Dear Potential Corporate Sponsor,

Bruin Run/Walk at UCLA is a non-profit, student-run organization that is part of the Student Wellness Commission of the Associated Students of UCLA (ASUCLA). As a committee, we raise money for the Chase Child Life Program (CCLP) at Mattel Children’s Hospital UCLA by holding an annual 5K run/walk on the UCLA campus. Over the past 16 years, our committee has raised more than $475,000 for the CCLP and hope to make this year’s event the most successful yet! This year we are holding our 21st annual event on Sunday, April 26, 2020, from 6:30am to 11:00am at Wilson Plaza on the UCLA campus.

CCLP was established in 1968 in recognition of the unique needs of pediatric patients, especially the critically and chronically ill. CCLP provides state-of-the-art care for pediatric patients, supports the children’s development through play therapy and education, and helps patients cope with hospital stays and numerous medical procedures. In addition, the CCLP has numerous other resources to help the entire family, including not only the parents but also the patients’ siblings, acclimate to the healthcare environment. Today, the CCLP continues to be a model for other medical centers.

We are asking for your help. You can help by providing food for the participants, donating items to be used as prizes or in our goody bags, or making a monetary gift to the hospital. Each runner and volunteer (approximately 900) will receive a goody bag and t-shirt, so your contribution will be great publicity for your company!

Our sponsorship system outlines the level of recognition you will receive based on the market value of your donation:

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| --- | --- |
| Platinum ($2000): | **·** Featured on our homepage with your company name, large logo, description, and link to your website  **·** Shout-outs throughout the event  **·**  Logo on the back of runner and volunteer t-shirts  **·**   Logo on posters along the route |
| Gold ($1000): | **·**    Company name and logo on our website  **·**     Logo on the back of runner and volunteer t-shirts  **·**      Logo on posters along the route |
| Silver ($500): | **·**    Company name and logo on our website  **·**    Logo on posters along the route |
| Bronze (< $500): | **·**       Company name and logo on our website |

To hold a booth at our event, which does incur rental fees, please inform us at least 1 month before the event date.

Our fundraising efforts for the hospital rely solely on event registration fees and generous donations from participants, the local community, and corporate sponsors. This is an excellent opportunity to reach out to UCLA students, faculty, and greater Los Angeles community, as well as to support an extraordinary cause. Thank you for your consideration of Run/Walk at UCLA. Your contribution to this year’s event will help the Chase Child Life Program to continue providing its young patients with the best and most compassionate care. We look forward to working with you!

For more information, visit our website at www.bruinrunwalk.com or contact us.

Sincerely,

**Bruin Run/Walk Donations Committee**

brwdonations@gmail.com

(559)347-8339

Kerckhoff Hall 308

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