

Children's Ride 16 Sponsorship Proposal

Presented by the



of



Seattle Children's
HOSPITAL · RESEARCH · FOUNDATION

Children's Hospital Guild Association
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Children's Ride 16 Weekend / June 24 – June 26, 2011



Children's Ride is a volunteer driven event by the Imagine Guild of Children's Hospital & Regional Medical Center. The previous fourteen rides have raised a total of **\$5 million** for Seattle Children's. Proceeds from this event help improve the lives of literally hundreds of families with children in need.

Children's Ride 16 Sponsorship Levels and Benefits

Title Sponsor: \$10,000 +

- Name announced at the event
- Premier placement of logo on event brochure
- Premier placement of corporate name on official Children's Ride T-shirt
- Twelve complimentary tickets to Children's Ride on Sunday, June 26 and twelve Children's Ride T-shirts and pins
- Backstage access for your twelve guest to the VIP area and two beer garden tickets per guest age 21 and older
- Coverage and links from the Children's Ride website
- Recognized as a Title Sponsor in all press and media releases
- Recognized as a Title Sponsor in *Children's Connection* (circulation 35,000) and *Guild News* (circulation 7,000)

Platinum: \$5,000

- Name announced at the event
- Placement of corporate logo on event brochure
- Corporate name on official Children's Ride T-shirt
- Ten complimentary tickets to Children's Ride on Sunday, June 26 and ten Children's Ride T-shirts and pins
- Backstage access for your ten guests to the VIP area and one beer garden ticket per guest age 21 and older
- Coverage and links from the Children's Ride website
- Recognized as a Platinum Sponsor in all press and media releases
- Recognized as a Platinum Sponsor in *Children's Connection* (circulation 35,000) and *Guild News* (circulation 7,000)

Gold: \$2,500

- Name announced at the event
- Placement of corporate logo on event brochure
- Six complimentary tickets to Children's Ride on Sunday, June 26 and six Children's Ride T-shirts and pins
- Coverage and links from the Children's Ride website

Silver: \$1,000

- Name announced at the event
- Placement of corporate logo on event brochure
- Two complimentary tickets to Children's Ride on Sunday, June 26 and two Children's Ride T-shirts and pins
- Coverage and links from the Children's Ride website

Children's Ride 16 / Sunday, June 26, 2011

Children's Ride is a volunteer driven event by the Imagine Guild of Seattle Children's. The previous fifteen rides have raised more than **\$5 million** for Seattle Children's. Proceeds from this event help improve the lives of literally hundreds of families with children in need.

Last year, Children's Ride 15 was a tremendous success raising \$270,000.

Children's Ride 16

The venue for Children's Ride 16 is the Enumclaw Expo Center (formerly King County Fairgrounds). Group rides will depart from sponsoring dealerships to the festivities in Enumclaw where riders will enjoy an afternoon of camaraderie paired with a catered luncheon, live musical entertainment, live and silent auctions and vendors galore.

Additionally we are proud to feature a 2011 Harley-Davidson motorcycle donated by Destination Harley-Davidson and Downtown Harley-Davidson and customized by Keith Wong of Zacky's Custom Rods to be sold via a live auction during the Children's Ride 16 festivities at Enumclaw Expo Center. Photos showing the progress of the customization of the motorcycle will be posted on our website at www.childrens-ride.com.

The funds generated from Children's Ride 16 and its supporting activities benefit uncompensated care at Seattle Children's Hospital.

Uncompensated Care: Illness and injury can strike any child at any time. Even healthy, active kids can endure unexpected, life-threatening conditions. Seattle Children's is committed to providing the best medical care to every child Washington, Alaska, Montana and Idaho who needs us – regardless of insurance coverage or financial circumstances.

Approximately 43% of Children's patients are covered by Medicaid, a government program that provides medical coverage at no cost to low-income families. However, the program reimburses Children's for only 68% of treatment costs. Uncompensated care makes up the difference.

Families with private insurance are also struggling financially as a result of job losses and reductions in health benefits. Many are paying "out-of-pocket" for services that were covered by insurance in the past. And some families who used to make an insurance co-payment per hospital admission are now paying the same *per day* of each stay. When a hospital bill exceeds a family's ability to pay, Children's financial assistance program provides relief. ***This year alone, the need for uncompensated care is expected to exceed \$100 million.***

In the News: *U.S. News & World Report* magazine ranked Seattle Children's among the nation's top children's hospitals for the 18th consecutive year. Children's was ranked in the top ten for kidney disorders, cancer, urology, respiratory disorders, neurology and neurosurgery. Seattle Children's is the only children's hospital in the Pacific Northwest to make the list.

How the Event Raises Money for Seattle Children's Hospital

There are five major components that contribute to the donation to Seattle Children's Hospital.

Sponsorships

Corporate sponsorship ensures the success of the event for Seattle Children's Hospital.

In-Kind Donations

Children's Ride has become popular not only for the camaraderie of the biker community coming together for a worthwhile cause, but also for hospitality, family atmosphere and the entertainment that follows. In-kind donations of silent auction items, food, supplies and services help ensure the success of the event and allow us to make a higher monetary contribution to Seattle Children's.

Ride Registration

Children's Ride offers a basic ride registration fee of \$50.00 per person. Registration includes a T-shirt, patch, pin, BBQ and admission to the festival following the ride.

Individual Donations

Many who participate in Children's Ride make individual donations through the Imagine Guild to help further our fundraising efforts. These tax-deductible gifts range from **\$25.00** to **\$10,000**.

Special merchandise is awarded to ride participants who collect pledge money totaling \$500 or more from family, friends and co-workers.

Where does the money go? What is it used for?

Proceeds from Children's Ride are donated to uncompensated care at **Seattle Children's**. Last year's ride was a tremendous success raising **\$270,000** for **Children's** bringing our fifteen-year total to more than **\$5 million**. Thanks to the continued generosity of our event sponsors and community supporters, the hospital is able to continue this worthy mission.

Where can I find out more?

Contact Wendy Funicello at Seattle Children's Hospital – 206-987-4876
wendy.funicello@seattlechildrens.org or www.childrens-ride.com.

**Imagine Guild
Children's Ride 16
Sponsorship**



Please circle the square corresponding to your sponsorship level. Complete the form and return with payment in the envelop or to the address noted below.

\$10,000.00	\$5,000.00	\$2,500.00	\$1,000.00
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Name _____

Address _____

City _____ State _____ Zip _____

Payment options:

Personal/Business check - payable to: **The Imagine Guild**

Credit Card -

MasterCard _____ Visa _____ Discover _____ American Express _____

Account # _____ Expiration Date _____

Signature: _____ Date _____

Mailing Address:

Children's Hospital Guild Association
P.O. Box 5371
Mail Stop S-200
Seattle, WA 98145

Thank you for supporting Children's Hospital