

# Children's Ball 2024

A gala to celebrate the  
future of children's  
health

## SPONSORSHIP OPPORTUNITIES

Saturday, April 13, 2024

District Pier and The Anthem  
The Wharf, Washington, D.C.

### Children's Ball Chairs

Mara Glaser McCahan and Daniel McCahan



**Children's National**

[childrensnational.org/childrensball](https://childrensnational.org/childrensball)

# Children's Ball 2024

## EVENT DETAILS

**Date:** Saturday, April 13, 2024

**Location:** District Pier & The Anthem | 901 Wharf Street SW, Washington, D.C.

**Parking:** Complimentary valet

**Attire:** Black tie

## EVENT SCHEDULE

**6pm:** Cocktail Reception on the District Pier

**7:30pm:** Dinner at The Anthem

**9pm:** Main Stage Program and Live Auction

**10pm to midnight:** Live Entertainment and Dancing

## Sponsor Benefits and Opportunities

Children's Ball sponsorships provide critical support for Children's National Hospital through the Fund for Every Child. This fund enables the hospital to provide world-class care and pursue innovative therapies and cures for childhood's most challenging diseases and conditions. It supports uncompensated patient care and vital services for families in our community. As a sponsor, you will:

- Support one of America's top pediatric hospitals ranked No. 5 by U.S. News & World Report, providing value and recognition for your company, employees and customers
- Partner with a leading pediatric research and patient care institution dedicated to improving the health of our community
- Provide necessary funds to improve the lives of children here and around the globe
- Gain exposure to more than 1,000 regional business leaders, philanthropists, government officials and world-class physicians
- Elevate your organization's visibility through our recognition benefits

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### We are happy to tailor a sponsorship to your specific needs.

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

### Donor Advised Funds (DAF) and Private Family Foundations (FF)

The Internal Revenue Service (IRS) places restrictions on gifts made to charitable organizations via Donor Advised Funds (DAFs) or private family foundations. It is the due diligence of Children's National Hospital Foundation to abide by the below restrictions. Event tickets or sponsorships paid through a Donor Advised Fund (DAF) or private family foundations are not allowed.

Bifurcation (the "splitting" of payment to pay for the cost of goods and services/benefits separately and the tax-deductible portion paid from the DAF or private family foundation) is not permissible.

For questions, please contact Shelby Tudor, Director, Gift Administration at [STudor@childrensnational.org](mailto:STudor@childrensnational.org) or (301) 565-8463.

**Space is limited. To secure your sponsorship and table(s), please visit [childrensnational.org/childrensball](https://childrensnational.org/childrensball)**

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

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### Event Benefits

- Three (3) tables of ten (10) seats with front row VIP seating
- Special table amenities for your guests, including tabletop champagne and favors
- Exclusive Presenting Sponsor signage throughout the registration and cocktail reception areas
- Main stage recognition by Children's National executive(s) or event leadership
- Full-page advertisement in the event program
- Highest logo or name placement on all printed and digital materials, as available (including invitation, program and signage)\*
- Logo or name recognition\*:
  - in the mainstage presentation
  - on the Children's Ball website with a link to your organization, if applicable
  - in the post-event advertisement in the *Washington Business Journal*
  - in the post-event advertisement in *Washington Life*
- One (1) spotlight post on the Children's National Hospital Foundation LinkedIn page
- Exclusive invitation for four (4) to the Children's Ball premiere sponsor recognition event with senior hospital leadership

### 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 volunteer opportunity 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

\$250 per ticket and \$100 per table for goods and services are not tax deductible.

*\*Deadline to appear in the invitation is January 12, 2024.*

*\*Deadline to appear in the print program is March 18, 2024.*

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

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### Event Benefits

- Two (2) tables of ten (10) seats with front row VIP seating
- Special table amenities for your guests, including tabletop champagne and favors
- Exclusive sponsorship of the Cocktail Reception, with branding opportunities, including a branded signature cocktail and your logo on cocktail napkins
- Main stage recognition by Children's National executive(s) or event leadership
- Full-page advertisement in the event program
- Premium logo or name placement on all printed and digital materials, as available (including invitation, program and signage)\*
- Logo or name recognition\*:
  - in the mainstage presentation
  - on the Children's Ball website with a link to your organization, if applicable
  - in the post-event advertisement in the *Washington Business Journal*
  - in the post-event advertisement in *Washington Life*
- One (1) spotlight post on the Children's National Hospital Foundation LinkedIn page
- Exclusive invitation for four (4) to the Children's Ball premiere sponsor recognition event with senior hospital leadership

### 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 volunteer opportunity 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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## SIGNATURE SPONSOR | \$150,000 (EXCLUSIVE OPPORTUNITY)

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### Event Benefits

- Two (2) tables of ten (10) seats with front row VIP seating
- Special table amenities for your guests including tabletop champagne and favors
- Exclusive sponsorship of the after-party, with branding opportunities, including a branded signature cocktail or dessert and your logo on cocktail napkins
- Main stage recognition by Children's National executive(s) or event leadership
- Full-page advertisement in the event program
- Premium logo or name placement on all printed and digital materials, as available (including invitation, program and signage)\*
- Logo or name recognition\*:
  - in the mainstage presentation
  - on the Children's Ball website with a link to your organization, if applicable
  - in the post-event advertisement in the *Washington Business Journal*
  - in the post-event advertisement in *Washington Life*
- One (1) spotlight post on the Children's National Hospital Foundation LinkedIn page
- Exclusive invitation for four (4) to the Children's Ball premiere sponsor recognition event with senior hospital leadership

### 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 volunteer opportunity 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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## PATRON SPONSOR | \$100,000

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### Event Benefits

- Two (2) tables of ten (10) seats with VIP seating
- Main stage recognition by Children's National executive(s) or event leadership
- Logo or name recognition\*:
  - in the mainstage presentation
  - on the Children's Ball website with a link to your organization, if applicable
  - in the post-event advertisement in the *Washington Business Journal*
  - in the post-event advertisement in *Washington Life*
  - in the event invitation
  - in the event program
  - on event signage
- One (1) spotlight post on the Children's National Hospital Foundation LinkedIn page
- Exclusive invitation for two (2) to the Children's Ball premiere sponsor recognition event with senior hospital leadership

### Additional Benefits

- Opportunity for a customized hospital tour or volunteer opportunity 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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## PLATINUM SPONSOR | \$50,000

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### Event Benefits

- One (1) table of ten (10) seats with priority seating
- Main stage recognition by Children's National executive(s) or event leadership
- Logo or name recognition\*:
  - in the mainstage presentation
  - on the Children's Ball website with a link to your organization, if applicable
  - in the post-event advertisement in the *Washington Business Journal*
  - in the post-event advertisement in *Washington Life*
  - in the event invitation
  - in the event program
  - on event signage
- One (1) spotlight post on the Children's National Hospital Foundation LinkedIn page
- Exclusive invitation for two (2) to the Children's Ball premiere sponsor recognition event with senior hospital leadership

### Additional Benefits

- Opportunity for a customized hospital tour or volunteer opportunity 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

\$250 per ticket for goods and services is not tax-deductible.

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## GOLD SPONSOR | \$25,000

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### Event Benefits

- One (1) table of ten (10) seats
- Logo or name recognition\*:
  - in the mainstage presentation
  - on the Children's Ball website
  - in the post-event advertisement in the *Washington Business Journal*
  - in the post-event advertisement in *Washington Life*
  - in the event invitation
  - 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

\$250 per ticket for goods and services is not tax-deductible.

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## SILVER SPONSOR | \$17,500

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### Event Benefits

- One (1) table of ten (10) seats
- Name recognition\*:
  - in the mainstage presentation
  - on the Children's Ball website
  - in the event invitation
  - 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

\$250 per ticket for goods and services is not tax-deductible.

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## BRONZE SPONSOR | \$12,000

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### Event Benefits

- Four (4) seats
- Name recognition\*:
  - 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

\$250 per ticket for goods and services is not tax-deductible.

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## DR. BEAR'S FRIENDS | \$5,000 (INDIVIDUALS ONLY)

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### Event Benefits

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

\$250 per ticket for goods and services is not tax-deductible.

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# Children's National Hospital

**President & CEO:**

Michelle Riley-Brown, M.H.A., FACHE

**Children's National Hospital Board Chair:**

Horacio Rozanski

## Children's National Hospital Foundation Board

**Chair:**

Kathie Williams

Debra Coleman

Fernando Goldsztein

Paul Grayson

Thomas Lloyd

Timothy R. Lowery

Jimmy Reyes

Lauren Talarico-Cohen, D.V.M.

Mei Xu



**Children's National**

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