



14TH ANNUAL
WHITE LIGHT
WHITE NIGHT

LATE SUMMER/EARLY FALL 2020



Walk With Sally

Mentoring children of loved ones
affected by cancer.

WhiteLightWhiteNight.org

Be The Light!



Walk With Sally believes no child should walk alone in the face of a loved one's cancer journey. Because we don't want cancer to define or limit children for the rest of their lives, we create hope, healing and a supportive community through individualized mentoring, which transforms the lives not only of the children, but also of the families impacted by cancer. We are so thankful for the generosity and support of our community of WLWN sponsors and attendees as this allows WWS to keep our doors open year-in and year-out. This organization is able to exist because of YOU!

Walk With Sally's Mission

Walk With Sally provides hope through our individualized mentoring and community support services to empower children experiencing trauma through a parent, guardian or sibling's cancer journey.

Walk With Sally's Vision

We believe no child should walk alone in the face of a loved one's cancer.

Our Programs

Mentoring Program - mentoring children ages 7-17 by matching them with a mentor who has been through it

Friendship & Bonus Activities - quarterly group activities to create community

Heart to Home Art Program - an art healing program aimed at anxiety, grief and communication skills

Junior Mentor Program - creating leadership skills & volunteer opportunities for mentees ages 14 - 17

Temporary Family Support - providing emergency financial aid, scholarships for continuing education and hope during the holidays to those families most financially in need

FRIENDSHIP | HOPE | HEALING



Event: 14th Annual White Light White Night

Date: Late Summer/Early Fall 2020

Location: Los Angeles County & Livestream



What

White Light White Night 2020 is a charity event to raise much needed funds for Walk With Sally, a 501c3 nonprofit organization. WLWN will be a night to remember with: a live musical guest, a "Taste of LA" food festival, auctions and signature cocktails. Join us on this magical night as we **shine the light** on the struggles of families impacted by cancer!

Why Wear White

Sally Arquette was not only the namesake to Walk With Sally and the mother of our Founder, but a single parent of two boys who lost her battle with breast cancer. Sally believed in the healing spirit of the color white. Throughout the world the symbolism of the color white claims to stimulate one's own divine nature into healing one's self, known as the "White Light of Healing and Protection". So, in honor of that belief, we as a community come together on a beautiful summer night to **be the light** of hope and healing for everyone who has come to battle cancer and the effects it leaves behind.

Features

- Special Musical Guest
- High End Live & Silent Auctions
- **Altruistic Goal Achievement**
- **30+ Corporate Sponsors**
- **1,000+ Attendees**

https://www.youtube.com/watch?time_continue=1&v=8w6lQtaTlfY&feature=emb_logo



Attendee Demographics

- Active
- Socially-conscious
- Influential
- Committed to making a difference
- Dines out at least 5 times a month
- Loves to shop
- Makes travel plans yearly/nationally and internationally
- Attends concerts/avid movie-goers

- Age ranges: 30 - 45 (Primarily)
- Average Household Income: \$160,000
- Estimated number of attendees is 1000 - 1300
- 90% College Educated
- 95% Use Internet at Home or Work
- 75% Make Purchases Online
- 60% Make Travel Plans Online
- Occupations: Professional/Managerial 60%, Healthcare 20%, Entrepreneurial 10%,

2019 IMPRESSIONS

Print: 844,091 Impressions

Digital: 1,873,410 Impressions

Digital Reach:

- Social Media Followers: 11,000 (Facebook + Instagram)
- #WLWN2019: 345 Posts = 112,980 Impressions
- #WLWN: 242 Posts = 32,301 Impressions
- #WalkWithSally: 1,611 Posts = 690,406 Impressions
- Website: 2,000 visitors/mo. throughout Summer
- Email Subscribers: 10,000



Specialty Sponsorship Opportunities



LIVE STREAMING SPONSOR \$25,000 (1)

Package includes:

- Full Page Advertisement in Digital Event Program
- Logo & Link on Event Website
- Logo & Link included on Auction Website, Leader Board & Personal Mobile Devices
- Logo & Link on Event Marketing Collateral
- LIVE Streaming broadcast of the entire event including green room access, band interviews & performance, and other custom curated content
- End-to-end turn-key production with brand approval on all graphics, admat and creative
- Video player viewable on your website, IROCKE* and any other websites/partners you choose
- Massive pre & post event promotional campaign supported with produced recorded content
- Event distribution and syndication reach through concert and media partners
- Expanded Promotional Opportunities virtually pre-event and during event – may include Product Distribution, Product Placement, Pop-Up Shop etc.
- Custom impact video
- VIP Tickets TBD
- Co-Branded Virtual Zoom Background download + promo opportunity
- Logo on posters & street banners
- Branded event content during event (i.e. promo video, mixologist, etc.)

SPOT LIGHT SPONSOR \$10,000 (7)

Package includes:

- Full Page Ad in Digital Event Program
- Logo & Link on Event Website and all Social Media
- Logo included on Auction Website & Personal Mobile Devices
- Recognition as Spot Light Sponsor at Event
- Logo included on Event Marketing Collateral
- Custom program element – impact video, Q&A with Founder, VIP pre/post event
- Additional event site branding TBD
- Expanded Promotional Opportunities virtually pre-event and during event – may include Product Distribution, Product Placement, Pop-Up Shop etc.
- VIP Tickets TBD
- Co-Branded Virtual Zoom Background download + promo opportunity
- Logo on posters & street banners

TORCH LIGHT SPONSOR \$5,000 (6)

Package includes:

- Half Page Ad in Digital Event Program
- Logo & Link on Event Website and all Social Media
- Logo included on Auction Website and Personal Mobile Devices
- Recognition as Torch Light Sponsor at Event
- Logo included on Event Marketing Collateral
- Additional event site branding TBD
- Expanded Promotional Opportunities virtually pre-event and during event – may include Product Distribution, Product Placement, Pop-Up Shop etc.
- Co-Branded Virtual Zoom Background download + promo opportunity
- Logo on posters & street banners

NAME IN LIGHTS

Digital Marketing Sponsorship \$2,000 (10)

Package includes:

- Logo & Link on Event Website
- Logo in Digital Event Program
- Social Media Post
- Logo included on WLWN thank you ad
- Logo exposure on rotation on screens throughout event

DIGITAL EVENT PROGRAM ADVERTISEMENT

- Full Page: \$1,000
- Half Page: \$500
- Quarter Page: \$250



Red Carpet Step & Repeat



Liquor Sponsorship

Shine The Light!



Thank you for joining us in shining the light and creating a future filled with hope for children affected by cancer. Please take a moment to fully complete the form below.

Name: _____

Company Name: _____

Address: _____

Phone: _____ Email: _____

Yes, I would like to become a Specialty Sponsor

- | | |
|---|----------|
| <input type="radio"/> Band-Live Streaming | \$25,000 |
| <input type="radio"/> Spot Light | \$10,000 |
| <input type="radio"/> Torch Light | \$5,000 |
| <input type="radio"/> Name In Lights | \$2,000 |

Yes, I would like to place an Event Program Advertisement

- | | |
|------------------------------------|---------|
| <input type="radio"/> Full Page | \$1,000 |
| <input type="radio"/> Half Page | \$500 |
| <input type="radio"/> Quarter Page | \$250 |

Yes, I would like to Donate to help children affected by cancer.

- ☐ \$1,500
☐ \$1,000
☐ \$500
☐ \$250
☐ \$100
☐ \$50
☐ Other: \$_____

To pay by credit card, please complete the following:

Name as it appears on Credit Card: _____

☐ Visa ☐ MasterCard ☐ Amex Expiration: _____ Security: _____

Credit Card Number: _____

Signature: _____

Please send completed form to Kristin Conforti by email: kconforti@walkwithsally.org or mail: 840 Apollo Street Suite 324, El Segundo, CA 90245

