



# *Starry Night*

115TH ANNIVERSARY CHARITY BALL

# A GRAND TRADITION

The Charity Ball is San Diego's oldest and grandest philanthropic event. For 115 years, the volunteer-organized Charity Ball has brought together community leaders and supporters for a special night of elegance and entertainment. Most importantly, this spectacular evening shines a light on the health care of the children in our community.

The Charity Ball raises funds to benefit a single beneficiary within Rady Children's Hospital-San Diego. Our mission is to support advancing and elevating the world-class pediatric health care at Rady Children's Hospital.

Your support throughout the years helps Rady Children's Hospital keep its covenant to the community – to raise the bar, to seek new treatments and cures, and to ensure that we meet the needs of families now and for many years to come.

The Charity Ball has been focused on children's health since 1909 and is proud to be a part of Rady Children's Hospital since its establishment in 1954 as the only pediatric hospital in San Diego.

Over the years, the Charity Ball has raised millions of dollars to support:

1995 – Area of greatest need	2010 – Acute Care Pavilion
1996 – Neonatal Intensive Care Unit (NICU)	2011 – Heart Transplant Program
1997 – Sam S. & Rose Stein Emergency Care Center	2012 – Trauma Center
1998 – Area of greatest need	2013 – Peckham Center for Cancer & Blood Disorders
1999 – Orthopedics	2014 – Acute Cardiac Unit
2000 – Anderson Center for Dental Care	2015 – Neuro-Oncology Program
2001 – Inspiration Campaign	2016 – Crisis Stabilization Unit
2002 – Pediatric Cancer Research	2017 – Peckham Center for Cancer & Blood Disorders
2003 – Sam S. & Rose Stein Emergency Care Center	2018 – Trauma Center
2004 – Trauma Center	2019 – Copley Psychiatric Emergency Department and affiliated programs
2005 – Rady Children's Heart Institute	2020 – Rady Children's Institute for Genomic Medicine
2006 – Neonatal Intensive Care Unit (NICU)	2021 – Behavioral Health Programs & Services
2007 – Pediatric Dental Residency program	2022 – Neuroscience Institute at Rady Children's Hospital
2008 – Surgical Services	2023 – Chadwick Center for Children & Families
2009 – Acute Care Pavilion	

## And the tradition continues . . .

On February 17, 2024, net proceeds from **Starry Night**, the 115th Anniversary Charity Ball, will benefit the Palliative Care Program.



115TH ANNIVERSARY CHARITY BALL

Dear Friends,

It is with great pleasure that we announce the date of the 115th Anniversary Charity Ball, **Starry Night**, to be held February 17, 2024, at the historic Hotel del Coronado. Each year, the Charity Ball brings the community together for an incredible evening of dining, dancing, and celebrating the powerful impact of philanthropy. The Charity Ball is San Diego's most iconic and longest-running philanthropic event.

Since 1954, the Charity Ball has exclusively benefited Rady Children's Hospital. This year, Rady Children's Palliative Care Program will be the Charity Ball's beneficiary. A long-standing tradition, all fundraising takes place prior to the Charity Ball, allowing our guests to fully enjoy the elegance of the evening. There is no auction, raffle or paddle raise.

Rady Children's Palliative Care Program supports children facing serious and life-limiting illnesses throughout the journey of complex, long-term care. With a commitment to every child's quality of life and every family's well-being, the specialized palliative care team partners with patient families to effectively address their physical, emotional, and spiritual needs.

We invite you to be part of this San Diego tradition by becoming an advertiser, sponsor, or underwriter for the 115th Anniversary Charity Ball. Your generosity will help ensure that every critically ill child, and their family, can access the vital support services of our Palliative Care Program.

Thank you for supporting families in their time of greatest need.

With gratitude,

*Bridgett Brown*

Bridgett Brown  
Chairman, 115th Anniversary Charity Ball

Charityball2024@gmail.com

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## Palliative Care at Rady Children's Hospital

A serious or life-limiting illness during infancy or childhood can alter the course of life for a young patient and their family. Rady Children's Palliative Care Program is a source of support, empowerment and hope throughout this journey.

## Embracing Vulnerable Patients With Specialized Support

Palliative care at Rady Children's is a long-term partnership that wraps an added layer of support around patients and families as they navigate the physical, emotional and spiritual challenges that come with caring for a complex or terminal illness. A compassionate and personalized approach that honors each family's values and anticipates their needs is at the center of palliative care at Rady Children's Hospital and clinics, as well as in patient homes. The team's focus is quality of life for the child, with an emphasis on pain control, symptom management and the well-being of the entire family.

*Rady Children's Palliative Care Program is a source of support, empowerment and hope for young patients and their families throughout the journey of coping with a serious or life-limiting illness.*

### Support services for families include:

- Support understanding treatment options and defining care goals
- Advocating for the patient and family with treatment teams and across the health system
- Connections to local resources
- Compassionate care and counseling respectful of each patient's cultural and spiritual background

## Expanding the Promise of Palliative Care for More Children in Need

More than 700 patients and families have benefited from palliative care partnership and support at Rady Children's since the program began in 2010. Yet we have untapped potential to provide comfort and healing not only to the very sickest children or those near end of life, but to every child coping with a complex diagnosis.

Support from thoughtful donors like you is vital to maintain and expand the promise of palliative medicine in our community. Your generosity will help ensure that every child and family can access palliative care support services in their time of greatest need.

*"You make hope for the most vulnerable patients possible through palliative care."*

- Ami Doshi, MD  
Director of Palliative Care  
Rady Children's

Visionary philanthropy will help Rady Children's grow its life-changing Palliative Care Program to reach every child who can benefit from specialized care and support. It will also expand awareness of the healing power of palliative care among clinicians and families, help us train the next generation of palliative care specialists, and accelerate discovery and innovation to continually improve this important resource.

"Rady Children's vision of building upon our robust Palliative Care Program to serve more young patients facing life-altering diagnoses in ways most effective for their needs relies not only on clinical partnership but also the partnership of community leaders like you," says Ami Doshi, MD, director of Palliative Care at Rady Children's.



## Finding Possibility Through Palliative Care: Riley's Story

At 9 days old, Riley had surgery on his tiny newborn heart. Just a handful of months later, he needed another major cardiac surgery. The symptoms of CHARGE syndrome, a complex disorder Riley's doctors diagnosed at birth, range from heart and lung complications to visual and hearing impairments—lifelong challenges for now 12-year-old Riley and his family.

Riley has been through 15 surgeries and many prolonged stays at Rady Children's. His care needs are ongoing, and the Palliative Care Program at Rady Children's has been essential in managing them.

"With a child like Riley, you hear more often about their limitations than their strengths. But the palliative care team has been anything but limiting," says Riley's mom, Victoria. "They've given us not only practical resources and support, but also emotional. Palliative care has provided a soft place to land when it gets hard."

One of the enriching experiences palliative care has helped make possible for Riley is the opportunity to attend school. His family's social worker connected them with an advocacy group that facilitated enrollment. "It was a life-changing event for Riley," says Victoria. He now speaks full sentences, can add and subtract, and has started to read.



"When they say it takes a village to raise a child, with a child with medically complex issues, it's like an industrial-sized city," says Victoria. "As much as we want to do it alone, we can't. Parents need to be taken care of, too. Rady Children's palliative care team has been there in our corner, giving us someone to turn to."

Riley joyfully greets his journey with a smile every day. He is social and active, likes people and plays baseball. He is, as his mom says, "a miracle of a person," and the support of Rady Children's Palliative Care Program has helped him, and hundreds of children like him, grow and thrive.

*"Palliative care has provided a soft place to land when [managing ongoing treatment and care] gets hard."*

*- Victoria May, Riley's mother*

# *Sponsorships & Advertising Opportunities*

The Charity Ball evening starts with an invitation-only Pre-Ball Reception for our most generous donors and special guests. After the Pre-Ball Reception, a lavish dinner will be served, followed by an elegant Ball, complete with live entertainment and dancing. A long-standing tradition, all fundraising takes place prior to the Charity Ball, allowing our guests to fully enjoy the elegance of the evening. There is no auction, raffle or paddle raise.

## **DIAMOND SPONSORSHIP PACKAGE \$100,000**

**Fair market value of benefits \$4,570**

- Two Premium Tables for 8 at the elegant Charity Ball Dinner and at the Charity Ball with premier champagne.
- Two ocean-view luxury room for 2 the night of Charity Ball at the legendary Hotel del Coronado and Sunday Brunch for 4
- Invitation for 16 guests to the exclusive Pre-Ball Reception
- Special recognition at both the Pre-Ball Reception and the Charity Ball
- Presentation on the Title Page of the Souvenir Program
- Special placement of two full pages in the Souvenir Program
- Your name or logo as Diamond Sponsor on website and social media postings
- Prominent signage at the Pre-Ball Reception

## **PLATINUM SPONSORSHIP PACKAGE \$75,000**

**Fair market value of benefits \$3,720**

- Two Premium Tables for 8 at the elegant Charity Ball Dinner and at the Charity Ball with premier champagne.
- One ocean-view luxury room for 2 the night of Charity Ball at the legendary Hotel del Coronado and Sunday Brunch for 2
- Invitation for 16 guests to the exclusive Pre-Ball Reception
- Special recognition at both the Pre-Ball Reception and the Charity Ball
- Platinum Sponsor listing in the Souvenir Program
- Two full pages in the Souvenir Program
- Your name or logo as Platinum Sponsor on website and social media postings
- Prominent signage at the Pre-Ball Reception

## **GOLD SPONSORSHIP PACKAGE \$50,000**

**Fair market value of benefits \$2,560**

- Two Premium Tables for 8 at the elegant Charity Ball Dinner and at the Charity Ball with premier champagne.
- Invitation for 8 guests to the exclusive Pre-Ball Reception
- Special recognition at both the Pre-Ball Reception and the Charity Ball
- Gold Sponsor listing in the Souvenir Program
- Two full pages in the Souvenir Program
- Your name or logo as Gold Sponsor on website and social media postings
- Prominent signage at the Pre-Ball Reception

### **SILVER SPONSORSHIP PACKAGE \$25,000**

**Fair market value of benefits \$1,360**

- One table for 8 guests at the elegant Charity Ball dinner and Charity Ball with premier champagne.
- Invitation for 8 to the exclusive Pre-Ball Reception
- Recognition at the Pre-Ball Reception
- Silver Sponsor listing in the Souvenir Program
- Two full pages in the Souvenir Program
- Your name or logo as Silver Sponsor on website and social media postings
- Prominent signage at the Pre-Ball Reception

### **PATRON SPONSORSHIP PACKAGE \$10,000**

**Fair market value of benefits \$1,360**

- One table for 8 guests at the elegant Charity Ball dinner and Charity Ball with premier champagne.
- Invitation for 8 to the exclusive Pre-Ball Reception
- Two full pages in the Souvenir Program
- Patron Sponsor Listing in the Souvenir Program
- Your name or logo on website and social media postings
- Signage at the Pre-Ball Reception

### **BENEFACTOR SPONSORSHIP PACKAGE \$5,000**

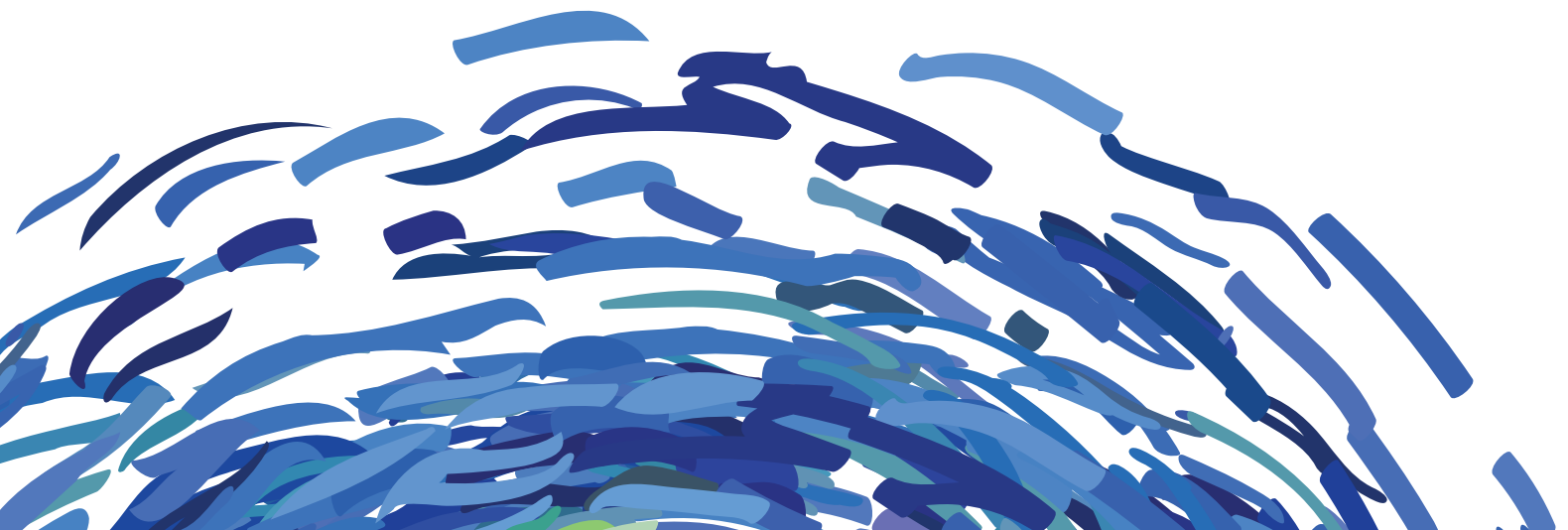
**Fair market value of benefits \$680**

- Seating for 4 at the elegant Charity Ball Dinner and at the Charity Ball
- Invitation for 4 to the exclusive Pre-Ball Reception
- One full page in the Souvenir Program
- Benefactor Sponsor Listing in the Souvenir Program
- Your name or logo on the website and social media postings

### **FRIEND SPONSORSHIP PACKAGE \$2,500**

**Fair market value of benefits \$340**

- Seating for 2 at the elegant Charity Ball Dinner and at the Charity Ball
- Invitation for 2 to the exclusive Pre-Ball Reception
- Friend Sponsor listing in the Souvenir Program
- One full page in the Souvenir Program



# Custom Promotional Opportunities

(Only one of each available)

## **PRESENTING SPONSOR FOR THE PRE-BALL RECEPTION \$25,000**

**Fair market value of benefits \$1,360**

- One table for 8 guests at the elegant Charity Ball dinner and Charity Ball with premier champagne.
- Invitation for 8 to the exclusive Pre-Ball Reception
- Presenting Sponsor signage and special recognition at the Pre-Ball Reception
- Your corporate logo or name printed on Pre-Ball cocktail napkins.
- Two full pages in the Souvenir Program
- Your name or logo as Pre-Ball Sponsor on website and social media postings

## **SOUVENIR PROGRAM SPONSOR \$25,000**

**Fair market value of benefits \$1,360**

- One table for 8 guests at the elegant Charity Ball dinner and Charity Ball with premier champagne.
- Invitation for 8 to the exclusive Pre-Ball Reception
- Souvenir Program signage and special recognition at the Pre-Ball Reception
- Your corporate logo or name on the back cover of the Souvenir Program
- Two full pages in the Souvenir Program
- Your name or logo as Souvenir Program Sponsor on website and social media postings

## **CHARITY BALL INVITATION SPONSOR \$25,000**

**Fair market value of benefits \$1,360**

- One table for 8 guests at the elegant Charity Ball dinner and Charity Ball with premier champagne.
- Invitation for 8 to the exclusive Pre-Ball Reception
- Invitation Sponsor signage and special recognition at the Pre-Ball Reception
- Your corporate logo or name printed on the back of the Charity Ball invitation.
- Two full pages in the Souvenir Program
- Your name or logo as Invitation Sponsor on website and social media postings

### **SAVE-THE-DATE SPONSOR \$15,000**

**Fair market value of benefits \$1,160**

- One table for 8 guests at the elegant Charity Ball Dinner and Charity Ball with premier champagne.
- Invitation for 8 to the exclusive Pre-Ball Reception
- Your corporate logo or name printed on the back of the Charity Ball Save-The-Date
- One full page in the Souvenir Program
- Your name or logo as the Save-the-Date Sponsor on website and social media postings

### **VALET PARKING SPONSOR \$5,000**

**Fair market value of benefits \$680**

- Seating for 4 at the elegant Charity Ball Dinner and at the Charity Ball
- Invitation for 4 to the Pre-Ball Reception
- One full page in the Souvenir Program
- Your name or logo as the Valet Sponsor on website and social media postings
- Corporate logo or name prominently displayed at the Valet Station

### **WINE SPONSOR \$5,000**

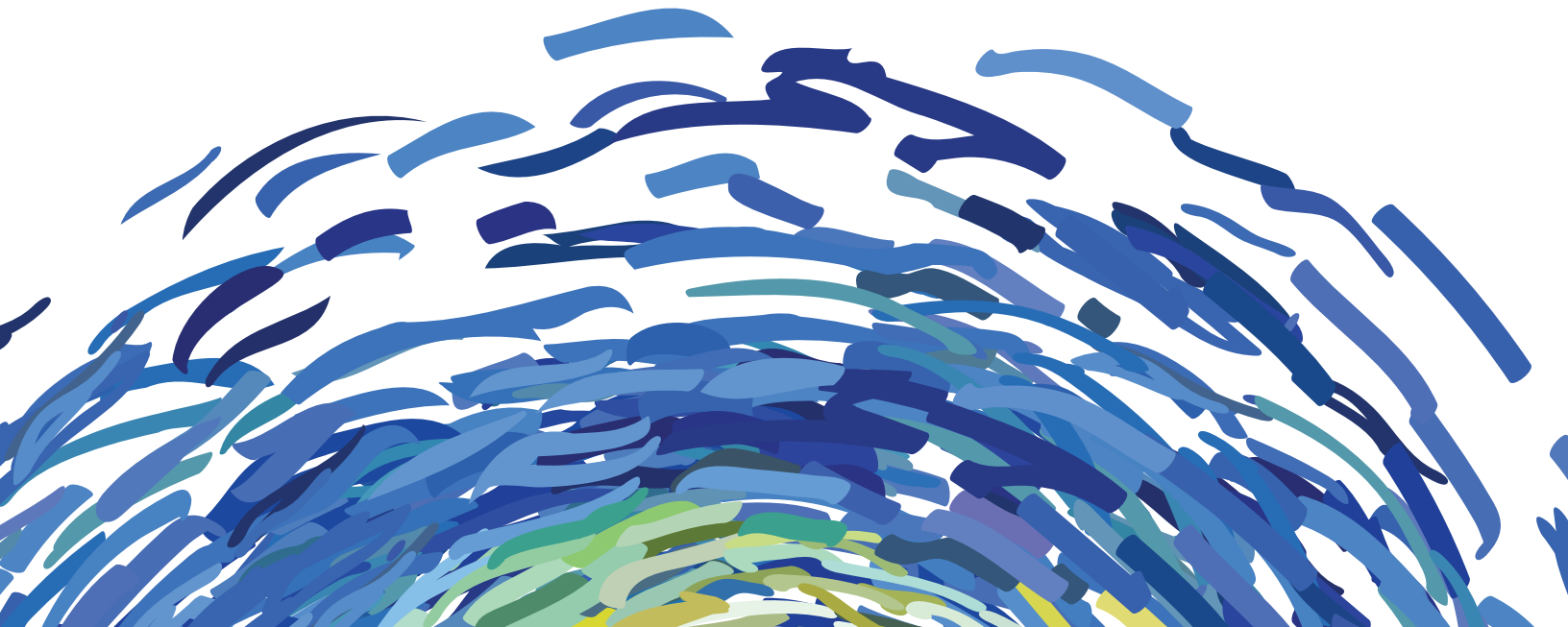
**Fair market value of benefits \$680**

- Seating for 4 at the elegant Charity Ball Dinner and at the Charity Ball
- Invitation for 4 to the Pre-Ball Reception
- One full page in the Souvenir Program
- Corporate logo or name displayed on table menus
- Your name or logo as the Wine Sponsor on website and social media postings

### **CHAMPAGNE SPONSOR \$5,000**

**Fair market value of benefits \$680**

- Seating for 4 at the elegant Charity Ball Dinner and at the Charity Ball
- Invitation for 4 to the Pre-Ball Reception
- One full page in the Souvenir Program
- Your name or logo as the Champagne sponsor on website and social media postings

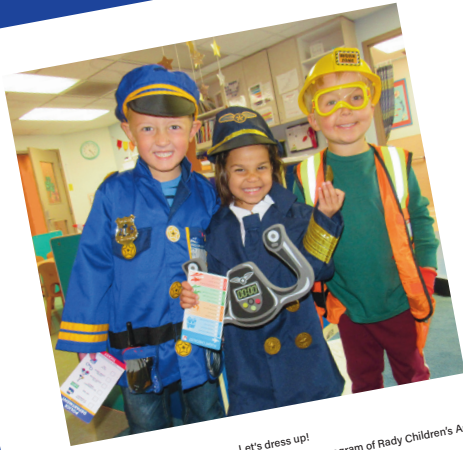




*The meaning of life is to find your gift.  
The purpose of life is to give it away.*

*-Pablo Picasso*





Let's dress up!  
Children using their imaginations at Alexa's PLAYC, a program of Rady Children's Autism  
Discovery Institute

With best wishes from  
THE JOHN M. SACHS FAMILY

## YOU ARE PART OF A GREATER COMMUNITY.

Union Bank® believes in the power of partnerships. That's why we partner with communities and organizations to make a positive difference in the places where we work and live. To us, building a strong community is the most valuable investment of all.

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contract or our online version at  
[www.radyfoundation.org/charityball](http://www.radyfoundation.org/charityball)

To reserve your seats for the Charity Ball  
or for more information about the event,  
please contact Michele Prescott at  
[michelep@san.rr.com](mailto:michelep@san.rr.com) 858-336-7242

**ALL ADS ARE SUBJECT TO APPROVAL**

**TAX ID # 33-0170626**

You will receive a receipt acknowledging the tax deductibility of your donation, which will be based on the difference between the total amount contributed and any goods/services received. For further information, please contact Ashley Dawson at 858-966-8477 or [adawson@rchsd.org](mailto:adawson@rchsd.org).

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To restore, sustain and enhance the health and developmental potential of children through excellence in care, education, research and advocacy.

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[www.radyfoundation.org/charityball](http://www.radyfoundation.org/charityball)