



Rady Children's Health

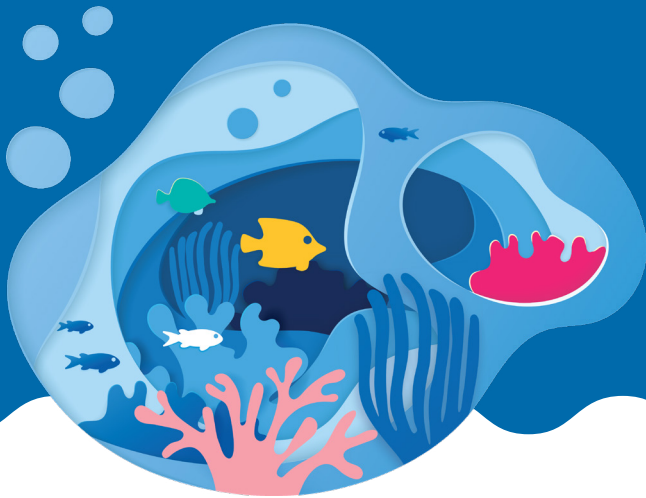
WALKABOUT AT SEAWORLD



Kamila, 11 years old

Sponsorship Opportunities
September 27, 2025

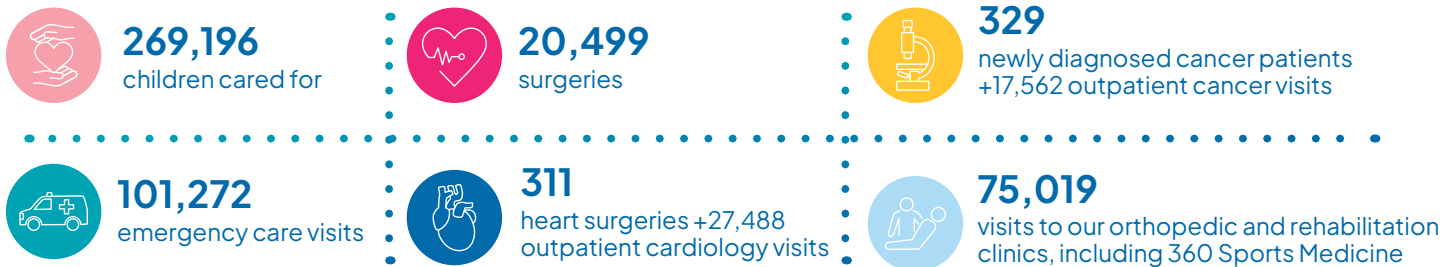








Delivering Best-in-Class Pediatric Medicine to Ensure Southern California Children Reach Their Full Potential

Ranked as one of the top 10 children's hospitals in the nation, Rady Children's Hospital San Diego provides the most advanced treatment and comprehensive care to every patient who turns to us in their time of need—regardless of their ability to pay. Now part of Rady Children's Health, its leading programs and specialties save lives and brighten futures for children throughout the San Diego region and around the world.

IMPACT BY THE NUMBERS



MARKETING REACH

 SOCIAL MEDIA	 PR & NEWS	 EMAIL	 WEBSITE
849,000 post engagement	\$3.06 million total TV publicity value	75,000 contactable recipients	3.5 million total page views
4.9% engagement rate	1.2 million local TV audience reach	48.8% average open rate	155.5K active users
8.1 million total impressions/reach	30th largest TV market in the US (out of 210)		

*All figures reflect fiscal year 2024, for Rady Children's Hospital San Diego.



MAKE WAVES TO ENHANCE HEALING FOR KIDS

Lincoln, 10 years old

Your sponsorship of Rady Children's Walkabout at SeaWorld will ensure kids receive more than just excellent medical treatment—they'll heal with the help of innovative therapies and personalized support that allow them to be kids while in the hospital.

Rady Children's Patient Experience Program—provided to all children we care for, regardless of ability to pay—is not covered by insurance and funded solely by philanthropy. 100% of your sponsorship of Rady Children's Walkabout at SeaWorld will directly benefit this program in the following areas:




- **Art & Music:** The sound of music and creative expression of art relieve children's stress and anxiety during treatments and hospital stays, as well as fostering healthy development.




- **Books & Toys:** Books, educational offerings, toys and bedside entertainment bring joy, healing and fun to kids navigating difficult health challenges.



- **Paws & Playtime:** Young patients deserve to experience the magic of childhood just like their peers. Life-changing programs like Resident Canine Therapy and Child Life Services allow kids to be kids while in the hospital through comforting, personalized, age-appropriate support.

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PATIENT AMBASSADORS

We are excited to introduce four Rady Children's patient ambassadors who will share their stories of resilience, healing and hope—and bring to life the meaningful impact of your support.



Meet Addy, 7 years old

After Addy failed her standard hearing test just after birth, testing by Rady Children's experts revealed that she was deaf and hard of hearing. Her care team equipped Addy with hearing aids at 4 months old, and the now 7-year-old is thriving with full hearing abilities.

Meet Lincoln, 10 years old

An eye infection, chronic ear infections and struggles gaining weight resulted in young Lincoln being diagnosed with Shwachman-Diamond Syndrome, a condition affecting many parts of the body and preventing bone marrow from producing white blood cells. Specialized treatment and care from Rady Children's, including annual bone marrow biopsies, have enabled the now 10-year-old to recover and manage his condition, and inspired him to help other kids facing medical challenges.



Meet Francie, 18 months old

Unsure what their daughter's outcome would be after learning that she had an enlarged heart with two holes while in utero, Francie's parents were surprised when she was born healthy enough to go home after just four days. Before she turned 1 year old, Francie underwent open-heart surgery to repair the holes, and the almost 2-year-old is now talking, singing and dancing along with her big brother and sister.

Meet Kamila, 11 years old

Born with the most serious form of rare genetic blood disorder thalassemia, which requires lifelong blood transfusions every two weeks, 11-year-old Kamila and her parents have found a second home and family at Rady Children's. Through multiple surgeries, inpatient stays, ER visits, appointments, MRIs and X-rays as well as countless blood tests and 100+ blood transfusions, they remain grateful to have access to high-quality care that allows Kamila to live life to the fullest.





SPONSORSHIP OPPORTUNITIES

As a valued sponsor of Rady Children's Walkabout at SeaWorld, 100% of your sponsorship dollars will directly support Rady Children's Patient Experience Program. Feature your company through shared content, storytelling, volunteer engagement and participation alongside the kids who benefit from your generosity.

Addy, 7 years old



Lincoln,
10 years old

Presenting Sponsor – \$100,000

1 available, see full benefits on page 7

Exclusive opportunity to showcase your company's leadership commitment to the health of local children and be recognized across the community and event as **Rady Children's Walkabout at SeaWorld presented by your company!**

Your brand will be showcased through top-tier placement in all promotions, media and event experience elements, including premium visibility and a custom co-branded video message featured on the towering Orca Stadium infinity screen throughout the day of the event. As the Walkabout's Presenting Sponsor, your company will immerse guests in an unforgettable Orca Discovery Experience, engaging with striking and majestic orcas at the park's central stadium stage and viewing tank. Your brand will be weaved into interactive learning and high-visibility touchpoints, and your team can serve as sponsor hosts side-by-side with a SeaWorld educator.

This leading sponsorship commitment also gives you the opportunity to engage and inspire your employees and client community through company events and content that highlight our Walkabout ambassadors, positively impacted by your philanthropic leadership.



Event Experience Sponsor – \$25,000

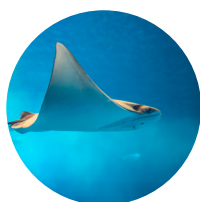
3 available, full benefits on page 7

Marine animal experiences available for sponsorship will inspire connections and spark curiosity for guests of all ages through prominent visibility in the park, branded giveaways, and the opportunity for your team to serve as sponsor hosts during interactive learning sessions with a SeaWorld educator.



Dolphin Discovery Experience

Introduce walkers to friendly and inquisitive bottlenose dolphins and help them learn about these amazing marine mammals' as they watch them swim, play and receive care from animal specialists. Add your company's touch to this memorable stop and create connections with kids and families.



Bat Ray Discovery Experience

Give participants a chance to dip their hands into the wonders of the ocean with an immersive experience at one of SeaWorld's touch pools. Gentle bat rays traverse shallow habitats designed for unique and memorable interactions with them and your brand!



Sea Lion Discovery Experience

Welcome attendees to a social session with adorable, chatty sea lions. Pinnipeds will cheer and wow them—and your company will be an integral part of it all, from signage to branded take-home items and more.

Participating Sponsor – \$10,000

6 available, see details and full benefits on page 7

Be a part of simple yet meaningful elements of the event experience—and make an impact for those attending and benefiting from this unforgettable day. From motivating walkers and capturing lasting memories, to fueling them with refreshments and raising team spirit, your support will help make this inaugural community event a splash.

Beneficiary Sponsor – \$5,000

Unlimited availability, see full benefits on page 7

Join Rady Children's Walkabout at SeaWorld and have your company logo included in various event marketing materials, as well as using Rady Children's benefiting logo.

2025 Rady Children's Walkabout at SeaWorld Sponsorship Benefits	PRESENTING SPONSOR	EVENT EXPERIENCE SPONSOR	PARTICIPATING SPONSOR	BENEFICIARY SPONSOR
	\$100,000	\$25,000	\$10,000	\$5,000
Presenting Sponsor of Rady Children's Walkabout at SeaWorld: 1 available				
Company name/logo included in overall event title and walk t-shirts, welcome area, promotional pieces, website, social media and media mentions, i.e., "Rady Children's Walkabout at SeaWorld" presented by your name/logo.	✓			
Infinity Screen - Premium brand visibility with company name, logo and custom co-branded video message featured on Orca Stadium infinity screen.	✓			
Orca Discovery Experience - Immerse guests in an unforgettable experience with your brand as an integral part of the journey through interactive learning, high-visibility touchpoints and your employees serving as sponsor hosts side-by-side with a SeaWorld educator.	✓			
Patient Ambassadors - Inspire your employees and client community with events and content featuring our Walkabout patient ambassadors supported by your philanthropic leadership.	✓			
Event Experience Sponsor: 3 available				
Host one of three ocean animal experiences, customized with your company's logo to include prominent visibility in key areas of the park, themed branded giveaways and sponsor hosts from your team supporting interactive, hands-on learning with SeaWorld educators.		✓		
Dolphin Discovery Experience		✓		
Bat Ray Discovery Experience		✓		
Sea Lion Discovery Experience		✓		
Participating Sponsor: 6 available				
Finish Line - Company name/logo at finish line with opportunity for employee volunteers to cheer walkers on			✓	
Selfie Zone - Capture lasting memories for participants in the ocean-themed photo booth			✓	
Tattoo Stickers - Ocean-themed stickers for guests to show their love for sea life			✓	
Snack Bar - Healthy snacks for participants to enjoy			✓	
Hydration Hub - Water station for walkers to hydrate at the event			✓	
Swag Bag - A useful tote for attendees to collect giveaway items throughout their journey			✓	
Beneficiary Sponsor				
Company logo included in various event touchpoints and use of Rady Children's benefiting logo				✓
Recognition, Marketing + Event Benefits				
Executive media speaking opportunity at Rady Children's Walkabout at SeaWorld	✓			
Custom recognition package	✓			
Custom highlight recap video capturing your activation	✓	✓		
Signage on-site at agreed upon location(s)	✓	✓	✓	
Volunteer opportunities	30	15	10	2
Tickets to the event	200	80	30	5
Recognition on website + inclusion in Healthy Kids magazine	✓	✓	✓	✓
Marketing toolkit	✓	✓	✓	✓
Check presentation at Rady Children's	✓	✓	✓	✓

Sponsor Commitment Form

Thank you for brightening children's futures!

Presenting Sponsor - \$100,000

Event Experience Sponsor - \$25,000

Circle One: Dolphin Discovery, Bat Ray Discovery, Sea Lion Discovery

Participating Sponsor - \$10,000

Circle One: Finish Line, Selfie Zone, Tattoo Stickers, Snack Bar, Hydration Hub, Swag Bag

Beneficiary Sponsor - \$5,000

Sponsor-Level Total _____

Contribution _____

Grand Total _____

I am unable to attend this year but would like to make a contribution

Contact Information

Primary Contact

Phone

E-mail

Signature

Preferred Payment Method

Please provide an invoice

Check coming from _____ (payable to Rady Children's Hospital Foundation)

Please have someone call to get card information

Name

Phone

ACH - Contact donorservices@rchsd.org

Donor-Advised Fund - Contact giftplanning@rchsd.org

Return Your Completed Commitment Form To:

Rady Children's Hospital Foundation

Attn: Leena Laumann, Director, Corporate & Partnership Development

3020 Children's Way MC 5164, San Diego, CA 92123

Contact:

Leena Laumann llaumann@rchsd.org | 858-775-2885

***By signing this document, you agree to deliver payment on or before September 24, 2025.**

Deadlines:

Commitment & Signage: 9/8/2025

Volunteer Commitment: 9/8/2025

Payment: 9/24/2025



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