

CHILDREN'S RIDE 17
SUNDAY, JUNE 24, 2012 AT THE ENUMCLAW EXPO CENTER
SPONSORSHIP LEVELS AND BENEFITS

TITLE SPONSOR: \$10,000 +

- Name announced at the event
- Premier placement of logo on printed event promotions
- Premier placement of corporate name on official Children's Ride T-shirt
- Twelve complimentary tickets to Children's Ride on Sunday, June 24 and twelve Children's Ride T-shirts and pins as well as live musical entertainment and a complimentary lunch for each guest.
- Two beer garden tickets per guest age 21 and older
- Logo recognition 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 printed event promotions
- Corporate name on official Children's Ride T-shirt
- Ten complimentary tickets to Children's Ride on Sunday, June 24 and ten Children's Ride T-shirts and pins as well as live musical entertainment and a complimentary lunch for each guest.
- One beer garden ticket per guest age 21 and older
- Logo recognition 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 printed event promotions
- Six complimentary tickets to Children's Ride on Sunday, June 24 and six Children's Ride T-shirts and pins as well as live musical entertainment and a complimentary lunch for each guest.
- Logo recognition and links from the Children's Ride website

SILVER: \$1,000

- Name announced at the event
- Two complimentary tickets to Children's Ride on Sunday, June 24 and two Children's Ride T-shirts and pins as well as live musical entertainment and a complimentary lunch for each guest.
- Logo recognition and links from the Children's Ride website

CHILDREN'S RIDE 17 / SUNDAY, JUNE 24, 2012

Children's Ride is a volunteer driven event by the Imagine Guild of Seattle Children's. The previous sixteen 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 16 was a tremendous success raising \$150,000.

Children's Ride 17

The venue for Children's Ride 17 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, musical entertainment, live and silent auctions and vendors galore.

The funds generated from Children's Ride 17 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 46% 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 73% 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. ***In 2010, the need for uncompensated care exceeded \$101 million.***

In the News: *U.S. News & World Report* magazine ranked Seattle Children's among the nation's top children's hospitals for the 19th 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.

SILENT AND LIVE AUCTIONS

Children's Ride features silent and live auctions with diverse items such as one-of-a-kind art, jewelry, pottery, home accessories, wine and vacation packages and much more.

RIDE REGISTRATION

Children's Ride offers a basic ride registration fee of \$40.00 per person. Registration includes a ride 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 **\$150,000** 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.