

**CHILDREN'S RIDE 22 WEEKEND
JULY 15 AND 16, 2017**

SPONSORSHIP LEVELS AND BENEFITS

TITLE SPONSOR: \$10,000

- Name announced at the auction and Children's Ride.
- Premier placement of corporate name on **Children's Ride T-shirts**.
- Premier placement of corporate name on printed event promotions.
- Twelve complimentary tickets to Children's Ride on Sunday, July 16 and twelve Children's Ride T-shirts, pins and patches.
- Twelve complimentary lunches at the Children's Ride Concert at Destination Harley-Davidson in Tacoma.
- Six complimentary tickets to the Imagine Guild Auction on Saturday, July 15 at Destination Harley-Davidson.
- Logo recognition and links from the Children's Ride website.

PLATINUM: \$5,000

- Name announced at the auction and Children's Ride.
- Placement of corporate name on **Children's Ride T-shirts**.
- Placement of corporate name on printed event promotions.
- Ten complimentary tickets to Children's Ride on Sunday, July 16 and ten Children's Ride T-shirts, pins and patches.
- Ten complimentary lunches at the Children's Ride Concert at Destination Harley-Davidson.
- Four tickets to the Imagine Guild Auction on Saturday, July 15 at Destination Harley-Davidson.
- Logo recognition and links from the Children's Ride website.

GOLD: \$2,500

- Name announced at Children's Ride.
- Placement of corporate name on printed event promotions.
- Six complimentary tickets to Children's Ride on Sunday, July 16 and six Children's Ride T-shirts, pins and patches.
- Six complimentary lunches at the Children's Ride Concert at Destination Harley-Davidson in Tacoma.
- Two tickets to the Imagine Guild Auction on Saturday, July 15 at Destination Harley-Davidson.
- Logo recognition and links from the Children's Ride website.

SILVER: \$1,000

- Name announced at Children's Ride.
- Placement of corporate name on printed event promotions.
- Four complimentary tickets to Children's Ride on July 16 at Destination Harley-Davidson in Tacoma and four Children's Ride T-shirts, pins and patches.
- Four complementary lunches at the Children's Ride Concert at Destination Harley-Davidson.
- Logo recognition and links from the Children's Ride website

CHILDREN'S RIDE 22 WEEKEND / JULY 15 AND 16, 2017

Children's Ride is a volunteer driven event by the Imagine Guild of Seattle Children's. The previous twenty one rides have raised more than **\$5.8 million** for Seattle Children's. Proceeds from this event help improve the lives of literally hundreds of families with children in need.

Children's Ride 21 was a tremendous success raising \$200,000.

Children's Ride 21 Weekend Schedule

- **July 15:** Imagine Guild Auction at Destination Harley-Davidson.
- **July 16:** Children's Ride 22. Private escorted ride will travel backroads to Destination Harley-Davidson for an afternoon of celebration featuring a concert, barbecue lunch, beer garden and more!

Cost to Do Business: The funds generated from Children's Ride 22 Weekend benefit uncompensated care and research at Seattle Children's Hospital. In 2016, the cost to business for the Imagine Guild was **7%**, ensuring that the greatest amount of funds raised directly benefit the patients and their families at Seattle Children's Hospital.

Uncompensated Care: Since opening our doors in 1907, we've kept our promise to provide all necessary medical care to kids in our region regardless of a family's ability to pay.

In 2015, with the extraordinary help from our community of donors, Seattle Children's provided more than **\$111 million** in uncompensated care to children in Washington, Alaska, Montana and Idaho, who lacked the resources to pay some or all of their medical bills. Last year alone, there were 405,817 annual patient visits at Seattle Children's.

Your support, combined with those from many other donors, help families focus on what matters most: helping their child get better.

HOW THE EVENT RAISES MONEY FOR SEATTLE CHILDREN'S HOSPITAL

There are five major components that contribute to the donation to Seattle Children's Hospital.

SPONSORSHIPS

Corporate sponsorship ensures the success of the event for Seattle Children's Hospital.

IN-KIND DONATIONS

Children's Ride has become popular not only for the camaraderie of the biker community coming together for a worthwhile cause, but also for hospitality, family atmosphere and the entertainment that follows. In-kind donations of auction items, food, supplies and services help ensure the success of the event and allow us to make a higher monetary contribution to Seattle Children's.

AUCTION

The Imagine Guild Auction features live and silent auctions with diverse items such as one-of-a-kind art, jewelry, pottery, home accessories, wine and vacation packages and much more.

EVENT REGISTRATION

The **Imagine Guild Auction** is an evening party in the fun and festive atmosphere at Destination Harley-Davidson. Guests enjoy hors d'oeuvres, a fabulous dinner, dessert, and complimentary wine. The event features live and silent auctions. Tickets are \$50 per person.

Children's Ride offers a basic ride registration fee of \$50.00 per person. Registration includes a private escorted motorcycle ride plus a Children's Ride T-shirt, patch, pin, BBQ luncheon and a concert.

INDIVIDUAL DONATIONS

Many who participate in Children's Ride make individual donations through the Imagine Guild to help further our fundraising efforts. These tax-deductible gifts range from **\$25.00** to **\$10,000**.

WHERE DOES THE MONEY GO? WHAT IS IT USED FOR?

Proceeds from Children's Ride are donated to uncompensated care and research at **Seattle Children's**. **Children's Ride 21** was a tremendous success raising **\$200,000** for **Children's** bringing our twenty one-year total to more than **\$5.8 million**.

Cost to Do Business: In 2016, the cost to business for the Imagine Guild was **7%**, ensuring that the greatest amount of funds raised directly benefit the patients and their families at Seattle Children's Hospital.

WHERE CAN I FIND OUT MORE? Contact Wendy Funicello at Seattle Children's Hospital – 206-987-4876 or 509-467-8470. Email wendy.funicello@seattlechildrens.org. Additional information at www.childrens-ride.com or www.facebook.com/childrensride.