

MAY Means
BUSINESS

Support Rady
Children's Hospital



For anyone in the business of **Giving Back.**

This May, we are carrying on our tradition to support not only Rady Children's patients, families, and health care heroes, but also the businesses that make our work possible.

Join us through the business you do every day.



WHY SUPPORT RADY CHILDREN'S?

We help fund the highest quality care, the latest technology, and innovative research at Rady Children's. Our job is to connect Rady Children's Hospital to those who care about children and changing the future of how we care for children, one kid at a time. We offer numerous opportunities to engage, connect and support our community of families and friends all while investing in good health—for today and tomorrow.

Rady Children's is dedicated to restoring, sustaining, and enhancing the health and developmental potential of children through excellence in care, education, research and advocacy. We are the region's only dedicated pediatric medical center serving San Diego, Imperial and Southern Riverside counties.



281,000 kids
were cared for at
RCH last year



6,500+ kids
received mental
health services



2,000+ critically ill
newborn babies
cared for



237 kids were
diagnosed with
cancer



Region's only
designated
pediatric trauma
center



8,200+ counseling
sessions by Chadwick
Center for Children &
families



733 children cared
for at our Autism
Discovery Institute



Provider of care to
92 percent of the
region's children

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THANK YOU TO OUR 2022 SPONSORS



SPONSORSHIP OPPORTUNITIES

Corporate sponsorships are a great way to show your customers that your company is committed to the potential of what our children can become and setting a new standard for children around the world with Rady Children's Hospital.

Premier Sponsor - \$25,000

Premier Sponsor in Healthy Kids Magazine and San Diego Business Journal

- Press release and stand-alone social media opportunities
- Recognition as sponsor in:
 - May Means Business partner webpage with custom message and link back to your website
 - May Team Rady Bulletin e-newsletter to more than 5,000 staff
 - In-hospital digital messaging
- Placement of company logo on A-frame signage in Hospital garden area
- Opportunity to table at Well-Being Wednesday event in May for staff
- One-year fixed placement of corporate logo on home page of May Means Business website
- A check presentation in front of Hospital
- A Customized Partnership Benefit of your choice

Gold Sponsor - \$10,000

Stand-alone social media opportunities

- Recognition as sponsor in:
 - May Means Business partner webpage with custom message and link back to your website
 - May Team Rady Bulletin e-newsletter to more than 5,000 staff
- A check presentation in front of Hospital

Silver Sponsor - \$5,000

- Recognition as sponsor in May Means Business partner webpage with custom message and link back to your website
- A check presentation in front of Hospital

Bronze Sponsor - \$2,500

- Recognition as sponsor in May Means Business partner webpage with custom message and link back to your website



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For anyone in the business of Selling Smiles.

CAUSE-MARKETING OPPORTUNITIES

This May, your company can positively impact our entire community and help meet the greatest needs of our Hospital while benefiting from the spotlight we'll be placing on the businesses that give back to local children and families. By becoming a cause-marketing partner this May, you'll offer customers the opportunity to support your business while raising funds for Rady Children's Hospital, provider of care to 92% of the region's children.

We look forward to working with you directly to build a cause-marketing promotion that fits the needs of your business needs and goals. For a few examples of ways other businesses are participating:

Portion-of-Sale Promotion

Commit to donating a certain percentage of sales for the month and promote this to your customers. If a month-long promotion isn't feasible, consider a week-long promotion instead

Example: For every purchase made in the month of May, our company will be donating 20% back into our community to Rady Children's Hospital.

Rady Children's Day

Choose a day where 100% of sales are donated to Rady Children's Hospital. Promote this on your channels and create a buzz by getting local news outlets involved.

Example: 100% of all sales made at Jersey Mike's on their signature Day of Giving are donated to Rady Children's Hospital. This raised an average of \$4,500 per location.

Signature Product Promotion

Feature a signature May Means Business product or service, where all or a portion of each purchase of that signature item is donated to Rady Children's. You can create a new item or simply promote one you already have!

Example: A Charmed Heart creates a signature heart charms collection where 100% of profits from the sale of those items benefit Rady Children's Hospital.



**For more information or to secure your sponsorship please contact:
Cassie Scott at cscott2@rchsd.org**

For anyone in the business of **Making Magic.**

Donation at Checkout

Prompt customers to donate at check-out. You can do this physically at the register or through online purchases. Asking your customers if they can donate \$1, \$5 or round-up their change at check-out adds up for a big impact.

Example: During the month of May, Costco asks for donations at check-out and gives those who do a Rady Children's icon to write their name on and add to the donor wall.

Matching Gifts

Encourage your network to donate to Rady Children's and incentivize them by matching donations up to a certain amount. A matching gift plus social media promotion is a sure way to success.

Example: Quick-Dry Flood Services matched each donation made to their fundraising page over the span of a week and promoted this on social media to reach new audiences.

Host an Event

Host an event where the proceeds are donated to Rady Children's. Take it a step further and find sponsors for your event to raise even more for the kids!

Example: North County Gymnastics hosts a Coaches Cup event every summer to raise funds for Rady Children's.

Go Virtual

Engage your audience in a social media campaign. Using the power of social media, you can promote your business' campaign, recognize matching sponsors and advertise digital deals or promotions.

Example: To grow engagement on social media, create a post where you will be donating \$1 for every share, comment or like.



For anyone in the business of **Giving Back.**

THANK YOU

As the largest pediatric hospital on the West Coast, Rady Children's Hospital is focused on the health and well-being of children in San Diego, across the United States and around the world in more than 20 countries.

As a nonprofit institution, we simply could not achieve this kind of impact without steadfast support from friends like you. Your partnership will help ensure that Rady Children's will always be here to care for the children who need help, 365 days a year.

Rady Children's offers you unique partnership opportunities and creative solutions to help you make valuable connections in our local community and global family. Together, we can highlight your philanthropic support to specific demographics and build custom engagement opportunities for your employees and customers.



For more information or to secure your sponsorship please contact:
Cassie Scott at cscott2@rchsd.org