

race FOR
every child
5K RUN/WALK

Saturday, Oct. 17, 2026

Sponsorship Opportunities



RaceForEveryChild.org



Children's National

Kids Are Our Everything | 155 Years

About Children's National Hospital

Children's National Hospital, based in Washington, D.C., was established in 1870 to help every child thrive. Today, it is one of the top 10 children's hospitals in the nation and ranked in all specialties evaluated by U.S. News & World Report.



We offer:

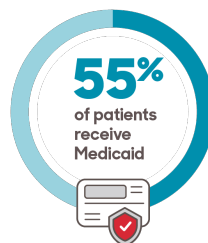
- an acute care hospital with **323 beds**
- **16 specialty care centers**
- **16 primary care offices** made of **1,500 community-based pediatricians**
- a research institute leading **1,977 active clinical research projects**
- a **community outreach program** with school health services, mobile health services and safety initiatives



\$137M+
in community benefit



\$69M+
annually in
uncompensated care



20,625
surgical cases

145,695
diagnostic imaging
procedures



over
259,000
unique patients



1.3M+
laboratory tests



663,757
outpatient visits

1,977
active clinical
research projects



11,000+

animal visitation &
therapy program
contacts



Certified Child Life
Specialists care for

26,000+
patients and families



1,000+

medical residents,
nursing students
& other healthcare
professionals



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About the Race for Every Child

The Race for Every Child is our annual 5K run/walk and Kids Dash to raise funds for world-class care and research at Children's National. It is a fun-filled, family event with a serious purpose, bringing together our community to improve children's health.

In 2025, more than
10,000 participants
supported the Race,
including at Freedom Plaza in
Washington, D.C., and virtually
around the world using
our Race Day App.

Race Day

- **5K run/walk with scenic views of our nation's capital** for participants of all ages and abilities
- **100-yard Kids Dash** for children, ages 3 to 10
- **Family-friendly activities**, such as bracelet making and superhero capes
- **Live entertainment, awards ceremony** and more!



Join Us as a Sponsor

Your sponsorship supports the **Fund for Every Child**, ensuring that Children's National can meet patients' greatest needs. It funds pediatric care and research that leads to new therapies and cures for challenging diseases and conditions.

- **Gain exposure** to regional business leaders, philanthropists, government officials and world-class physicians
- **Support and partner with one of the top 10 children's hospitals** in the nation, strengthening your company's commitment to the community
- **Offer meaningful employee engagement** opportunities
- **Elevate your organization's visibility** through our recognition benefits
- **Provide the necessary funds to improve the lives of children** in our community and around the globe

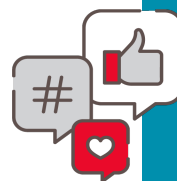
Media Exposure

6.8 million +
media impressions

2.5 million +
radio impressions

Up to 150,000
inboxes per email

415,000 organic
social impressions



[Click here](#) to submit your sponsor commitment.



Children's National

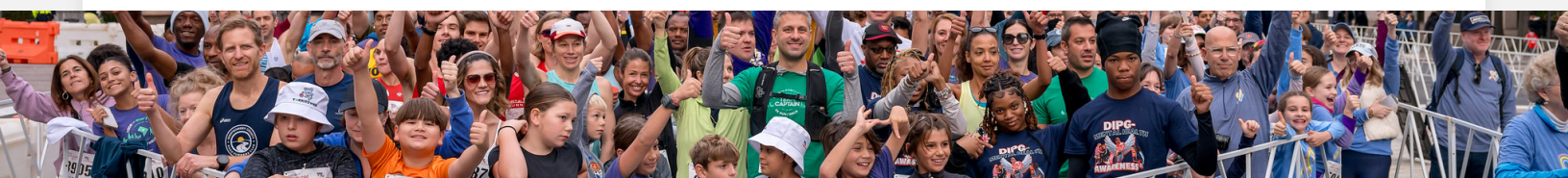
Kids Are Our Everything | 155 Years

Presenting Sponsor | \$150,000

1 available

As the exclusive Presenting sponsor, this showcases your brand's commitment to children and families in the Washington, D.C., community and helps transform pediatric health for kids around the world. Your brand will appear on Race for Every Child promotional and event day materials as the premier supporter of the Race and the Children's National mission.

- **Prominent logo placement on event website** with a backlink to company website
- **Logo placement** on Race for Every Child App, flyers, team captain and participant guidebooks and at least 2 emails to all participants including Race week
- **Inclusion in a** Children's National Hospital Foundation **LinkedIn post**, boosted to maximize reach
- Standalone **social media story**
- Children's National staff liaison to provide **one-on-one coaching and support for team fundraising**
- **Exclusive logo placement** on participant 5K bibs
- **Prominent logo placement** on participant T-shirts, main stage banner and signage throughout the event
- **Recognition during opening remarks and through Race Day** loudspeaker announcements
- **Access to Sponsor Welcome Tent** on Race Day
- **Speaking opportunity on Race Day** for company representative
- **10'x10' tent** with hanging company sign, with 2 tables with 4 chairs
 - May be used at team meet-up area with **option to distribute company branded promotional items**
- **VIP time selection for a team photo** with professional event photographer
- **Right to use Race for Every Child logo for 60 days** upon approval of Children's National
- **Highest logo placement** on post-event thank-you advertisements, web page and thank-you video
- **Prominent name recognition** in annual thank-you advertisement
- **Opportunity for a corporate profile** on Children's National Hospital Foundation LinkedIn and blog
- **First invitation to renew as Presenting sponsor** for 2027

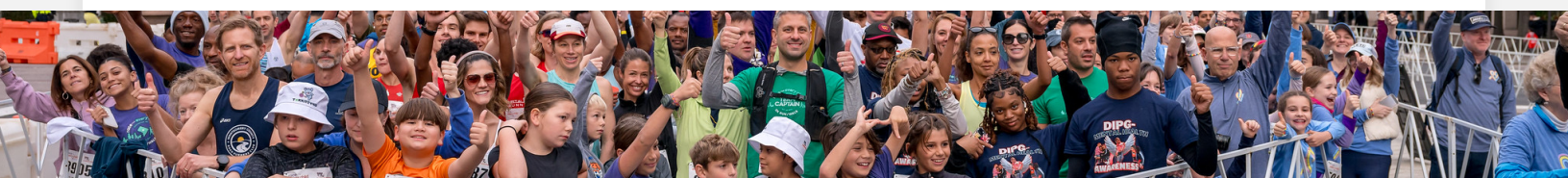


Presenting Sponsor | \$150,000

1 available

As the exclusive Presenting sponsor, this showcases your brand's commitment to children and families in the Washington, D.C., community and helps transform pediatric health for kids around the world. Your brand will appear on Race for Every Child promotional and event day materials as the premier supporter of the Race and the Children's National mission.

- **Custom employee engagement experience** at Children's National and during Race Week
- Option to participate in **corporate check presentation**
- **Invitation to Corporate Appreciation Celebration**
- **Access to Children's National philanthropic badges**
- **Name recognition on Foundation website**
- **Inclusion in Changemakers post** on Foundation LinkedIn
- Visit (or video message) from **Children's National representative at an event or worksite** of your choosing
- **VIP tour** of Children's National



Leader Sponsor | \$100,000

Kids Dash

As a Leader sponsor, your company presents the Kids Dash and paves the way to make a lasting difference in children's lives in the Washington, D.C., community. Your brand will appear on Race for Every Child promotional and event day materials as a leading supporter of the Race and the Children's National mission.

- **Prominent logo on event website** with a backlink to company website
- **Inclusion in a** Children's National Hospital Foundation **LinkedIn post**
- Children's National staff liaison to provide **one-on-one coaching and support for team fundraising**
- **Logo on Race for Every Child App** (digital)
- **Prominent logo placement** on race week emails to registered participants
- **Prominent logo placement** on participant T-shirts, main stage banner and signage throughout the event
- **Recognition during opening remarks and through Race Day** loudspeaker announcements
- **Access to Sponsor Welcome Tent** on Race Day
- **VIP time selection for a team photo** with professional event photographer
- **Prominent logo placement** on post-event thank-you advertisements, web page and thank-you video
- **10'x10' tent** with hanging company sign, with 2 tables with 4 chairs
 - May be used at team meet-up area with **option to distribute company branded promotional items**
- **Opportunity to engage employees in volunteering roles** during Race Week and on Race Day
- **Opportunity for a corporate profile** on Children's National Hospital Foundation LinkedIn and blog
- **Right to use Race for Every Child logo for 30 days** upon approval of Children's National
- Custom employee engagement **experience at Children's National**
- Option to participate in **corporate check presentation**
- Invitation to **Corporate Appreciation Celebration**
- Access to Children's National **philanthropic badges**
- Name recognition on **Foundation website**
- Inclusion in **Changemakers post on Foundation LinkedIn**
- **Visit (or video message) from** Children's National representative at an event or worksite of your choosing
- **VIP tour** of Children's National



Platinum Sponsor | \$50,000

6 options

ACTIVATION OPTIONS: Start Line, Finish Line, Champions Tent, Snack & Beverages, Tent Lane and Race Matching Gift

As a Platinum sponsor, you show our community your dedication to creating healthier outcomes for local kids and families. Your brand will appear on Race for Every Child promotional and event day materials as a generous supporter to make the Race and brighter futures for kids possible.

- **Prominent logo on event website** with a backlink to company website
- **Inclusion in a** Children's National Hospital Foundation **LinkedIn post**
- Children's National staff liaison to provide **one-on-one coaching and support for team fundraising**
- **Logo on Race for Every Child App** (digital)
- **Prominent logo placement** on Race week emails to registered participants
- **Prominent logo placement** on participant T-shirts, Main Stage banner and on Race Day activation signage
- **Recognition during opening remarks and through Race Day** loudspeaker announcements
- **Access to Sponsor Welcome Tent** on Race Day
- **VIP time selection for a team photo** with professional event photographer
- **Prominent logo placement** on post-event thank-you advertisements, web page and thank-you video
- **10'x10' tent** with hanging company sign, with 2 tables with 4 chairs
 - May be used at team meet-up area with **option to distribute company branded promotional items**
- **Opportunity to engage employees in volunteering roles** during Race Week and on Race Day
- Custom employee engagement **experience at Children's National**
- Option to participate in **corporate check presentation**
- Invitation to **Corporate Appreciation Celebration**
- Access to Children's National **philanthropic badges**
- Name recognition on **Foundation website**
- Inclusion in **Changemakers post on Foundation LinkedIn**
- **Visit (or video message) from** Children's National representative at an event or worksite of your choosing
- **VIP tour** of Children's National



Gold Sponsor | \$25,000

6 options

ACTIVATION OPTIONS: Inspiration Station, Kids Activity Area, Packet Pick-Up, Race Rally, Superhero Meet & Greet and Team Captain

As a Gold sponsor, your company selects and represents a station or experience for the Race for Every Child, serving as a powerful reminder of your commitment to children's health. Your brand will appear on Race for Every Child promotional and event day materials, showing your commitment to children's health.

- **Prominent logo on event website** with a backlink to company website
- **Inclusion in a** Children's National Hospital Foundation **LinkedIn post**
- Children's National staff liaison to provide **one-on-one coaching and support for team fundraising**
- **Logo on Race for Every Child App** (digital)
- **Logo placement** in Race Week emails to registered participants
- **Prominent logo placement** on participant T-shirts, Main Stage banner and Inspiration Station tent banner
- **Recognition during opening remarks and through Race Day** loudspeaker announcements
- **Access to Sponsor Welcome Tent** on Race Day
- **10'x10' tent** with hanging company sign, with 2 tables with 4 chairs
 - May be used at team meet-up area with **option to distribute company branded promotional items**
- **VIP time selection for a team photo** with professional event photographer
- **Opportunity to engage employees in volunteering roles** during Race Week and on Race Day



Silver Sponsor | \$10,000

12 options

ACTIVATION OPTIONS: Bag Check, Course Entertainment (1 max.), Dr. Bear's Hospitality Cart, Kids Dash Medal, Mile Marker (3 max.), National Running Day, Recognition Tent, Team Photos (2 available), Transportation, Tribute Wall, Volunteer and Water & Aid Station (2 max.)

As a Silver sponsor, your company selects a station or experience for the Race for Every Child, serving as a powerful reminder of your commitment to children's health. Your brand will appear on Race for Every Child promotional and event day materials, highlighting your dedication to our patients and families.

- **Name on event website**
- Children's National staff liaison to provide **one-on-one coaching and support for team fundraising**
- **Name placement** on participant T-shirts
- **Logo inclusion** on race day activation signage
- **Access to Sponsor Welcome Tent** on Race Day
- **VIP time selection for a team photo** with professional event photographer
- **Opportunity to engage employees in volunteering roles** during Race Week and on Race Day
- **Name inclusion** on post-event thank-you advertisements, web page and thank-you video



Children's National Signature Events

Each of our signature events raises vital funds to elevate expert pediatric care and advance innovative research. Our generous community of individual and corporate sponsors make a life-changing difference for kids and families, while giving back in an inspiring, joyful and impactful way.

Children's Ball

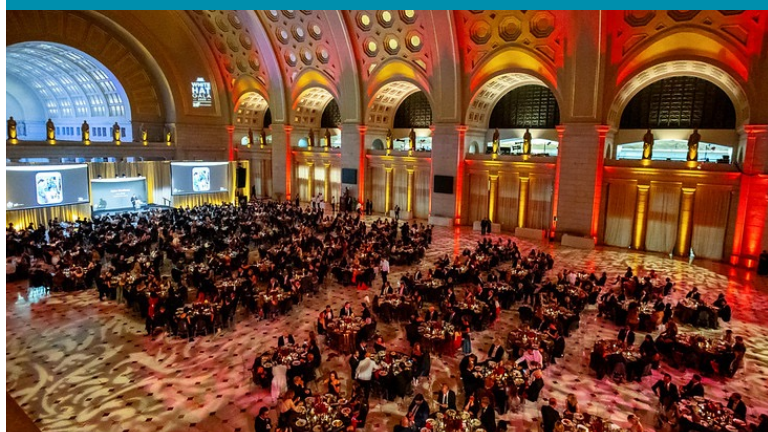


Saturday, April 17, 2027

Children's Ball, our annual black-tie gala, raises critical funds to support patients and families. It brings together more than 900 business and community leaders.

[Visit the Children's Ball event page](#)

White Hat Gala



Thursday, November 19, 2026

This signature fundraiser brings together local business leaders, partners and friends to network and raise critical support for Children's National Hospital.

[Visit the White Hat Gala event page](#)



Sponsorship Deadlines



Submit preferred name and/or high resolution EPS logos (color and black & white) for inclusion on 5K participant T-shirts.

[Click here](#) to submit your logos.



Submit preferred name and/or high resolution EPS logos (color and black & white) for inclusion on Race Day signage.

Registration Deadlines*



Last day for in-person participants to register for free (ends at **11:59 pm**).



Last day for all participants to register (ends at **7 pm**).*

**All participants, including Kids Dash participants, must be registered for the event to participate. No day-of registration will be available.*

“Philanthropy is a great rallying point for any organization. Events like the Race for Every Child provide a long running backdrop to support internal team building and camaraderie, all for a great cause. Our employees also benefit from seeing how the funds we raise directly impact people in our own community.”

– Jason Adolf, Race Chair and Vice President, Global Public Sector Vertical, Appian



Registration Fees	Until Oct. 11	Oct. 12-16
In-person 5K	FREE	\$50
Kids Dash	FREE	\$30
Virtual	FREE	\$0



We are happy to customize a sponsorship package tailored to your specific needs!
 Questions? Contact Brady Smith at (304) 433-6311 or bismith@childrensnational.org.