event digital slideshow
 - on the Children's Ball website with a link to your organization
- Premium logo or name placement on all printed materials, as available (including invitation, program and signage)

Additional Benefits:

- Opportunity for a behind-the-scenes experience at Children's National, such as shadowing a surgeon or researcher for a day, a customized hospital tour or a patient playdate for your employees (tailored to your interests and focus areas)
- One (1) seat on Children's National Hospital's Corporate Advisory Council
- Membership as a leadership donor in the Champions for Every Child annual corporate recognition program or the Children's Circle of Care annual individual recognition program

Children's Ball 2022

Sponsorship Opportunities



ENTERTAINMENT SPONSOR | \$150,000 (EXCLUSIVE OPPORTUNITY)

Additional benefits are available. The Children's National Hospital Foundation team will work with you to design a custom sponsorship package.

Event Benefits:

- Two (2) tables of 10 seats with front row VIP and performance seating
- Special table amenities for your guests including tabletop champagne and favors
- Full-page advertisement in the event program
- Dedicated event concierge service before and throughout the event
- Main stage recognition by Children's National executive(s) or event leadership
- Opportunity to distribute premium company giveaways to Ball attendees
- Recognition in post-event thank you advertisement in the *Washington Business Journal*
- Logo or name recognition
 - in the full-page thank-you advertisement in *Washington Life*
 - in the event digital slideshow
 - on the Children's Ball website with a link to your organization
- Premium logo or name placement on all printed materials, as available (including invitation, program and signage)

Additional Benefits:

- Opportunity for a behind-the-scenes experience at Children's National, such as shadowing a surgeon or researcher for a day, a customized hospital tour or a patient playdate for your employees (tailored to your interests and focus areas)
- One (1) seat on Children's National Hospital's Corporate Advisory Council
- Membership as a leadership donor in the Champions for Every Child annual corporate recognition program or the Children's Circle of Care annual individual recognition program

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Sponsorship Opportunities

PATRON SPONSOR | \$100,000

Event Benefits:

- Two (2) tables of 10 seats with VIP seating
- Dedicated event concierge service before and throughout the event
- Main stage recognition by Children's National executive(s) or event leadership
- Opportunity to distribute premium company giveaways to Ball attendees
- Recognition in post-event thank you advertisement in the *Washington Business Journal*
- Logo or name recognition
 - in the full-page thank-you advertisement in *Washington Life*
 - in the event digital slideshow
 - on the event invitation
 - on the Children's Ball website with a link to your organization
 - in the event program
 - on event signage

Additional Benefits:

- Opportunity for a customized hospital tour or patient play date for your employees (tailored to your interests and focus areas)
- Membership as a leadership donor in the Champions for Every Child annual corporate recognition program or the Children's Circle of Care annual individual recognition program

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Sponsorship Opportunities

PLATINUM SPONSOR | \$50,000

Event Benefits:

- One (1) table of 10 seats with priority seating
- Main stage recognition by Children's National executive(s) or event leadership
- Opportunity to distribute premium company giveaways to Ball attendees
- Recognition in post-event thank you advertisement in the *Washington Business Journal*
- Logo or name recognition
 - in the full-page thank-you advertisement in *Washington Life*
 - in the event digital slideshow
 - on the event invitation
 - on the Children's Ball website with a link to your organization
 - in the event program
 - on event signage

Additional Benefits:

- Opportunity for a customized hospital tour or patient playdate for your employees (tailored to your interests and focus areas)
- Membership as a leadership donor in the Champions for Every Child annual corporate recognition program or the Children's Circle of Care annual individual recognition program

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Sponsorship Opportunities

GOLD SPONSOR | \$25,000

Event Benefits:

- One (1) table of 10 seats with priority seating
- Recognition in post-event thank you advertisement in the *Washington Business Journal*
- Logo or name recognition
 - in the full-page thank-you advertisement in *Washington Life*
 - in the event digital slideshow
 - on the event invitation
 - on the Children's Ball website
 - in the event program
 - on event signage

Additional Benefits:

- Membership as a leadership donor in the Champions for Every Child annual corporate recognition program or the Children's Circle of Care annual individual recognition program

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SILVER SPONSOR | \$17,500

Event Benefits:

- One (1) table of 10 seats
- Name recognition
 - in the event digital slideshow
 - on the event invitation
 - on the Children's Ball website
 - in the event program
 - on event signage

Additional Benefits:

- Individuals Only: Membership as a leadership donor in Children's Circle of Care with all included benefits

Donor Advised Funds

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Sponsorship Opportunities

CIRCLE OF CARE SPONSOR | \$15,000 (INDIVIDUALS ONLY)

Event Benefits:

- One (1) table of 10 seats
- Name recognition
 - in the event digital slideshow
 - on the event invitation
 - on the Children's Ball website
 - in the event program
 - on event signage

Additional Benefits:

- Membership as a leadership donor in Children's Circle of Care with all included benefits

Donor Advised Funds

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BRONZE SPONSOR | \$10,000

Event Benefits:

- Four (4) seats
- Name recognition
 - on the Children's Ball website
 - in the event program
 - on event signage

DR. BEAR'S FRIENDS | \$4,000 (INDIVIDUALS ONLY)

Event Benefits:

- Two (2) seats
- Name recognition
 - in the event program
 - on event signage

Donor Advised Funds

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Children's National Hospital Foundation Board

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