



# 2024 Walk For Hope Sponsorship Opportunities

100% of net proceeds raised by Walk for Hope support City of Hope cancer research and life-giving care.

**Please fill out, print, and return to:**

City of Hope | National Signature Events/Walk for Hope  
1500 E. Duarte Road, Duarte, CA 91010

## SPONSORSHIP FORM

COMPANY / INDIVIDUAL NAME\* (as you would like to be recognized)

CONTACT\*

BILLING ADDRESS\*

APT.

CITY\*

STATE\*

ZIP\*

HOME PHONE\*

BUSINESS PHONE

EMAIL\*

\*Required information

### COMMITMENT LEVEL — See back for sponsorship package information (100% tax-deductible)

Signature \$500,000   Presenting \$250,000   Diamond \$150,000   Platinum \$100,000

Gold \$50,000   Silver \$25,000   Bronze \$10,000   Other

(enter amount)

### PAYMENT INFORMATION

I am enclosing a check payable to City of Hope.

Please make checks payable to City of Hope. All donations are tax-deductible.

I am paying by credit card (please fill in information below).   Personal   Business

Visa   MasterCard   AmEx   Discover

COMPANY / INDIVIDUAL NAME (as you would like to be recognized)

CREDIT CARD NUMBER

EXP. DATE (mm/dd/yyyy)

By signing below, or otherwise returning this sponsorship form to City of Hope, I agree that (1) I have read and agree to the Walk for Hope sponsorship terms and conditions on page 4 of this sponsorship form and, (2) if applicable, City of Hope may charge the sponsorship commitment level amount set forth above.

CARDHOLDER SIGNATURE

DATE (mm/dd/yyyy)



# 2024 Walk For Hope Premier Sponsorship Packages

100% of net proceeds raised by Walk for Hope support  
City of Hope cancer research and life-giving care.

## SIGNATURE SPONSOR — \$500,000 (Limited to one)

### EVENT MARKETING

- Logo Inclusion on:
  - Event lockup to be included on all promotional and event assets
  - Walk app – Event T-shirt – Website – Event maps
  - City of Hope campus marketing at each hospital site
  - “Thank You to Sponsors” banners and announcements
  - Event press release(s)
  - Print advertisements (*as applicable*)
  - Stage podium and stage branding
- Social media mentions as Signature sponsor
- Recognition as Signature sponsor in radio and television advertisements (*as applicable*)

### ENGAGEMENT OPPORTUNITIES

- Opportunity to participate in an exclusive mission experience (Receive 4 tickets to attend a COH gala\*, feature a COH physician leader at an employee engagement activity or spotlight your company's support in a COH publication)\*\*
- Campus tour and luncheon hosted by City of Hope leadership (choice of any City of Hope location)
- Opportunity to own campaign/event element (e.g. start line, stage, finish line, messages of honor and hope)
- Opportunity to have representative speak at Los Angeles campaign kickoff and Walk event day.
- Dedicated Walk email and text to constituents
- 20 passes to the VIP Experience with top supporters and City of Hope leadership

## DIAMOND SPONSOR — \$150,000

### EVENT MARKETING

- Logo Inclusion on:
  - Walk app – Event T-shirt – Website – Event maps
  - Limited promotional and event assets
  - City of Hope campus marketing at each hospital site
  - “Thank You to Sponsors” banners and announcements
  - Event press release(s) – Stage branding
- Social media mentions as a sponsor
- Recognition as Diamond sponsor in radio and television advertisements (*as applicable*)

## PRESENTING SPONSOR — \$250,000

### EVENT MARKETING

- Logo Inclusion on:
  - Walk app – Event T-shirt – Website – Event maps
  - Promotional and event assets
  - City of Hope campus marketing at each hospital site
  - “Thank You to Sponsors” banners and announcements
  - Event press release(s)
  - Print advertisements (*as applicable*)
  - Stage podium and stage branding
- Social media mentions as Presenting sponsor
- Recognition as Presenting sponsor in radio and television advertisements (*as applicable*)

### ENGAGEMENT OPPORTUNITIES

- Opportunity to participate in an exclusive mission experience (Receive 4 tickets to attend a COH gala\*, feature a COH physician leader at an employee engagement activity or spotlight your company's support in a COH publication)\*\*
- Campus tour and luncheon hosted by City of Hope leadership (choice of any City of Hope location)
- Opportunity to own campaign/event element (e.g. start line, stage, finish line, messages of honor and hope)
- Opportunity to have representative speak at Los Angeles campaign kickoff and Walk event.
- Dedicated Walk email to constituents
- 15 passes to the VIP Experience with top supporters and City of Hope leadership

### ENGAGEMENT OPPORTUNITIES

- Opportunity to participate in an exclusive mission experience (Receive 4 tickets to attend a COH gala\*, feature a COH physician leader at an employee engagement activity or spotlight your company's support in a COH publication)\*\*
- Campus tour and luncheon hosted by City of Hope leadership (choice of Los Angeles or Orange County campus)
- Opportunity to own campaign/event element (e.g., messages of honor and hope, VIP experience, VIP top teams tent)
- Opportunity to have representative speak at Orange County or Phoenix campaign kickoff and Walk event.
- Dedicated Walk email to constituents
- 12 passes to the VIP Experience with top supporters and City of Hope leadership

\*excludes Music, Film and Entertainment Industry gala

\*\*based on availability



# 2024 Walk For Hope Sponsorship Packages

100% of net proceeds raised by Walk for Hope support City of Hope cancer research and life-giving care.

## PLATINUM SPONSOR — \$100,000

### EVENT MARKETING

- Logo Inclusion / Company Recognition:
  - Walk app
  - Event T-shirt
  - Limited promotional and events assets
  - Website
  - Select City of Hope campus marketing at each hospital site
  - Event maps
  - “Thank You to Sponsors” banners and announcements
- Social media mentions as a sponsor

### ENGAGEMENT OPPORTUNITIES

- Receive 2 tickets to attend City of Hope gala event\*
- Campus tour and luncheon hosted by City of Hope leadership (choice of Los Angeles or Orange County campus)
- Opportunity to own campaign/event element (e.g., messages of honor and hope, VIP experience, VIP top teams tent)
- 10 passes to the VIP Experience with top supporters and City of Hope leadership

## GOLD SPONSOR — \$50,000

### EVENT MARKETING

- Logo Inclusion / Company Recognition:
  - Event T-shirt
  - Limited promotional and events assets
  - Website
  - Select City of Hope campus marketing at each hospital site
  - Event maps
  - “Thank You to Sponsors” banners and announcements
- Social media mentions as a sponsor

### ENGAGEMENT OPPORTUNITIES

- Opportunity to own event element (e.g. parking & arrivals, recharge lounge, photo studio, fun zone)
- 8 passes to the VIP experience with top supporters and City of Hope leadership

## SILVER SPONSOR — \$25,000

### EVENT MARKETING

- Logo Inclusion / Company Recognition:
  - Limited promotional and events assets
  - Website
  - Event maps
  - “Thank You to Sponsors” banners and announcements

### ENGAGEMENT OPPORTUNITIES

- 6 passes to the VIP Experience with top supporters and City of Hope leadership

## BRONZE SPONSOR — \$10,000

### EVENT MARKETING

- Sponsor Name / Company Recognition:
  - Limited promotional and events assets
  - Website
  - Event maps
  - “Thank You to Sponsors” banners and announcements

### ENGAGEMENT OPPORTUNITIES

- 2 passes to the VIP Experience with top supporters and City of Hope leadership

### IMPORTANT

Please complete and return this form as soon as possible. If you are sponsoring the campaign, please provide your recognition information/logo (*both eps and jpg formats required for full sponsorship activation*) with your completed form.

Questions? Please email [walkforhope@coh.org](mailto:walkforhope@coh.org), or call (800) 266-7920. To learn more about Walk for Hope, visit [WalkforHope.org](http://WalkforHope.org). Proceeds benefit cancer breakthroughs, individualized cancer care and health equity. City of Hope Tax ID No. 95-3435-919

Sponsorship benefits subject to change based upon event capacity, campaign asset availability and negotiation; any modified benefits will be commensurate with benefits listed above.

\*excludes Music, Film and Entertainment Industry gala and based on availability



# 2024 Walk For Hope Sponsorship Terms & Conditions

100% of net proceeds raised by Walk for Hope support  
City of Hope cancer research and life-giving care.

These 2024 Walk for Hope Sponsorship Terms and Conditions and the Walk for Hope Sponsorship Form constitute the agreement (the "Agreement") regarding Company's/Individual's sponsorship of City of Hope's 2024 Walk for Hope (the "Event"). Registering as a sponsor and/or payment of any sponsorship amounts for the Event constitutes Company's/Individuals agreement to comply with the terms and conditions of this Agreement.

- 1. Non-Exclusive Sponsorship:** City of Hope may enter into sponsorship agreements with others with respect to the Event.
- 2. Non-Exclusive Use License of Respective Marks:** City of Hope and Company/Individual each acknowledges that each shall remain the sole owner of all right, title and interest in and to its own name, trademark and logos: City of Hope is and shall remain the sole owner of the name "City of Hope," the logo and trademark known as the "Spirit of Life" silhouette and the Walk for Hope logo (collectively, the "City of Hope Marks"); and Company/Individual is and shall remain the sole owner of the name, logo and trademark (collectively, the "Company Marks"). Subject to the terms and conditions of this Agreement, City of Hope and Company/Individual each grants to the other the nonexclusive right to use its Marks in connection with Company's/Individual's sponsorship of the Event. The rights granted above are non-assignable, non-transferable, non-sub-licensable and revocable. City of Hope must approve in advance any use by Company/Individual of the City of Hope Marks, and Company/Individual must approve in advance any use by City of Hope of the Company Marks, including, without limitation, the use of the parties' respective Marks in any copy, graphics, press releases, products, merchandise, advertising or promotional activities. Each party has sole discretion to approve or deny approval of any or all uses of its own Marks as proposed by the other. Company/Individual hereby approves of City of Hope's use of the Company Marks set forth on the Walk for Hope Sponsorship Registration Form. Thirty (30) days following the date of the Event, City of Hope and Company/Individual will each cease and desist from all uses of the other's Marks.
- 3. Marketing Value Afforded to Company Through Its Sponsorship:** In return for the charitable donation to the Event, Company/Individual will receive the promotional opportunities set forth on the Walk for Hope Sponsorship Registration Form.
- 4. Event Format:** Walk for Hope will take place at locations at or near City of Hope sites across the country in the fall of 2024. Walk for Hope will have an in-person event on the City of Hope Duarte campus in Los Angeles County. And for the first time, Walk for Hope will have events in Orange County, Atlanta, Chicago and Phoenix with ways to participate in and fundraise for Walk for Hope virtually.
- 5. No Representations of Endorsement:** Company/Individual agrees that it will not make any representations or statements, or engage in any action, which could be construed as an endorsement by City of Hope of any Company/Individual product or service, and/or could mislead, deceive or confuse the public. Company/Individual will have no right to identify City of Hope as a recipient of its sponsorship without City of Hope's prior written consent, which consent City of Hope may withhold in its sole discretion.
- 6. Insurance and Indemnification:** City of Hope represents that it maintains one or more policies of insurance covering those

risks customarily insured under comprehensive general liability policies for events. Company/Individual represents that it currently maintains, and will continue to maintain at its sole cost and expense during the term of this Agreement, comprehensive general liability insurance, including product liability coverage, with an occurrence limit of not less than One Million Dollars (US \$1,000,000). Company/Individual represents that it currently maintains, and will continue to maintain, comprehensive general liability insurance and will provide evidence of such insurance coverage to City of Hope upon request. Company/Individual agrees to indemnify, defend and hold City of Hope harmless from all liability, claims, injuries or expenses arising from or related to the distribution or use of Company's/Individual's product(s) or service(s) pursuant to this Agreement.

- 7. Governing Law; Jurisdiction:** This Agreement is to be construed in accordance with and governed by the internal laws of the State of California (as permitted by Section 1646.5 of the California Civil Code or any similar successor provision) without giving effect to any choice of law rule that would cause the application of the laws of any jurisdiction other than the internal laws of the State of California to the rights and duties of the parties. Any legal suit, action or proceeding arising out of or relating to this Agreement shall be commenced in federal court in the Central District of California or in state court in the County of Los Angeles, California, and each party hereto irrevocably submits to the exclusive jurisdiction and venue of any such court in any such suit, action or proceeding.
- 8. Assignment:** Company/Individual shall not assign, sell, transfer, delegate or otherwise dispose of, whether voluntarily or involuntarily, by operation of law or otherwise, any rights or obligations under this Agreement without the prior written consent of City of Hope. Except as expressly permitted herein, any purported assignment, transfer or delegation by Company/Individual shall be null and void. Subject to the foregoing, this Agreement shall be binding upon and shall inure to the benefit of the parties and their respective successors and permitted assigns.
- 9. Force Majeure:** Neither party shall be liable for any loss, damage or penalty resulting from delays or failures in performance resulting from acts of God or other causes beyond such party's reasonable control; provided, however, that (a) such party gives the other party prompt written notice of the failure to perform and the reason therefore and uses its reasonable and diligent efforts to limit the resulting delay in its performance; and (b) no such delay or failure in performance shall continue for more than sixty (60) days. In the event that such delay extends longer than sixty (60) days, the other party may terminate this Agreement.
- 10. Entire Agreement:** This Agreement constitutes the entire agreement between the parties with respect to the subject matter hereof and merges all prior and contemporaneous proposals, understandings, representations, warranties, promises and other communications, whether oral or written, with respect to such subject matter.
- 11. Modification:** This Agreement shall not be altered, amended or modified in any way except by a written instrument dated subsequent to the date of this Agreement and signed on behalf of City of Hope and Company by their respective duly authorized representatives.