



Sponsorship Opportunities

UNION STATION
WASHINGTON, DC

Thursday, November 19, 2026

White Hat Gala Sponsorship Opportunities

The White Hat Gala celebrates the patients of Children's National Hospital. Industry leaders from cybersecurity and technology, finance, legal and federal sectors host this signature event which elevates pediatric healthcare, one child at a time. The event has raised more than \$7 million for children and families since 2013.

Sponsorship Benefits and Opportunities

White Hat Gala sponsorships provide critical support that enables Children's National to provide every patient with exceptional care. Contributions fuel innovation and the discovery of new treatments, cures and technologies designed specifically for children. As a Sponsor, you will:

- Gain exposure to more than 800 regional business leaders, philanthropists, government officials and world-class physicians
- Support and partner with one of the nation's top hospitals and the highest-ranked pediatric hospital in D.C., Maryland, and Virginia, as ranked by U.S. News & World Report. This distinction will provide value and recognition for your company, employees and customers
- Elevate your organization's visibility through our recognition benefits
- Become a major player in supporting healthy futures for children locally and globally

Donor Advised Funds and Family Foundations

We accept sponsorships through a Donor Advised Fund (DAF) or a Family Foundation (FF) as long as the sponsorship does not include a value of goods and services which includes table, ticket and auction item purchases. Please contact Melanie McCarty at (301) 565-4266 or mmccarty@childrensnational.org with any questions.

White Hat Gala Sponsorship Opportunities

Platinum Sponsor | \$100,000

Event Benefits

- Three (3) tables of ten (10) seats, with front row VIP seating
- Exclusive sponsor signage throughout the welcome and reception areas
- Opportunity for a Children's National executive to join your host table
- Main stage acknowledgement by Children's National executive or event leadership
- Highest logo or name placement on all digital and printed materials, as available (including invitation, program and signage)*
- Full-screen tribute ad in event digital slideshow
- Logo or name recognition on the Gala website with a link to your organization, if applicable
- Tabletop logo or name recognition on sponsored table at the Gala
- Opportunity to distribute premium company giveaway of your choice or branding opportunity on pre-selected favor
- Opportunity to brand a signature cocktail
- Recognition in post-event advertisement in the Washington Business Journal
- Opportunity for a corporate representative to film a 60-90 second video of why their company supports Children's National Hospital and the White Hat Gala
- One (1) spotlight post on the Children's National Hospital Foundation LinkedIn page

Additional Benefits

- Opportunity for a behind-the-scenes experience at Children's National, such as shadowing a physician or research scientist for a day, a customized hospital tour or a patient play date for your employees (tailored to your interests and area of focus)

*Deadline to appear in printed materials is October 30, 2026

White Hat Gala Sponsorship Opportunities

Gold Sponsor | \$50,000

Event Benefits

- Two (2) tables of ten (10) seats with prime seating
- Full-screen tribute ad in event digital slideshow
- Opportunity for a Children's National executive to join your host table
- Main stage acknowledgement by Children's National executive or event leadership
- Tabletop logo or name recognition on sponsored table at the Gala
- Logo or name recognition on the digital invitation and in the event program*
- Logo or name recognition on sponsor signage during the cocktail reception*
- Logo or name recognition on the Gala website with a link to your organization, if applicable
- Opportunity to distribute a premium company giveaway to Gala attendees
- Opportunity to brand a signature cocktail
- Recognition in post-event advertisement in the Washington Business Journal
- Opportunity for a corporate representative to film a 60–90 second video of why their company supports Children's National Hospital and the White Hat Gala
- One (1) spotlight post on the Children's National Hospital Foundation LinkedIn page

Additional Benefits

- Opportunity for a customized hospital tour for your interests and area of focus

*Deadline to appear in printed materials is October 30, 2026

White Hat Gala Sponsorship Opportunities

Silver Sponsor | \$25,000

Event Benefits

- One (1) table of ten (10) seats with priority seating
- Main stage acknowledgement by Children's National executive or event leadership
- Full-screen tribute ad in event digital slideshow
- Tabletop logo or name recognition on sponsored table at the Gala
- Logo or name recognition on the digital invitation and in the event program*
- Logo or name recognition on sponsor signage during the cocktail reception*
- Logo or name recognition on the Gala website with link to your organization, if applicable
- Recognition in post-event advertisement in Washington Business Journal

Bronze Sponsor | \$15,000

Event Benefits

- One (1) table of ten (10) seats
- Logo or name recognition in the event digital slideshow
- Logo or name recognition on the digital invitation and in the event program*
- Logo or name recognition on sponsor signage during the cocktail reception*
- Logo or name recognition on the Gala website with a link to your organization, if applicable

Additional Benefits

- A personal liaison at Children's National Hospital Foundation
- Insider communications that demonstrate your impact
- Opportunities to engage your family and community with Children's National

*Deadline to appear in printed materials is October 30, 2026

White Hat Gala Sponsorship Opportunities

Emerald Sponsor | \$7,500

Event Benefits

- Four (4) seats at the dinner
- Name recognition in the event program*
- Name recognition on sponsor signage during the cocktail reception*
- Name recognition on the Gala website

*Deadline to appear in printed materials is October 30, 2026

SECURE YOUR SPONSORSHIP

To secure your table(s) or to discuss customization, please contact Samantha Frankel, at SFrankel@ChildrensNational.org or (301) 919-1841.

DONOR ADVISED FUNDS AND FAMILY FOUNDATIONS

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