Children's Specialized Hospital Foundation®

# WALK n' ROLL

POWERED BY PSE&G

# SPONSORSHIP OPPORTUNITIES

**1,500+**
WALKERS & ROLLERS
PLUS VIRTUAL PARTICIPATION NATIONWIDE

**35,000+**
KIDS
NEED OUR HELP TO THRIVE

**$230,000**
FUNDRAISING GOAL
100% SUPPORTS THE HOSPITAL

## SEPTEMBER 19, 2021

AT JOHNSON PARK IN PISCATAWAY, NJ

## PLUS A VIRTUAL CHALLENGE

ANYONE CAN JOIN FROM ANYWHERE!

www.childrens-specialized.org/walk

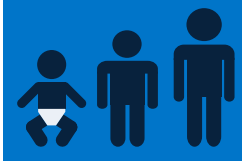
# Your Sponsorship Makes a BIG Impact

Children's Specialized Hospital Foundation
WALK n' ROLL
POWERED BY PSE&G

## New Jersey's Kids are Counting on Your Support

Children's Specialized Hospital is the nation's leading provider of inpatient and outpatient pediatric rehabilitation, **providing life-changing care for more than 35,000 local children annually**. These kids are living with complex medical diagnoses ranging from chronic illnesses and complex physical disabilities (like brain and spinal cord injuries) to developmental and behavioral concerns like autism and mental health.

**OVER 35,000**
**BABIES, CHILDREN & ADOLESCENTS**
WITH SPECIAL HEALTHCARE NEEDS TREATED AT OUR 14 NEW JERSEY FACILITIES EACH YEAR.



**1 IN 6 CHILDREN**
IN THE U.S. HAS ONE OR MORE DEVELOPMENTAL DELAYS

**100,000**
**MENTAL HEALTH VISITS CONDUCTED IN 2020**

**36**
**SPECIALIZED SERVICES**
OFFERED INCLUDING
**AUTISM, CEREBRAL PALSY, TRAUMATIC BRAIN INJURY, AND CHRONIC ILLNESS**

**50**
**ACTIVE RESEARCH STUDIES**
FULLY FUNDED BY DONATIONS

**100%**
**OF YOUR DONATION**
**MAKES A DIFFERENCE FOR THE KIDS**

**393**
**FAMILIES**
NEED ASSISTANCE WITH TRANSPORTATION TO THE HOSPITAL

**When you support Children's Specialized Hospital Foundation, you give children the opportunity to live their best life.** Whether learning to walk, talk, or feed themselves or gaining the skills they need to live with autism or mental health issues, each child has a unique journey to a better future—and you can help them get there.

Children's Specialized Hospital Foundation
100%
SUPPORTS OUR KIDS

**100% of every dollar we raise supports the life-changing care at Children's Specialized Hospital that benefits thousands of local children and families.**

www.childrens-specialized.org/walk

# You Have the Power to Change a Life

## Your Support Gives Kids Like Colbie a Fighting Chance

Born at just 23 weeks, Colbie and Bennett Durburow were considered micro-preemies, with Colbie weighing 1 pound, 2 ounces and Bennett weighing 1 pound, 4 ounces. The twins were immediately sent to the Neonatal Intensive Care Unit (NICU) where tragically, Bennett died two days later. **Colbie remained in the NICU fighting for her life.** "She suffered a bilateral brain bleed," shares Amanda. "She had a grade 3, grade 4 bleed and she was diagnosed with hydrocephalus."

After 153 days in the NICU, Colbie was able to go home, but Amanda and her husband weren't sure what the future held for her little girl, **"I remember the doctors telling us that they had no idea what Colbie's quality of life would be like. We just didn't know what to expect."**

When Colbie came to CSH, Amanda and her husband received the official diagnosis that along with Hydrocephalus, she also has Cerebral Palsy (CP), which affects her ability to move and maintain balance and posture. "We started noticing early on that Colbie was experiencing some delays and weakness in her legs and on her left side, so when we did get the CP diagnosis, it didn't come as a huge shock," shares Amanda.

Now three-years-old, Amanda says Colbie is a happy kid who doesn't slow down. "Colbie loves to just run and jump around with the neighborhood kids." She also walks with her walker alongside her great-grandmother, who also uses a walker. "When we went to visit my Nanny over the summer, she asked Colbie if she wanted to go for a walk. Colbie looked at her and said 'I sure do!' and they were off! Even more recently we were visiting and Colbie was using her crutches and loved that Nanny was using her cane, too. They have a special bond."

**I'm just super grateful," shares Amanda. "I'm so glad we landed at Children's Specialized Hospital."** She explained that Colbie has taught her from the beginning that trying to plan off of your timeline is not how life works. "I want Colbie to be comfortable and be able to get around, but by doing what works for her," shares Amanda. "I used to think that if Colbie wasn't walking in a certain time frame, then we were doing something wrong. But now, I want Colbie to show us and teach us what works for her and let Colbie be Colbie."

# Connect Your Brand to a Cause that Matters

## Walk n' Roll participants have a strong bond with Children's Specialized Hospital.

Many families of current or former patients participate in the Walk n' Roll annually to celebrate the milestones the children in their lives have met. As a sponsor, you are showing your support directly to those who receive the benefits of your generosity.

**1,500+**
**WALKERS & ROLLERS PLUS VIRTUAL PARTICIPATION NATIONWIDE**

**SIGNIFICANT GROWTH FOR 15 YEARS**
MEANS OUR SUPPORTERS ARE COMMITTED TO THE CAUSE.

**80%**
**OF TEAMS ARE GRATEFUL PATIENTS & FAMILIES—**
FOR THEM, YOUR SUPPORT IS PERSONAL

**90%**
**SPONSOR RETURN RATE**
MEANS OUR SPONSORS VALUE THIS EVENT

**DIGITAL REACH**

| | | | | | |
|---|---|---|---|---|---|
| 15.5k | 3.5k | 4.4k | 5.8k | 80k+ | 3.2k |

**Explore the many sponsorship packages available to find the perfect fit for your company or call us today to discuss your needs!**

**Questions?**
**Contact Sara Mapes**
(201) 618-7030
smapes@childrens-specialized.org

**childrens-specialized.org/walk**

# Opportunities for Every Size Business

SEE NEXT PAGE FOR MORE DETAILS AND IN-KIND SPONSORSHIP INFORMATION

## PRESENTING | $25,000

*ONLY 1 AVAILABLE!*

The Walk n'Roll is co-branded with the Presenting Sponsor. Your brand appears with the Walk n' Roll logo on all marketing, advertisements, and event signage.

## REGISTRATION | $15,000

*ONLY 1 AVAILABLE!*

The Registration Sponsor's brand is front and center on the registration website, the mobile app, thank you emails, and at on-site registration.

## MIRACLE MAKER | $10,000

Miracle Makers have the opportunity to exclusively sponsor a portion of the event like the start/finish line, Burton's Barkyard, the Hope Garden, the Sensory Tent and more!

## SOCIAL | $7,500

*ONLY 1 AVAILABLE!*

The 15th Annual Walk n' Roll Facebook Group is co-branded with the Social Sponsor. This sponsor also enjoys extra social media presence and promotional opportunities.

## CHAMPION | $5,000

All of our Children's Champions receive brand recognition on our website, in emails, in the virtual event mobile app, and event-day signage.

## ROUTE | $2,500 PLUS BEVERAGES

*ONLY 1 AVAILABLE!*

The Route Sponsor receives recognition and branded interactive milestones on the physical and virtual Walk n' Roll routes as well as branded beverage stations.

## GUARDIAN | $2,500

Website, Mobile App, Email & Event Day recognition.

## STROLLER | $1,000

Website, Mobile App & Event Day recognition.

## PATRON | $500

Logo on Website & Official T-Shirt

www.childrens-specialized.org/walk

# Sponsorship Details

**Choose a ready-made sponsorship or create your own!**

Children's Specialized Hospital Foundation
WALK n' ROLL
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## Customize any sponsorship package to fit your organization's needs!

We offer many opportunities to promote your brand, gain exposure and align your corporate culture with our mission.

| SPONSOR RECOGNITION | REGISTRATION $15,000 | MIRACLE MAKER $10,000 | SOCIAL $7,500 | CHAMPION $5,000 | GUARDIAN $2,500 | STROLLING $1,000 |
|---|---|---|---|---|---|---|
| **EVENT DAY** | | | | | | |
| Logo on Official T-shirt | • | • | • | • | • | • |
| Public Announcements | • | • | • | • | • | |
| Co-Branded Event Area* | • | • | | | | |
| Logo on Stage Graphics | • | • | • | • | • | • |
| Exhibit Space | • | • | • | | | |
| Giveaways Opportunities | • | • | • | • | | |
| VIP Tent Access | • | • | • | | | |
| **VIRTUAL EVENT/MOBILE APP** | | | | | | |
| Video Pop-Up Milestone Ad | • | • | | | | |
| Static Pop-Up Milestone Ad | | | • | • | | |
| Company Logo & Profile | • | • | • | • | • | |
| Company Logo | | | | | | • |
| **EVENT WEBSITE** | | | | | | |
| Logo with Back Link | • | • | • | • | • | • |
| Co-Branded Registration Page | • | | | | | |
| Co-Branded Confirmation Emails | • | | | | | |
| Co-Branding of Exclusive Sponsorship Pages* | | • | | | | |
| **MARKETING & ADVERTISING** | | | | | | |
| Logo in 3 Event E-Blasts to 80k+ Subscribers | • | • | • | • | • | |
| Dedicated Email with Sponsor Content | • | | | | | |
| Logo on Emails Related to Exclusive Sponsorship | • | • | • | | | |
| Logo on Emails Related to Virtual Event | • | | | • | | |
| Social Media Tags Related to Exclusive Sponsorship | • | • | • | | | |
| Social Media Tags Related to Virtual Event | | | • | • | | |
| Co-Branding of Facebook Group | | | • | | | |
| Facebook Group Post with Sponsor Content | • | • | • | • | • | |
| Inclusion in Media Releases | • | | | | | |

## EXCLUSIVE OPPORTUNITIES FOR MIRACLE MAKER SPONSORS

As a Miracle Maker Sponsor, you'll have the opportunity to co-brand all event day spaces as well as pre-event promotions relating to your exclusive sponsorship, including:

- Burton's Barkyard
- Kickoff Events
- Team Captain Tool Kit
- Customized Area
- Sensory Tent
- Start/Finish Line
- Pace Car

## DIGITAL REACH

Reach thousands of participants & supporters with Email & Social Media.

| | | |
|---|---|---|
| 15.2k | 3.5k | 4.4k |
| 5.8k | 80k+ | 3.2k |

## ROUTE SPONSOR DETAILS

This sponsor receives signage along the Walk n' Roll route and will provide a supply of in-kind beverages for all participants along the race route. Branded beverage containers may also be placed along the route.

# Donate Products or Services

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## IN-KIND SPONSORSHIPS

In Kind Donations of products and services are needed for event day.
Choose one of these In-Kind Sponsorships or contact us to create your own!

**All In-kind sponsors will receive the following benefits plus extra recognition specific to your sponsorship:**

- Logo on Official T-shirt
- VIP Tent Access
- Linked Logo on Event Website
- Dedicated Facebook Group Post
- Email Mentions
- Provided item in Swag Bag
- Exhibitor Tent at Event
- Logo & Company Profile on Mobile App
- Social Media Mentions
- Public Announcements throughout Event

## PHOTOGRAPHY

Donate your time as our photographer for the day and receive a branded photo tent and your logo on all team photos distributed.

## MEDIA

Help us spread raise funds for Children's Specialized Hospital through your media company or publication and receive a branded media tent at the event.

## FOOD/SNACKS/BEVERAGES

Cater our VIP tent, provide snacks and beverages for our swag bags or along the Walk n' Roll Route, or provide lunch for all participants on event day and receive brand recognition on all food and beverage stations.

## Questions? Contact Sara Mapes

(201) 618-7030
smapes@childrens-specialized.org

www.childrens-specialized.org/walk

# 2021 Sponsorship Commitment Form

Children's Specialized Hospital Foundation
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## CONTACT INFORMATION

COMPANY NAME: _____

CONTACT NAME: _____

ADDRESS: _____

CITY:_____ STATE: _____ ZIP: _____

PHONE: _____ EMAIL: _____

## SPONSORSHIP LEVEL

☐ Presenting | $25,000 ☐ Registration | $15,000 ☐ Miracle Maker | $10,000

☐ Social | $7,500 ☐ Champion | $5,000 ☐ Route | $2,500

☐ Guardian | $2,500 ☐ Strolling | $1,000 ☐ Patron | $500

In Kind Sponsorship of: _____

## PAYMENT

☐ Credit Card

Please process sponsorship payments online at www.childrens-specialized.org/walk and email this form to Sara Mapes (smapes@childrens-specialized.org)

☐ Check

Please make payable to Children's Specialized Hospital Foundation

Mail to:
Children's Specialized Hospital Foundation
Attn: Walk n' Roll
150 New Providence Road
Mountainside, NJ 07092

**Questions?**
**Contact Sara Mapes**
(201) 618-7030
smapes@childrens-specialized.org

**childrens-specialized.org/walk**