



Benefiting



**Phoenix Children's**  
Center for Heart Care



# Rae's 4th Annual Hike for Hearts

**December 2, 2023** | Thunderbird Conservation Park, Glendale, AZ

Elevate your brand recognition at the 4th annual "Hike for Hearts". A sponsorship offers the opportunity to showcase your business in addition to earning goodwill within the community as a supporter of RaeRae of Light and benefiting Phoenix Children's Center for Heart Care.

# ABOUT THE EVENT

A morning of family and community coming together in the beautiful setting of Thunderbird Conservation Park in north Glendale to raise funds in support of Phoenix Children’s Center for Heart Care and RaeRae of Light. The hike is approximately 45 minutes on an easy to moderate trail, great for families and pets. Enjoy coffee and donuts prior to the hike and snacks and water afterwards. In addition, there will be an assortment of great raffle prizes graciously donated by our vendors and supporters. Finally, listen to a family share their journey about the devastation of congenital heart defects and how support from businesses like yours has allowed them to focus on their child, and ease some of the financial burdens they face.



## 2022 EVENT OVERVIEW



**400**  
registrants



**12 Hiking**  
teams



**23**  
sponsors



**6**  
raffle  
baskets



**\$30,000**  
raised for  
CHD



**5**  
sponsor booths



# COMPANY BENEFITS AND RECOGNITION LEVELS

Align your brand with a family-friendly event and help sick kids!

**Presenting**  
**\$10,000**

**Gold**  
**\$5,000**

**Silver**  
**\$2,500**

**Bronze**  
**\$1,000**

	Presenting \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Naming rights to the Hike for Hearts event throughout all marketing and promotional channels, including social media & individual banner at event	✓			
Recognition on event shirts as "Presented By"	✓			
Inclusion in event advertising and promotion (print, digital, social media) + individual banner at event	✓	✓		
Recognition included in RaeRae of Light e-blast (est. 600+ recipients)	✓	✓		
Space at event for on-site activation (sponsor to provide tents, swag)	✓	✓	✓	
Inclusion on RaeRaeofLight.org website with link to company website	✓	✓	✓	✓
Acknowledgment on day-of announcements	✓	✓	✓	✓

Fully customized sponsorships available based on your specific business and marketing objectives; Deliverables subject to change





## Your money goes to help children like Waylon.

RaeRae of Light is committed to providing individual financial assistance to the brave heart warriors and families fighting against Congenital Heart Defects. RaeRae is making this happen by providing patient and family support services and advocating for awareness. And it's all happening now. Not someday, but today. It all starts with YOU, because doing good is good for business.



# ARIZONA

YEAR

# CURECHD

keep hearts beating  
Congenital Heart Defects



**Phoenix Children's**  
Center for Heart Care

## *RAE'S 4th Annual*

# **HIKE FOR HEARTS**

### **Event and Sponsorship Details**

<b>Date</b>	Saturday, December 2, 2023 8:00am – 11:00am
<b>Location</b>	Thunderbird Conservation Park, 67th Ave & Patrick Lane, Glendale, AZ 85310
<b>Program</b>	A morning of family and community coming together in the beautiful setting of Thunderbird Conservation Park in north Glendale to raise funds in support of Phoenix Children's Center for Heart Care and RaeRae of Light. The hike is approximately 45 minutes on an easy to moderate trail, great for families and pets. Enjoy coffee and donuts prior to the hike and snacks and water afterwards. In addition, there will be an assortment of great raffle prizes graciously donated by our vendors and supporters. Finally, listen to a family share their journey about the devastation of congenital heart defects and how support from businesses like yours has allowed them to focus on their child, and ease some of the financial burdens they face.
<b>Audience</b>	400 business and community leaders, medical and other service providers who care for CHD patients, patients, families, friends, and supporters.
<b>Sponsorship</b>	Take the opportunity to align your brand with a family friendly event while supporting those affected by congenital heart defects. Corporate sponsorship includes four levels, with the highest being the Presenting sponsor at \$10,000. Gold, Silver, and Bronze sponsorships are also available ranging from \$1,000 - \$5,000.
<b>About RaeRae of Light</b>	RaeRae of Light is a family operated volunteer based non-profit founded in 2020 in memory of our angel baby Reagan, who was born with a critical congenital heart defect and was sadly taken from us at only 6 months old. Our mission is to raise awareness and fund research for CHDs and to help other children born with these defects. In addition, we provide individual financial assistance and resources to families as they navigate the journey with their medically complex child. <a href="https://raeraeoflight.org">RaeRaeofLight.org</a>
<b>CHD Impact</b>	Congenital heart defects currently affect 1 in 100 live births, and 25% of these children are born with a critical congenital heart defect. Babies with a critical CHD need surgery or other procedures within the first year of life, many within the first days of life. Family life is often disrupted as children born with CHDs often endure lengthy hospitalizations which places an immense burden on the entire family.
<b>Other Ways to Help</b>	We welcome any cash donations and raffle items valued at \$250 or more. Direct any questions to Elaine Ekstrom at 602.430.2289 or <a href="mailto:elaine@raeraeoflight.org">elaine@raeraeoflight.org</a> . Credit card donations accepted at <a href="https://raeraeoflight.org/hike-for-hearts">https://raeraeoflight.org/hike-for-hearts</a>

Sponsorship or general donation checks can be mailed to:

RaeRae of Light  
Attn: Hike for Hearts  
7089 W Hatfield Road  
Peoria, AZ 85383

**Sponsorships must be received no later than November 3, 2023.**

OGDEN UT 84201-0046

In reply refer to: 0423259911  
Apr. 12, 2021 LTR 252C 0  
85-1519269 000000 00

00008646  
BODC: TE

RAERAE OF LIGHT  
7089 W HATFIELD RD  
PEORIA AZ 85383



062744

Taxpayer Identification Number: 85-1519269

Dear Taxpayer:

Thank you for the inquiry dated Nov. 19, 2020.

We have changed the name on your account as requested. The number shown above is valid for use on all tax documents.

If you need forms, schedules, or publications, you may get them by visiting the IRS website at [www.irs.gov](http://www.irs.gov) or by calling toll-free at 1-800-TAX-FORM (1-800-829-3676).

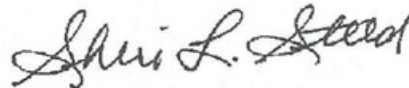
If you have any questions, please call us toll free at 1-877-829-5500.

If you prefer, you may write to us at the address shown at the top of the first page of this letter.

Whenever you write, please include this letter and, in the spaces below, give us your telephone number with the hours we can reach you. Also, you may want to keep a copy of this letter for your records.

Telephone Number ( ) \_\_\_\_\_ Hours \_\_\_\_\_

Sincerely yours,



Sheri L. Steed  
Entity Department Manager

Enclosure(s):  
Copy of this letter