



2011 Sponsorship Opportunities
Benefiting Children's National Medical Center

Founding Sponsor – \$20,000 (\$18,050 is tax deductible)

Gifts of this level in the past have:

- Purchased antibodies, mediums, cultures and supplies to conduct research on cystic fibrosis in the Center for Genetic Medicine
- Provided support for the only summer camp giving sickle cell patients the chance to experience the fun of camp with other patients while learning about their disease

Benefits:

- Your name or organization's logo will be on the cover of the Merchant/Card Directory (6,500 printed), on our website and on our merchant posters displayed at each participating retailer or restaurant
- One full-page free ad in our Merchant/Card Directory (6,500 printed). Ad location within directory cannot be specified in advance
- Membership in the Children's National's prestigious Circle of Care Program (Open to individuals, family foundations or privately held corporations)
- Promotion of your organization on Board of Visitor social media outlets during the weeks leading up to and during the Care For Kids Card shopping period
- VIP hospital tour and lunch with senior hospital leadership and a Board of Visitors representative
- 25 Care for Kids Cards/Merchant Directories
- 4 tickets to "A Vintage Affair", the Board of Visitors spring gala for wine and food lovers

Principal Sponsor – \$10,000 (\$8,900 is tax deductible)

Gifts of this level have purchased:

- One infant and one child simulation mannequin for use by the Pediatric Early Recognition and Resuscitation Committee
- Two stationary bicycles for use by cystic fibrosis patients on Respiratory Care Unit

Benefits:

- Your name or organization's will be featured and recognized as a Principal Sponsor on the inside cover of the Merchant/Card Directory (6,500 printed)
- Promotion of your organization on our social media outlets during the weeks leading up to the Care For Kids Card shopping period
- Promotion of your organization on Board of Visitor social media outlets during the weeks leading up to and during the Care For Kids Card shopping period
- VIP hospital tour and lunch with senior hospital leadership and a Board of Visitors representative
- 15 Care for Kids Cards/Merchant Directories
- 2 tickets to "A Vintage Affair", the Board of Visitors spring gala for wine and food lovers

Key Sponsor – \$5,000 (\$4,900 is tax deductible)

Gifts of this level have purchased:

- One incubator, transwells and cell culture supplies for use in a study of mouse middle ear cells in research to prevent ear infections in children
- Supplies to outfit two Broselow code blue carts to use in conducting mock codes

Benefits:

- Your name or organization's name (not logo) will be featured and recognized as a Key Sponsor on the inside cover of the Merchant/Card Directory (6,500 printed)
- Promotion of your company on Board of Visitor social media outlets during the weeks leading up to and during the Care For Kids Card shopping period
- 2 Care for Kids Cards/Merchant Directories



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Supporting Sponsor – \$2,500 (\$2,450 is tax deductible)

Gifts of this level have purchased:

- Transilluminator, which assist nurses in visualizing tiny veins for IV insertion in neonates

Benefits:

- Your name or organization's name (not logo) will be featured and recognized as a Supporting Sponsor on the inside cover of the Merchant/Card Directory (6,500 printed)
- 1 Care for Kids Card/Merchant Directory

Participating Sponsor – \$1,000 (\$1,000 is tax deductible)

Gifts of this level have purchased:

- Eye patches for children with amblyopia who cannot afford treatment
- Six bone density scans for the Bone Health Program study

Benefits:

- Your name or organization's name (not logo) will be featured and recognized as a Participating Sponsor on the inside cover of the Merchant/Card Directory (6,500 printed)

Sponsor a Care for Kids Card Directory Page – \$500 (\$500 is tax deductible)

Gifts of this level have purchased:

- Translation and printing of Spanish language autism brochure
- Disposable bibs to protect cardiac surgical patients from contamination

Benefits:

- Your name or organization's name (not logo) will be printed at the top of one page within the Merchant/Card Directory (6,500 printed)