

The 3rd Annual



5K RUN/WALK

START / FINISH

Saturday, March 28, 2015

- **Event Information**
- **Sponsorship Opportunities**
- **Corporate Cup Information**

Benefitting:



**California Hospital
Medical Center Foundation.**
A Dignity Health Member

THE NEED

Ever since it was founded in 1887, **California Hospital Medical Center (CHMC)** has helped to shape the future of Los Angeles.

Known for innovative programs in cardiology, women's health, obstetrics/gynecology and trauma, **CHMC is inspired by a one-of-a-kind commitment to providing premium quality care to the downtown business community, visitors to venues such as Staples Center, area college students, and our neighbors in need.**

Proceeds from this year's event will go towards the acquisition of a 160-slice CT scanner to provide faster, more detailed imaging critical to diagnosing and treating medical conditions, and to a comprehensive remodeling of the 9th floor telemetry unit to maximize convenience and comfort for patients, families and visitors.

Supporting CHMC is an opportunity to positively affect the quality of life in Los Angeles today, and for many tomorrows to come. For more information about CHMC, please visit www.chmcla.org.



www.supportcaliforniahospital.org

is a 501(c)(3) organization, tax ID# 95-4000909

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Did you know?

CHMC is the **greenest** hospital in downtown Los Angeles.

CHMC is the **lead Disaster Resource Center** for downtown Los Angeles

CHMC has the **only water birthing station** in L.A. County.

CHMC has the **newest cath lab** and the **most advanced technology** of its kind in downtown Los Angeles.

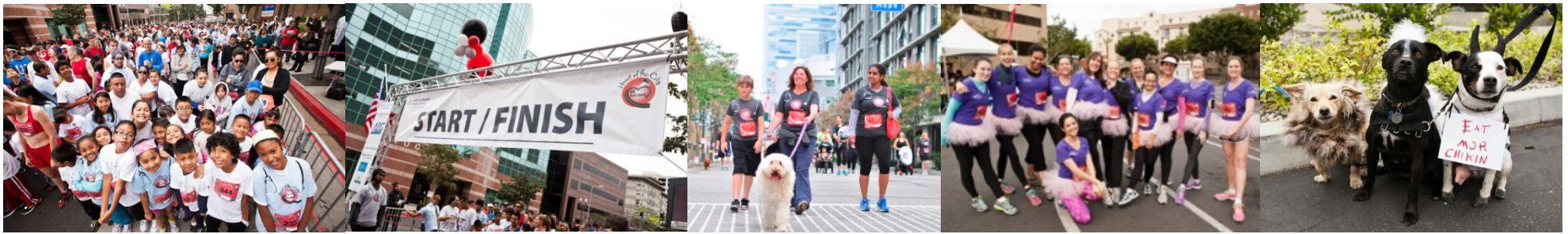
CHMC **stroke program** was **awarded special recognition by the American Heart Association.**

CHMC is the **13th largest "delivery" facility** for volume in the State of California.

THE EVENT

Heart of the City is a 5K run/walk designed to raise funds for, and awareness of, California Hospital Medical Center. It is a pledge-based event, allowing participants to raise pledges from their friends, families, and colleagues in support of the hospital. The previous year's race doubled in size and participation is expected to double again in 2015 with approximately 2,000 participants and an audience of 15,000 impressions. In 2014, the average age of the race participant was 33.

It's also dog-friendly, and will include a doggie costume contest during the expo along with live music on the course



THE COURSE

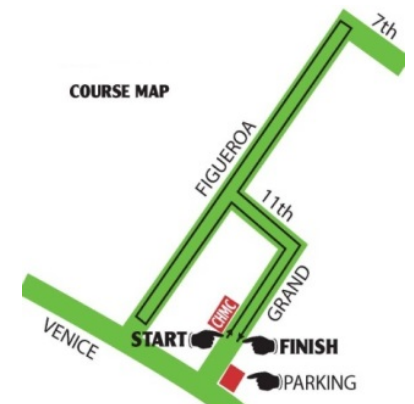
This exciting event will begin and end in front of the hospital at 1401 S. Grand Avenue, traveling along Grand Ave., 11th Street and Figueroa Street between Wilshire and Venice Boulevards.

THE EXPO

8:00 a.m. to 11a.m. on day of event.

\$200 10'x10' space with canopy, table, and two chairs \$100 10'x10' space with table and two chairs

\$50 product or literature placement in participant bags



SPONSORSHIP LEVELS

\$ 25,000 Title Sponsor (Exclusive)

\$ 15,000 Start/Finish Sponsor (2 Available)

\$ 7,500 Mile Marker Sponsor (3 Available)

\$ 5,000 Water Station Sponsor (3 Available)

\$ 4,000 T-Shirt Sponsor (Exclusive)

\$ 3,500 Gift Bag Sponsor (Exclusive)

\$ 3,000 Breakfast Sponsor (Exclusive)

\$ 2,500 Expo Sponsor

\$ 1,250 Course Sponsor

\$ 500 Dog Costume Contest Sponsor (2 Available)



In-kind sponsors are welcome to submit their ideas for consideration.

PROMOTION

Sponsors will receive recognition in materials based on their level of support. These include: a race brochure, Foundation website, race website, and signage at event. Sponsors will receive recognition in materials based on their level of support. Exposure will be to an audience of at least 15,000 impressions.

Promotion will also be included in the Foundation newsletter distributed to hospital donors (including the city's top business leaders and philanthropists), email blasts, social media, and press releases.

SPONSORSHIP OPPORTUNITIES



\$25,000 Title Sponsor

- Corporate name integrated into name of event
- Name or logo on event day banner, signage, and race bibs *
- Opportunity to speak on stage during the race program
- Logo placement on step-and-repeat banner at event*
- Logo on front of race brochures*
- Prominent logo placement on t-shirts *
- Listing and link on event and social media websites
- Prominent placement on CHMC lobby media wall
- Two complimentary 10'x10' expo booths with canopy
- Opportunity to place product/literature in participant bags
- Three Corporate Cup teams competing under company's name
- Complimentary registration and t-shirts for up to additional 30 people
- 30 free breakfast vouchers

\$15,000 Start/Finish Sponsor

- Name or logo on event day banner, signage, race bibs *
- Opportunity to speak on stage during the race program
- Logo placement on step-and-repeat banner at event*
- Logo on front of race brochures*
- Prominent logo placement on t-shirts*
- Listing and link on event and social media websites
- Prominent placement on CHMC lobby media wall
- Two complimentary 10'x10' expo booths with canopy
- Opportunity to place product/literature in participant bags
- Two Corporate Cup teams competing under company's name
- Complimentary registration and t-shirts for up to additional 20 people
- 20 free breakfast vouchers

\$7,500 Mile Marker Sponsor

- Name or logo on signage at a Mile Marker*
- Name or logo inside race brochures*
- Name or logo on back of t-shirts*
- Listing and link on event and social media websites
- Prominent placement on all marketing materials*, including CHMC lobby media wall
- Complimentary 10'x10' expo booth with canopy
- Opportunity to place product/literature in participant bags
- Two Corporate Cup teams competing under company's name
- Complimentary registration and t-shirts for up to additional 15 people
- 15 free breakfast vouchers

\$5,000 Water Station Sponsor

- Name or logo on signage at water station and event day banner*
- Name or logo inside race brochures(
- Name or logo on back of t-shirts*
- Listing on event and social media websites
- Listing on CHMC lobby media wall
- Complimentary 10'x10' expo booth with canopy
- Opportunity to place product/literature in participant bags
- One Corporate Cup team competing under company's name
- Complimentary registration and t-shirts for up to additional 10 people
- 10 free breakfast vouchers

\$4,000 T-Shirt Sponsor

- Exclusive name or logo placement on one sleeve of race t-shirts*
- Sponsor recognition on the race course*
- Name or logo inside race brochures*
- Listing on event and social media websites
- Listing on CHMC lobby media wall
- Opportunity to place product/literature in participant bags
- One Corporate Cup team competing under company's name
- 5 free breakfast vouchers

\$3,500 Gift Bag Sponsor

- Exclusive name or logo on one side of participant gift bags*
- Sponsor recognition on the race course*
- Name or logo inside race brochures*
- Name or logo on back of t-shirts*
- Listing on event and social media websites
- Listing on CHMC lobby media wall
- Opportunity to place product/literature in participant bags
- One Corporate Cup team competing under company's name
- 5 free breakfast vouchers

\$3,000 Breakfast Sponsor

- Name or logo on event day banner*
- Name or logo inside race brochures*
- Name or logo on back of t-shirts*
- Listing on event and social media websites
- Listing on CHMC lobby media wall
- Complimentary 10'x10' expo booth with canopy
- Opportunity to place product/literature in participant bags
- Additional acknowledgement signage in the Breakfast area at Expo
- One Corporate Cup team competing under company's name
- 5 free breakfast vouchers

\$2,500 Expo Sponsor

- Name or logo on event day banner*
- Name or logo inside race brochures*
- Name or logo on back of t-shirts*
- Listing on event and social media websites
- Listing on CHMC lobby media wall
- Complimentary 10'x10' expo booth with canopy
- Opportunity to place product/literature in participant bags
- One Corporate Cup team competing under company's name
- 5 free breakfast vouchers

\$1,250 Course Sponsor**

- Sponsor recognition on the race course*
- Name or logo inside race brochures*
- Name or logo on back of t-shirts*
- Listing on event and social media websites
- Listing on CHMC lobby media wall

\$500 Dog Costume Contest Sponsor

- Sponsor recognition at the Expo
- Name on back of t-shirts*
- Listing on event and social media websites
- Listing on CHMC lobby media wall
- Verbal recognition from stage during costume contest

**Logo due by January 30, 2015 for brochure listing and by March 10, 2015 for t-shirt listing.*

***Receive a discounted rate of \$1,000 on a Course Sponsorship when you also purchase a \$500 Corporate Cup team registration. Call for more information.*



Please contact Annie Nuttall at
213-742-5747, or
Annie.Nuttall@dignityhealth.org

CORPORATE CUP

Your organization can support California Hospital Medical Center (CHMC) and do some team-building at the same time by participating in the **Heart of the City Corporate Cup**. Your team members will compete during the Heart of the City 5K on **March 28, 2015**. The Corporate Cup team with the fastest time will win a trophy (and bragging rights) – challenge other companies in your industry to sign up and compete with you for the prize! Up to five members allowed per team; the top three times for each team will be used to determine the winners.

\$500/team

Includes up to 5 race registrations per team, with:

- Race T-shirt for each participant
- Race bib and timing chip for each participant
- 5 free breakfast vouchers
- Acknowledgement from the stage



**2014 Heart of the City Winning
Corporate Cup Team
Munger Tolles & Olson LLP**

**MAKE YOUR COMPANY
STAND OUT!**

**SIGN UP for the CORPORATE CUP CHALLENGE
and receive a \$250 DISCOUNT on a COURSE
SPONSORSHIP.**

**Added benefits include: logo on
brochure and t-shirt**

The top three times for each team will be used to determine the winner(s). The Corporate Cup trophy will be awarded to the overall winning team. An additional industry trophy will be awarded in specific industry categories, subject to at least five companies competing in the following categories: Finance, Education, Hospitality, Insurance, Legal, and Real Estate/Architecture/Construction.

All Corporate Cup participants are also eligible for the individual age group awards.



5K RUN/WALK



**California Hospital
Medical Center Foundation.**

A Dignity Health Member

START / FINISH

THANK YOU

AND SEE YOU AT THE RACE!

HeartOfTheCity5k.org

For more information, please contact:

Annie Nuttall

Director, Special Events and Communications

Annie.Nuttall@dignityhealth.org

(213) 742-5747

SPONSOR REGISTRATION

Heart of the City 5k March 28, 2015

I/We wish to help California Hospital Medical Center create healthier tomorrows for thousands of people, and encourage the growth of a lively new downtown, by supporting this event with a sponsorship or donation.

- Title Sponsor \$25,000
- Start/Finish Sponsor \$15,000
- Mile Marker Sponsor \$7,500
- Water Station Sponsor \$5,000
- T-Shirt Sponsor \$4,000
- Gift Bag Sponsor \$3,500
- Breakfast Sponsor \$3,000
- Expo Sponsor \$2,500
- Course Sponsor \$1,250
- Course Sponsor + Corporate Cup \$1,500
- Corporate Cup \$500
- Dog Costume Contest Sponsor \$500
- Expo Booth \$200 w/canopy \$100 w/o canopy \$50 literature placement participant bags



I/We cannot attend but would like to make a tax-deductible donation to support the quality care offered to downtown Los Angeles by CHMC. Enclosed is a donation of \$_____.

TOTAL PAYMENT: \$_____ **Please charge our:** Visa MC Am. Ex. Card

Name as it appears on card (please print) _____

Signature _____ Expiration Date _____ CV Code: _____

Enclosed is our check payable to CHMC Foundation.

Company _____ Phone _____

Name _____ Title: _____ E-Mail _____

Address _____

City _____ ST _____ Zip _____

FOR EXPO BOOTH ONLY: I plan on selling or sampling any type of food or beverage:

- Yes, Sample. Yes, Sell No

Exhibitor Terms and Conditions will be provided and signature will be required prior to event for all Exhibitors.

FOR CORPORATE CUP REGISTRATION: Please provide the name and t-shirt size for all five team members.

Send payment and completed form to:
CHMC Foundation
Attn: Heart of the City
1401 S. Grand Avenue
Los Angeles, CA 90015

OR fax this form to: (213) 742-5875