

imagine

Miracles blossoming



THE 116TH ANNIVERSARY CHARITY BALL

A Grand Tradition

The Charity Ball is celebrated as San Diego's oldest and grandest philanthropic event. For 116 years, the all-volunteer-organized Charity Ball has brought together San Diego leaders and supporters for a memorable night to celebrate the generosity of our community and recognize the impact of their philanthropy on the health care of San Diego children.

The Charity Ball raises funds to benefit a single beneficiary—Rady Children's. Our mission shines brightly in support of advancing and elevating the world-class pediatric health care at Rady Children's by raising funds for critical programs, new healing spaces and the most advanced and compassionate care for children and families who need us most.

Your support throughout the years helps Rady Children's 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 a vital part of Rady Children's since its establishment in 1954 as the only pediatric hospital in the region. In recent years, the Charity Ball has raised millions of dollars to support:

1996 Neonatal Intensive Care Unit (NICU)	2012 Trauma Care Center
1997 Sam S. and Rose Stein Emergency Care Center	2013 Peckham Center for Cancer and Blood Disorders
1998 Area of greatest need	2014 Cardiovascular Intensive Care Unit, now Acute Cardiac Unit
1999 Orthopedics	2015 Neuro-Oncology Program
2000 Anderson Dental Care Center	2016 Crisis Stabilization Unit
2001 Inspiration Campaign	2017 Peckham Center for Cancer and Blood Disorders
2002 Pediatric Cancer Research	2018 Trauma Center
2003 Sam S. and Rose Stein Emergency Care Center	2019 Copley Psychiatric Emergency Department and affiliated programs
2004 Trauma Care Center	2020 Rady Children's Institute for Genomic Medicine
2005 Rady Children's Heart Institute	2021 Behavioral Health Programs and Services
2006 Neonatal Intensive Care Unit (NICU)	2022 Neuroscience Institute at Rady Children's
2007 Pediatric Dental Residency Program	2023 Chadwick Center for Children & Families
2008 Surgical Services	2024 Palliative Care Program
2009 Acute Care Pavilion	
2010 Acute Care Pavilion	
2011 Heart Transplant Program	

AND THE TRADITION CONTINUES...

On **February 8, 2025**, proceeds from *IMAGINE*, the 116th Anniversary Charity Ball, will benefit the **Pediatric Intensive Care Unit at Rady Children's Hospital**, with an aim to provide the highest level of care at the most critical moments for the sickest young patients in their time of greatest need.

Become a Sponsor, Underwriter or Advertiser by completing the enclosed contract or visit online at radyfoundation.org/charityball

Contact Micki Olin at 858-354-7870 or molincharityball@gmail.com with questions or to discuss customized sponsor packages to meet your needs.

Box Patron materials will be delivered in the late fall of 2024. To reserve/renew your Box now, please contact **Michele Prescott**, Box Patron Concierge, at 858-336-7242 or michelep@san.rr.com.

Dear Friends,



We are honored to announce the approach of the **116th Anniversary Charity Ball, IMAGINE**, to be held **February 8, 2025**, at the historic Hotel del Coronado. Each year, the Charity Ball brings the community together for a memorable evening to celebrate the powerful impact of philanthropy. Touted as San Diego's most iconic and longest-running philanthropic event, the Ball is a beloved annual tradition, and we are delighted that our guests will return this year to a delicious dinner in the newly renovated Crown Room, with dancing to follow in the beautiful Ocean Ballroom.

Since 1953, the Charity Ball has exclusively benefited Rady Children's Hospital, and this year's beneficiary is **Rady Children's Pediatric Intensive Care Unit**. The primary PICU in our region, it is renowned for its comprehensive care for children facing serious, life-threatening illnesses and injuries, compassionately supporting patients and their families through the journey of complex, critical care.

By long-standing tradition, **the evening includes no auction, raffle or paddle raise. All fundraising takes place prior to the Charity Ball**, allowing our guests to fully enjoy the elegance and festivities of the evening while honoring our valued supporters. Here is your chance to partner with us in this important endeavor.

We invite you to be part of this San Diego tradition by becoming a sponsor, underwriter or advertiser today for the 116th Anniversary Charity Ball. Your generosity at any level is genuinely valued and will help ensure that every critically ill child will receive the highest standard of care with state-of-the-art technology so vital to the care of our PICU patients.

Thank you for supporting our community's sickest children in their time of greatest need. Just *IMAGINE* what we can achieve together.

With gratitude,

Micki Olin
Chairman
116th Anniversary Charity Ball

Arlene Esgate
Co-Chairman
116th Anniversary Charity Ball

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Micki Olin

CO-CHAIRMAN
Arlene Esgate

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Rady
Children's

Miracles Blossoming

in the PICU

PEDIATRIC INTENSIVE CARE AT RADY CHILDREN'S

When a child is critically ill or injured, immediate access to coordinated, specialized treatment can be essential to their survival. The Pediatric Intensive Care Unit (PICU) at Rady Children's delivers the highest level of comprehensive, expert care to the sickest young patients in their time of greatest need.

THE BEST MEDICINE AT THE MOST CRITICAL MOMENTS

Rady Children's PICU admits the most critically ill and injured young patients from San Diego, Imperial and Southern Riverside counties. Serving more than 2,000 children and their families each year, the majority of the unit's admissions are unplanned, many due to serious traumas, emergencies or worsening conditions. A multidisciplinary team of skilled physicians, nurses, respiratory and child life therapists, social workers and pharmacists collaborate to provide exceptional intensive care to children of all ages and diagnoses.

Rady Children's PICU delivers the highest level of comprehensive, expert care to the sickest kids in their time of greatest need. Consistently recognized for excellence in patient experience and outcomes, the unit's clinicians work tirelessly for each patient's survival and recovery.

The highly skilled PICU team incorporates extensive knowledge of diagnoses, treatment interventions and monitoring technology to effectively assess and care for children at varying stages of development who are facing complex and serious conditions, including:

- Respiratory failure, sepsis and multisystem organ dysfunction
- Multiple traumas
- Kidney and liver failure
- Pre- and post-operative conditions
- Chronic illnesses

ADVANCING LEADING-EDGE TREATMENT AND CARE FOR KIDS

Offering the best possible care to young patients in critical condition requires continued investment in the latest innovations and evidence-based approaches. Support from generous friends like you enables advancements in technology, improvements to equipment and development of professional practices to drive even more exceptional care for children and families.

Among the top philanthropic priorities directly benefiting Rady Children's PICU:

- Temperature-management technology through the Arctic Sun system, which provides clinicians targeted temperature control to mitigate fevers in critically ill patients—especially important for those who have experienced a cardiac arrest or traumatic head injury
- Enhanced-mobility equipment, including chairs and beds that help patients stand and move more easily and safely, decreasing delirium and need for rehabilitation
- Advanced-monitoring devices to help care teams make more objective assessments and provide needed interventions earlier
- Development of the foremost experts in the field through participation in leading specialty conferences, simulation technology and fellowship programs promoting research and training ♥

“Providing the best evidence-based care requires continued investment in innovation and excellence. Additional resources will help Rady Children's PICU enhance technology and practices to drive even more exceptional outcomes.”

– **DANA PATRICK**
RN, BSN, MHA, CENP, Director of Critical Care and Emergency Transport, Rady Children's

Fighting Strength:

Owen's Story

Born at just 24 weeks, Owen spent his first five months in the NICU of a local hospital before he was healthy enough to go home with his parents. His lungs were underdeveloped and weaker than a full-term baby, but Owen was strong.

Six weeks later, Owen started to show signs of respiratory distress. What started as a mild cold required rapid intubation and admission to the Pediatric Intensive Care Unit (PICU) at Rady Children's.

Owen's system became dependent on medications to stay well and he spent 784 consecutive days at Rady Children's—nearly all that time in the PICU. His highly critical condition, fragile state and chronic illness were managed with coordinated, round-the-clock treatment and care by an integrated team of experts in intensive care for the sickest young patients.

About one month into his stay, Owen had a gastronomy tube placed for feeding, and shortly after also underwent a tracheostomy. His care team anticipated he would recover and be able to return home, but Owen struggled to adapt to a ventilator. “Owen's prematurity and vulnerability brought him in initially, but one small setback followed by another spiraled him into a really long, extended stay,” says Owen's dad, Nick.

Over the more than two years that Owen, Darlene and Nick spent at Rady Children's, the PICU team became like family. “Each doctor and nurse had foundational and integral moments in helping him heal, advocating for us, coaching us and cheering us on,” Darlene says. “Because of their combined impacts, Owen survived and made it out of the hospital.” Leaders in innovative, evidence-based best practices supported by advanced, precise technology, the PICU team is consistently recognized for excellence in patient survival and recovery outcomes.

Darlene and Nick are especially grateful to one physician for guiding them in weaning Owen off a medication that could have caused additional complications, and a nurse for teaching them proper wound care maintenance around his tracheostomy and G-tube sites. They also credit Rady Children's occupational and physical therapy teams for helping empower Owen as he grew.

Now nine years old, Owen can breathe without a tracheostomy tube or ventilator. He communicates with an augmentative and alternative communication (AAC) device and has steadily built



feeding and speech skills. He recently completed third grade and enjoys Legoland, trains and adaptive rock climbing.

Owen still has periodic visits to Rady Children's, and his parents are comforted to return to a familiar place with a team they trust. “He's full of joy and full of life,” says his dad, “and so many people fought with us to get him through to where we are today.”



Sponsorship

Opportunities & Benefits

San Diego's oldest and grandest philanthropic tradition, the Charity Ball, is an elegant celebration of valued community support and advocacy for the health of children. The evening begins with an invitation-only Pre-Ball Reception for our generous donors and special guests. Guests will savor an extraordinary dinner in the Hotel Del Coronado's historic Crown Room, followed by a festive Ball in the iconic Ocean Ballroom, complete with live entertainment, dessert and dancing.

TITLE SPONSORSHIP PACKAGE \$100,000 *(Fair market value of benefits \$3,920)*

- 2 Premium Tables for 8 at the Charity Ball Dinner with dedicated serving staff
- 2 Premier Boxes for 8 at the Charity Ball with a Prestige Cuvée
- An ocean-view luxury room the night of Charity Ball at the Hotel del Coronado & Sunday Brunch for 2
- Distinguished recognition at Pre-Ball Reception & in advance press release
- Invitation for 16 guests to the Pre-Ball Reception
- Acknowledgment on Title Page of the Souvenir Program
- Special placement of 2-page ad in the Souvenir Program
- Your name or logo as Title Sponsor on website, social media posts & on media partner recognition page
- Prominent signage at Charity Ball entrance & Pre-Ball Reception
- Exclusive Title Sponsor gift

DIAMOND SPONSORSHIP PACKAGE \$75,000+ *(Fair market value of benefits \$3,720)*

- 2 Premium Tables for 8 at the Charity Ball Dinner
- 2 Premier Boxes for 8 at the Charity Ball with premier champagne
- An ocean-view luxury room the night of Charity Ball at the Hotel del Coronado & Sunday Brunch for 2
- Invitation for 16 guests to the Pre-Ball Reception
- Special recognition at the Pre-Ball Reception & in advance press release
- Diamond Sponsor listing in the Souvenir Program
- 2-page ad in the Souvenir Program
- Your name or logo as Diamond Sponsor on website, social media posts & on media partner recognition page
- Prominent signage at the Pre-Ball Reception

GOLD SPONSORSHIP PACKAGE \$50,000+ *(Fair market value of benefits \$2,560)*

- 2 VIP Tables for 8 guests at the Charity Ball Dinner
- 2 Premium Boxes for 8 guests at the Charity Ball with premier champagne
- Invitation for 8 guests to the Pre-Ball Reception
- Special recognition at the Pre-Ball Reception
- Gold Sponsor listing in the Souvenir Program
- 2-page ad in the Souvenir Program
- Your name or logo as Gold Sponsor on website, social media posts & on media partner recognition page
- Prominent signage at the Pre-Ball Reception

SILVER SPONSORSHIP PACKAGE \$25,000 *(Fair market value of benefits \$1,360)*

- 1 VIP table for 8 guests at the Charity Ball Dinner
- Box seating for 8 at the Charity Ball with select champagne
- Invitation for 8 to the Pre-Ball Reception
- Recognition at the Pre-Ball Reception
- Silver Sponsor listing in the Souvenir Program
- 2-page ad in the Souvenir Program
- Your name or logo as Silver Sponsor on website, social media posts & on media partner recognition page
- Prominent signage at the Pre-Ball Reception

PEARL SPONSORSHIP PACKAGE \$10,000 *(Fair market value of benefits \$1,360)*

- 1 Preferred table for 8 at the Charity Ball Dinner
- Box seating for 8 at the Charity Ball with champagne
- Invitation for 8 to the Pre-Ball Reception
- 1 full-page ad in the Souvenir Program
- Pearl Sponsor Listing in the Souvenir Program
- Your name or logo as Pearl Sponsor on website, social media posts & on media partner recognition page

PATRON SPONSORSHIP PACKAGE \$5,000 *(Fair market value of benefits \$680)*

- Preferred Seating for 4 at the Charity Ball Dinner & at the Charity Ball
- Invitation for 4 to the Pre-Ball Reception
- 1 full-page ad in the Souvenir Program
- Patron Sponsor Listing in the Souvenir Program
- Your name or logo as Patron Sponsor on media partner recognition page

BENEFACTOR SPONSORSHIP PACKAGE \$2,500 *(Fair market value of benefits \$340)*

- Preferred Seating for 2 at the Charity Ball Dinner & at the Charity Ball
- Invitation for 2 to the Pre-Ball Reception
- 1 half-page ad in the Souvenir Program
- Benefactor Sponsor listing in the Souvenir Program

FRIEND SPONSORSHIP PACKAGE \$1,500 *(Fair market value of benefits \$170)*

- Preferred Seating for 1 at the Charity Ball Dinner & at the Charity Ball
- Invitation for 1 to the Pre-Ball Reception
- 1 half-page ad in the Souvenir Program
- Friend Sponsor listing in the Souvenir Program

Customized packages to meet your company's needs & interests are available upon request.

For questions or information on sponsorship opportunities, please contact

Micki Olin at 858-354-7870 | molincharityball@gmail.com

For information on reservations, please contact

Michele Prescott at 858-336-7342 | michelep@san.rr.com

You will receive a receipt acknowledging the tax deductibility and fair market value of your contribution.

TAX ID #33-0170626

Custom Promotional

Underwriting Opportunities *(One of each available)*

PRESENTING SPONSOR FOR PRE-BALL RECEPTION \$25,000 *(Fair market value of benefits \$1,360)*

- 1 table for 8 guests at the elegant Charity Ball Dinner
- Box seating for 8 at the Charity Ball with select champagne
- Invitation for 8 to the exclusive Pre-Ball Reception
- Presenting Sponsor signage & special recognition at the Pre-Ball Reception
- Your corporate logo or name printed on Pre-Ball cocktail napkins
- 1 full-page ad in the Souvenir Program
- Your name or logo as Pre-Ball Sponsor on website, social media posts & on media partner recognition page

SOUVENIR PROGRAM SPONSOR \$25,000 *(Fair market value of benefits \$1,360)*

- 1 table for 8 guests at the elegant Charity Ball Dinner
- Box seating for 8 at the Charity Ball with select champagne
- Invitation for 8 to the exclusive Pre-Ball Reception
- Souvenir Program signage & special recognition at the Pre-Ball Reception
- Your corporate logo or name on the inside back cover of the Souvenir Program, distributed to over 600 prominent attendees & advertisers
- 1 full-page ad in the Souvenir Program
- Your name or logo as Souvenir Program Sponsor on website, social media posts & on media partner recognition page

CHARITY BALL INVITATION SPONSOR \$20,000 *(Fair market value of benefits \$1,360)*

- 1 table for 8 guests at the elegant Charity Ball Dinner
- Box seating for 8 at the Charity Ball with select champagne
- Invitation for 8 to the exclusive Pre-Ball Reception
- Invitation Sponsor signage & special recognition at the Pre-Ball Reception
- Your corporate logo or name printed on the Charity Ball invitation mailed to over 2,000 prominent households & businesses
- Your name or logo as Souvenir Program Sponsor listed in Souvenir Program, on website, social media posts & on media partner recognition page

CHARITY BALL ORCHESTRA SPONSOR \$15,000 *(Fair market value of benefits \$1,360)*

- 1 table for 8 guests at the elegant Charity Ball Dinner
- Box seating for 8 at the Charity Ball with select champagne
- Invitation for 8 to the exclusive Pre-Ball Reception
- Your corporate logo or name printed on Ballroom cocktail napkins
- Your name or logo as the Orchestra Sponsor listed in Souvenir Program, on the website, social media posts & on media partner recognition page

CHARITY BALL FLORAL & DECOR SPONSOR \$10,000 *(Fair market value of benefits \$1,360)*

- 1 table for 8 guests at the elegant Charity Ball Dinner
- Box seating for 8 at the Charity Ball with select champagne
- Invitation for 8 to the exclusive Pre-Ball Reception
- Your name printed on dinner menu for 450 guests
- Your name or logo as the Floral & Decor Sponsor listed in Souvenir Program, on the website, social media posts & on media partner recognition page

VALET PARKING SPONSOR \$5,000 *(Fair market value of benefits \$680)*

- Seating for 4 at the elegant Charity Ball Dinner & at the Charity Ball
- Invitation for 4 to the Pre-Ball Reception
- Corporate logo or name prominently displayed at the Valet Station
- Your name or logo as the Valet Sponsor listed in Souvenir Program, on website & social media posts

WINE SPONSOR \$5,000 *(Fair market value of benefits \$680)*

- Seating for 4 at the elegant Charity Ball Dinner & at the Charity Ball
- Invitation for 4 to the Pre-Ball Reception
- Your name displayed on dinner menus
- Your name or logo as the Wine Sponsor listed in Souvenir Program, on website & social media posts

CHAMPAGNE SPONSOR \$5,000 *(Fair market value of benefits \$680)*

- Seating for 4 at the elegant Charity Ball Dinner & at the Charity Ball
- Invitation for 4 to the Pre-Ball Reception
- Your name or logo as the Champagne sponsor listed in Souvenir Program, on website & social media posts

PHOTOGRAPHY SPONSOR \$2,500 *(Fair market value of benefits \$340)*

- Seating for 2 at the elegant Charity Ball Dinner & at the Charity Ball
- Invitation for 2 to the Pre-Ball Reception
- Your name or logo as the Photography sponsor listed in the Souvenir Program and on event signage

Customized packages to meet your company's needs & interests are available upon request. For questions or information on underwriting/promotional opportunities, please contact Micki Olin at 858-354-7870 | molincharityball@gmail.com

For further general information, please contact Ashley Dawson at 858-966-8477 | adawson@rchsd.org
You will receive a receipt acknowledging the tax deductibility and fair market value of your contribution.

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Can you
imagine
a world where even the
most vulnerable, critically
ill or injured child could
have the opportunity
to grow and thrive?

SAMPLE
SOUVENIR
PROGRAM
FULL-PAGE
ADS



Please consider an investment in the care of our community's most critically ill or injured children by becoming an advertiser today. Your personal, memorial or business ad will be featured in our Souvenir Program.



A complimentary photo session can be arranged for personal ads if scheduled by **Oct. 30**. Please complete the enclosed contract OR our online contract found at radyfoundation.org/charityball.

ALL ADS ARE SUBJECT
TO APPROVAL
TAX ID #33-0170626

You will receive an acknowledgment on the tax deductibility of your contribution, which excludes the Fair Market Value of benefits received.

For further information, please contact **Ashley Dawson** at 858-966-8477 | adawson@rchsd.org

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RADY CHILDREN'S HOSPITAL MISSION STATEMENT:

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

3020 Children's Way | MC 5005 | San Diego, CA 92123-4282

radyfoundation.org/charityball