

# SPONSORSHIP OPPORTUNITIES



Amazing People. Incredible Care.



**Rumble to the Peak**  
A Benefit for Children's Hospital Central California  
**Saturday, August 16, 2014**



# Rumble to the Peak

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Dear Friend of Children's Hospital Central California,

Are you ready to RUMBLE? Children's Hospital is partnering with China Peak to bring you Rumble to the Peak – a motorcycle run benefitting the hospital.

This event aims to raise awareness, as well as funds, for Children's Hospital Central California. Our mission is to provide high quality, comprehensive healthcare services to children, regardless of a family's ability to pay. But we need your support.

Each day, Children's Hospital cares for hundreds of local children just like our 2014 Rumble to the Peak Ambassador, Soren Jacobsen. Soren was diagnosed by doctors at Children's Hospital's Craycroft Cancer Center with acute lymphocytic leukemia (ALL) 10 days after his third birthday. Soren was placed on a three-and-a-half year treatment plan and is now in remission. Because of Children's Hospital, Soren is now an active, healthy 9-year-old who is looking forward to picking out his favorite bike at Rumble to the Peak.



Soren Jacobsen, Age 9  
2014 Rumble to the Peak  
Ambassador

We invite you to be a part of Rumble to the Peak 2014 and help make a difference in the lives of local children who need your help. Your support will make a difference in the lives of countless children, just like Soren, who depend on Children's Hospital each and every day.

Please, join us and support Rumble to the Peak. Together, we can change a child's life!

Thank you for supporting the KIDS!

Molly Marquez  
Signature Events Manager  
Children's Hospital

## \$10,000 Sponsor

### On-Site Recognition

- Stage recognition at both venues (Selma Auto Mall and China Peak)
- Recognition on TV Board at Selma Auto Mall on HWY 99
- Vendor Booth at China Peak – 10x10 ft. space with priority placement
- Company logo on all signage

### Event

- Preferred placement at lead of rider progression
- Reserved vehicle parking space for 1 at Selma Auto Mall
- 10 Backstage passes and VIP seating for concert at China Peak
- 4 Driver and 4 Passenger tickets for the ride
- Opportunity to include promotional materials in rider Goodie Bag

### Logo Placement and Recognition

- Logo on rider Route Map
- Logo on rider T-Shirt

- Logo on Thank You Cards (approximately 1,000 copies to be distributed after event)
- Recognition on Donor Wall in Children's Hospital Central California main lobby
- Listing in Children's Hospital Central California Annual Report (approximately 8,000 copies)

### Radio Advertising

- Live mentions on KJFX, 95.7 The Fox between April 16 - August 16
- Inclusion in email blast to "Fox Listener Club"

### Online and Social Media

- Logo on Children's Hospital Central California Foundation website
- Logo on Rumble to The Peak's Twitter and Facebook page
- Minimum of 5 mentions on Children's Hospital, Rumble to the Peak and China Peak social media platforms

## \$7,500 Sponsor

### On-Site Recognition

- Stage recognition at both venues (Selma Auto Mall and China Peak)
- Vendor Booth at China Peak – 10x10 ft. space with priority placement
- Company logo on all signage

### Event

- Preferred placement at lead of rider progression
- 3 Driver and 3 Passenger tickets for the ride
- 8 Backstage passes and VIP seating for concert at China Peak
- Opportunity to include promotional materials in rider Goodie Bag

### Logo Placement and Recognition

- Logo on rider Route Map
- Logo on rider T-Shirt

- Logo on Thank You Cards (approximately 1,000 copies to be distributed after event)
- Listing in Children's Hospital Central California Annual Report (approximately 8,000 copies)

### Radio Advertising

- Live mentions on KJFX, 95.7 The Fox between April 16 - August 16

### Online and Social Media

- Logo on Children's Hospital Central California Foundation website
- Logo on Rumble to The Peak's Twitter and Facebook page
- Minimum of 5 mentions on Children's Hospital, Rumble to the Peak and China Peak social media platforms

## \$5,000 Sponsor

### On-Site Recognition

- Stage recognition at both venues (Selma Auto Mall and China Peak)
- Vendor Booth at China Peak – 10x10 ft. space with priority placement
- Company logo on all signage

### Event

- 2 Driver and 2 Passenger tickets for the ride
- 6 Backstage passes and VIP seating for concert at China Peak
- Opportunity to include promotional materials in rider Goodie Bag

### Logo Placement and Recognition

- Logo on rider Route Map
- Logo on rider T-Shirt
- Recognition on Thank You cards (approximately 1,000 copies to be distributed after event)
- Listing in Children's Hospital Central California Annual Report (approximately 8,000 copies)

### Online and Social Media

- Listing of Company on Children's Hospital Central California Foundation website
- Listing on Rumble to The Peak Twitter and Facebook page
- Minimum of 5 mentions on Children's Hospital, Rumble to the Peak and China Peak social media platforms

## \$2,500 Sponsor

### On-Site Recognition

- Vendor Booth at China Peak – 10x10 ft. space with priority placement
- Company listing on all signage

### Event

- 1 Driver and 1 Passenger ticket for the ride
- 4 Backstage passes and VIP seating for concert at China Peak
- Opportunity to include promotional materials in rider Goodie Bag

### Logo Placement and Recognition

- Listing on rider Route Map
- Listing on rider T-Shirt
- Recognition on Thank You cards (approx. 1,000 copies to be distributed after event)
- Listing in Children's Hospital Central California Annual Report (approx. 8,000 copies)

### Online and Social Media

- Listing of Company on Children's Hospital Central California Foundation website
- Listing on Rumble to The Peak Twitter and Facebook page
- Minimum of 5 mentions on Children's Hospital, Rumble to the Peak and China Peak social media platforms





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**THANK YOU**

Thank you for considering a gift to Rumble to the Peak in support of Children's Hospital. If you have any questions regarding your sponsorship, please contact Children's Hospital Central California Foundation:

Molly Marquez  
Signature Events Manager  
559-353-8619  
[MEide@childrenscentralcal.org](mailto:MEide@childrenscentralcal.org)

Children's Hospital Central California Foundation  
9300 Valley Children's Place  
Madera, CA 93636  
Main: 559-353-7100  
Fax: 559-353-7160

Thank you for supporting the KIDS!