



ACTIVATION OPPORTUNITIES

Saturday, April 17, 2027 | 6 pm – Midnight

The Anthem and The Wharf
Washington, D.C.

Children's Ball Co-Chairs

Dalia and David Blass
Rebecca and Rob Nichols



Children's Ball 2027

EVENT DETAILS

Date: Saturday, April 17, 2027

Location: The Anthem | 901 Wharf Street SW, Washington, D.C.

Parking: Complimentary valet

Attire: Black tie

EVENT SCHEDULE

6 pm: Cocktail reception

7 pm: Main stage program

8 pm: Dinner

9:30 pm – Midnight: Live auction, entertainment and dancing

Activation Benefits and Opportunities

Children's Ball activations offer a limited number of exclusive opportunities to enhance gala attendees' experiences while elevating your brand. From immersive experiences that captivate guests' attention to innovative marketing engagements, the options below showcase ways to promote your brand while making a difference for children and families. With your activation, you will:

- Support the #1 children's hospital in the region* and one of only 10 pediatric hospitals in the country on the U.S. News & World Report's Honor Roll, providing value and recognition for your company, employees and customers
- Partner with a leading pediatric research and patient care institution dedicated to improving the health of our community
- Elevate your organization's visibility through exclusive opportunities on event night and for our patients and families at the hospital
- Gain exposure to more than 1,000 regional business leaders, philanthropists, government officials and world-class physicians
- Provide necessary funds to improve the lives of children across the Washington, D.C., region and around the world

**Highest U.S. News ranking in the Washington metropolitan area*

We are happy to tailor an activation to your specific needs.

To secure your activation or discuss customization, please contact Stephen Roche, Senior Associate Director of Special Events at sroche@childrensnational.org.

Donor Advised Funds (DAF) and Private Family Foundations

The Internal Revenue Service places specific restrictions on gifts made to charitable organizations via donor advised funds (DAF) or private family foundations. To learn more, please contact Melanie McCarty, Associate Vice President of Special Events and Stewardship at mmccarty@childrensnational.org.

Opportunities are limited and activations must be confirmed by Friday, February 5, 2027.
To secure your activation, please contact Stephen Roche at sroche@childrensnational.org.

Recognition and Deadlines for all Activations

Logo or Name Recognition

- In pre-event emails regarding arrival and registration
- In the main stage presentation
- On the Children's Ball website with a link to your organization, if applicable
- In the post-event advertisement in *Modern Luxury DC Magazine*
- In the post-event advertisement in the *Washington Business Journal*
- In the event save the date
- In the event invitation
- In the event program
- On event signage

Deadlines

- **October 1, 2026:** Inclusion in the Save the Date
- **January 11, 2027:** Inclusion in the invitation
- **February 5, 2027:** Activation commitment
- **April 2, 2027:** Inclusion in the print program and event materials

STEP AND REPEAT PHOTO STATION

TIER 1: \$25,000 | TIER 2: \$50,000 | TIER 3: \$100,000

Location

Cocktail Reception – The Anthem

Activation Benefits

Tier 1

Name/logo recognition on signage at entrance and exit to step and repeat photo station; name/logo recognition in thank-you email to guests with link to view photos

Tier 2

All recognition included in Tier 1 plus opportunity for custom branded handout for guests upon exit with information on downloading/viewing photos

Tier 3

All recognition included in Tier 2 plus name/logo recognition on decor/step and repeat photo station design

See page 4 for deadlines as well as additional event and name/logo recognition benefits.

360 CAMERA AND GLAM CAM PHOTO STATIONS | \$25,000

Location

Cocktail Reception – The Anthem

Activation will be brought to the hospital for a patient experience opportunity following the Children's Ball.

Activation Benefits

- **Name/logo recognition:**
 - On signage at entrance and exit to 360 camera station
 - On branded/downloaded photos for guests
 - On custom props and materials used in photos
 - In a thank-you email with link to view photos/photo gallery

See Page 4 for deadlines as well as additional event and name/logo recognition benefits.

AFTER PARTY DESSERT AND COFFEE STATIONS | \$25,000

Location

After Party – The Anthem

Activation will be brought to the hospital for a patient experience opportunity following the Children's Ball.

Activation Benefits

- **Name/logo recognition:**
 - As exclusive sponsor of dessert buffet via tabletop and A-Frame/digital signage during the After Party
- **Opportunity for customization of dessert and coffee stations to align with brand**

See Page 4 for deadlines as well as additional event and name/logo recognition benefits.

RAISE THE PADDLE MATCH | \$25,000

Location

Main Stage – The Anthem

Activation Benefits

- **Name/logo recognition:**
 - In post-event thank-you email
- **Special main stage recognition during Raise the Paddle as match for all paddle raise donations \$5,000 and below (up to \$25,000)**

See Page 4 for deadlines as well as additional event and name/logo recognition benefits.

EXIT GIFT | \$25,000

Location

Lobby – The Anthem

Activation Benefits

- **Name/logo recognition:**
 - On main stage screens during After Party
 - At distribution station (signage and/or attached to physical item)
 - On signage at event exit
- **Individual custom/branded gift hand delivered to each guest upon exit. Donor pays for and facilitates delivery and purchase of gifts.**

See Page 4 for deadlines as well as additional event and name/logo recognition benefits.

RED CARPET | \$20,000

Location

Entrance – The Wharf

Lobby – The Anthem

Cocktail Reception – The Anthem

Activation Benefits

- **Name/logo recognition:**
 - On signage along red-carpet and at patient interviews station
 - In post-event social media coverage/video of interviews with patient ambassadors
 - In thank-you email to guests with link to view photos and video
- **Underwrite patient attire/dresses for evening with name/logo recognition on patient ambassador print pieces on event night**

See Page 4 for deadlines as well as additional event and name/logo recognition benefits.

VANITY AND CARE STATIONS | \$15,000

Location

The Anthem

Activation Benefits

- **Name/logo recognition:**
 - On signage outside and tabletop/counter signage inside all restrooms
- **Custom mirror clings in all restrooms**
- **Custom branded vanity/care items provided in all restrooms. Donor facilitates delivery and purchases all products.**

See Page 4 for deadlines as well as additional event and name/logo recognition benefits.

REGISTRATION | \$10,000

Location

Lobby – The Anthem

Activation Benefits

- **Name/logo recognition:**
 - On bidder paddles
 - On tabletop signage at registration
 - Integrated into décor and registration stations

See Page 4 for deadlines as well as additional event and name/logo recognition benefits.

VALET | \$10,000

Location

Blair Alley Garage Entrance & Valet Station – The Wharf

Activation Benefits

- **Name/logo recognition:**
 - On flag banners indicating valet entrance
 - On A-Frame signage at valet station and along walkway exiting valet
- **Custom hang tag or a leave-behind item in all valet parked cars**

See Page 4 for deadlines as well as additional event and name/logo recognition benefits.

RIDE SHARE | \$10,000

Location

Maine Avenue Drop-off Station – Entrance to The Anthem & The Wharf

Activation Benefits

- **Name/logo recognition:**
 - On flag banners indicating ride-share drop-off
 - On A-Frame signage at drop-off station and along walkway to The Anthem entrance
- **Underwrite discounted fares for gala attendees shared in pre-event emails, as available**
- **Custom drop-off station amenities (water bottles, kits, etc.). Donor pays for and facilitates delivery and purchase of items.**
- **Branded/custom handout for all riders arriving via ride share**

See Page 4 for deadlines as well as additional event and name/logo recognition benefits.

SOCIAL MEDIA WALL | \$10,000

Location

Main Stage – The Anthem

Activation Benefits

- **Name/logo recognition:**
 - On live social media wall/feed displayed during the evening, specifically during After Party
 - In thank you email to guests with link to view photos/feed

See Page 4 for deadlines as well as additional event and name/logo recognition benefits.

SPEED PAINTER AND PORTRAIT PAINTING STATIONS | \$10,000

Location

Cocktail Reception – The Anthem

Activation Benefits

- **Name/logo recognition:**
 - On signage at speed painter station and individual portrait painting stations
- **Main stage recognition by Children's National executive(s) or event leadership during the program when item is shown to audience**
- **Painting will be turned into artwork used for thank you cards and shared via post-event impact report**
- **Branded/custom handout for all portrait guests**

See Page 4 for deadlines as well as additional event and name/logo recognition benefits.

MISSION MOMENT PATIENT STORY WALL | \$5,000

Location

The Anthem

Activation Benefits

- **Name/logo recognition:**
 - On signage and along mission moment patient story wall
 - On stairs/elevators at event

See Page 4 for deadlines as well as additional event and name/logo recognition benefits.

Children's National

President & CEO

Michelle Riley-Brown, MHA, FACHE

Children's National Board Chair

Horacio Rozanski

Children's National Hospital Foundation Board Chair

Kathie Williams



Children's National.

Kids Are Our Everything.

[ChildrensBall.org](https://www.childrensnational.org/ChildrensBall.org)