

KEATON'S  
**Child Cancer  
Alliance**



# **INAUGURAL CHILDHOOD CANCER AWARENESS WALK**

**SATURDAY,  
SEPTEMBER 12, 2026  
WILLIAM LAND PARK,  
SACRAMENTO**



**WHERE UNITY SHINES & HOPE THRIVES!**



For more information contact Sonya Silva  
916.801.0849 | [Sonya.Silva@ChildCancer.org](mailto:Sonya.Silva@ChildCancer.org)

[ChildCancer.org](http://ChildCancer.org)

**CHECK-IN OPENS 8:30AM  
WALK BEGINS 9:00AM  
[CHILDANCER.ORG/GOLDHOPEWALK](http://CHILDANCER.ORG/GOLDHOPEWALK)**

# No Family Fights Alone



## Our Mission

“Our mission is to provide children with cancer and their families with emotional, educational, and financial support while increasing awareness and funding research toward a cure.”

## Who We Serve

We serve families residing in Northern California and being treated at one of the following partnering hospitals: UC Davis Comprehensive Cancer Center, Sutter Health – Sacramento, Kaiser Permanente – Roseville, Children’s Hospital Oakland (UCSF – Oakland), Kaiser Oakland, Lucile Packard (Stanford), UCSF San Francisco.



### Leadership in the Healthcare Community

**Navigation** to local community resources, ranging from nutrition to travel to creative solutions.



### Offering Information and Education

**Connection** with Keaton’s Family uniting those with similar experiences through peer-to-peer support.



### Finding Cancers’ Causes and Cures

**Collaboration** with hospital and community partners, addressing every family’s unique needs.



### Fighting Cancer Through Public Policy

**Financial Support** for basic needs, including grants, scholarships, and financial education to allow parents-guardians to focus on the health and wellbeing of their child(ren).

- Family Connect Program
- Joy-Filled Experiences
- Emotional Support Network
- Nutritional Aid Program
- Financial Assistance Program
- Travel Solutions Program
- Education, Research & Advocacy

**Together We Fight.  
Together We Overcome.  
Together We Heal.**

# Keaton's Child Cancer Alliance



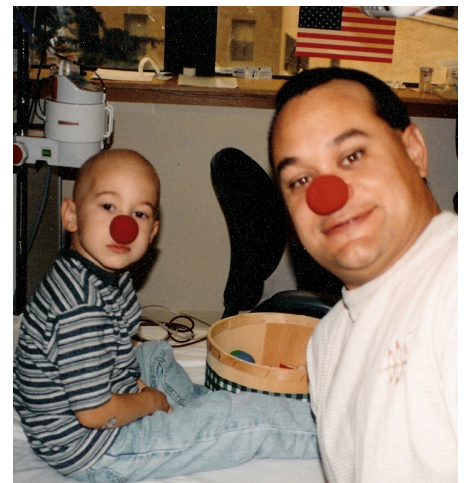
## Our Story

On June 20, 1997 Robyn and Kyle Raphael's son Keaton was diagnosed with Neuroblastoma a rare and aggressive form of childhood cancer.

With unwavering hope and incredible courage Keaton endured months of intensive treatment including chemotherapy, surgery, radiation and a pioneering clinical trial across the country.

After a brave nine-month battle, Keaton earned his Angel Wings on February 20, 1998 at the age of 5.

Keaton is our Hero of Heroes.



His strength, spirit and legacy live on in every child we serve.

Inspired by his journey, we walk along side families facing childhood cancer - offering Hope, Strength and Healing every step of the way.



- About 1 in 285 children will develop cancer before the age of 20
- 47 children are diagnosed with cancer everyday in the US
- In 80% of kids, cancer has already spread to other areas of the body by the time it is diagnosed
- 1 in 5 children will not survive



# Sponsorship Opportunities



## Presenting Sponsor \$10,000

**Opportunity to be the Exclusive Presenting Sponsor with your company name and logo displayed throughout the event year.**

- Event would be renamed “Keaton’s Gold Hope Walk Presented by (your company name here)”
- Table to display company partnership at kickoff event
- Social media recognition
- Speaking opportunity at event
- Logo on back of event shirt
- Multiple company name mentions throughout event morning program
- 10x10 space with 6ft table & 2 chairs at walk day event to display company information and provide giveaways, bring company branded table cloth, pop up is optional
- 4 - 24"x 18" track signs displayed on walk route
- Your logo will be shared on our quarterly Mission in Motion newsletter

## Survivor Sponsor \$7,500

**Opportunity to celebrate our heroes!**

- Table to display company partnership at kickoff event
- Social Media Recognition
- Logo on back of event shirt
- Company name mentions throughout event morning program
- 10x10 space with 6ft table & 2 chairs at walk day event to display company information and provide giveaways, bring your company branded table cloth, pop up is optional
- 3 - 24"x 18" track sign displayed on walk route
- Yellow capes to be given away to each pediatric cancer hero (while supplies last)
- Your logo will be shared on our quarterly Mission in Motion newsletter

## Remembrance Sponsor \$7,500

**Opportunity to provide a space to remember our angels**

- Table to display company partnership at kickoff event
- Social media recognition
- Logo on back of event shirt
- Company name mentions throughout event morning program
- 10x10 space with 6ft table & 2 chairs at walk day event to display company information and provide giveaways, bring your company branded table cloth, pop up is optional
- 3 - 24"x 18" signs displayed on walk route for participants to see
- Angel lapel pins to give away in remembrance of our angels
- Your logo will be shared on our quarterly Mission in Motion newsletter



# Sponsorship Opportunities



## Kickoff Breakfast \$5,000 ON HOLD

### Opportunity to host Kickoff Breakfast for sponsors and team leaders

- Table to display company partnership at kickoff event
- Social Media Recognition
- Logo on back of event shirt
- Company name mentions throughout event morning program
- 10x10 space with 6ft table & 2 chairs at walk day event to display company information and provide giveaways, bring your company branded table cloth, pop up is optional
- 2 - 24"x 18" signs displayed on walk route for participants to see
- Your logo will be shared on our quarterly Mission in Motion newsletter

## Kidz Zone ~~\$5,000~~ SOLD

### Opportunity to host the family fun! Games, coloring, characters, and so much more!

- Opportunity to provide volunteers to engage with kids and families to play games, meet characters, & set up coloring station
- 6ft table & 2 chairs at walk day event to display company information and provide giveaways, bring your company branded table cloth, pop up is optional
- Social media recognition
- Logo on back of event shirt
- Company name mentions throughout event morning program
- 2 - 24"x 18" signs displayed on walk route for participants to see
- Your logo will be shared on our quarterly Mission in Motion newsletter

## Travel Support \$5,000

### Exclusive opportunity to help ensure that children in our program can safely and reliably travel to treatments, medical appointments, and supportive care services.

- Opportunity to display 1 car of your choice at event
- Table to display company partnership at kickoff event
- Social media recognition
- Logo on back of event shirt
- Company name mentions throughout event morning program
- 10x10 space with 6ft table & 2 chairs at walk day event to display company information and provide giveaways, bring company branded table cloth, pop up is optional
- 2 - 24"x 18" track signs displayed on walk route
- Your logo will be shared on our quarterly Mission in Motion newsletter



## Welcome \$3,500

### Great opportunity for your company to engage with our families who attend the event.

- Social Media Recognition
- Logo on back of event shirt
- Company name mentions throughout event morning program
- Provide company branded table cloth and volunteers, this is the first stop at the event, welcoming our families, accepting donations and thanking them for joining us. Great team building for a company activity.
- 1 - 24"x 18" track signs displayed on walk route
- Your logo will be shared on our quarterly Mission in Motion newsletter



# Sponsorship Opportunities



## Start Line/Finish Line \$3,000

Everyone will be passing through the arch and passing by your logo as they begin the walk and returning back. What better place to display your support than as our Start Line/Finish Line sponsor.

- Social media recognition
- Company name mentions throughout event morning program
- 1 - 24"x 18" track signs displayed on walk route
- Your logo will be shared on our quarterly Mission in Motion newsletter

## Ring in Hope Sponsor \$3,000

Anyone who has a cancer diagnosis always has hope. Share your hope as our Ring in Hope Sponsor! A large bell will be displayed symbolizing our hope at your table inviting any and all survivors to stop by, and ring the bell in hope that a treatment is found and someday we will live in a world without cancer.

- Social media recognition
- Company name mentions throughout event morning program
- 10x10 space with 6ft table & 2 chairs at walk day event to display our large bell for survivors to ring in hope, pop up is optional.
- 1 - 24"x 18" track signs displayed on walk route
- Your logo will be shared on our quarterly Mission in Motion newsletter
- Company name mentions throughout event morning program



## BIG Yellow Chair \$3,000

Everyone will want their turn taking a photo in the BIG Yellow Chair. If you are looking to have your logo displayed in every photo on walk day, this is the opportunity for you! Someone from your company can spend time at the chair assisting families with taking photos to commemorate the event.

- Social media recognition
- Company name mentions throughout event morning program
- 6ft table & 2 chairs at walk day event to display company information and provide giveaways, bring company branded table cloth may be set up next to yellow chair if you choose.
- 1 - 24"x 18" track signs displayed on walk route
- Your logo will be shared on our quarterly Mission in Motion newsletter



# Sponsorship Opportunities



## Survivor Bell \$3,000

Want to celebrate our survivors in the loudest way we can? Let's have them ring the bell one more time and celebrate them! We will have a large Bell on a table for any survivors to ring. In addition, we would provide each survivor a co-branded cow-bell as a take away that they can ring along the route and celebrate.

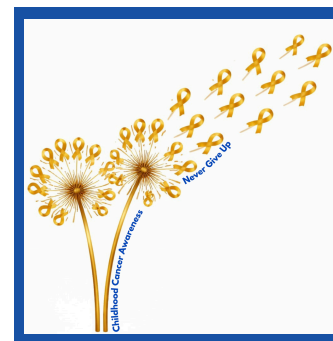
- Social media recognition
- Company name mentions throughout event morning program
- 10x10 space with 6ft table & 2 chairs at walk day event to display KCCA provided Survivor Bell and cobranded survivor bells as a take away (while supplies last)
- 1 - 24"x 18" track signs displayed on walk route
- Company name mentions throughout event morning program
- Company volunteer opportunity
- Your logo will be shared on our quarterly Mission in Motion newsletter



## Wish Away Cancer Photo Stop \$2,500

This is a cobranded photo opportunity with your company logo to wish away cancer.

- Social media recognition
- Company name mentions throughout event morning program
- Company volunteer opportunity
- Your logo will be shared on our quarterly Mission in Motion newsletter



## I Walk For Stickers \$2,500

This is a cobranded sticker in color for all participants to wear "In Honor" or "In Memory" of anyone who has been touched by cancer.

- Social media recognition
- Company name mentions throughout event morning program
- 10x10 space with 6ft table & 2 chairs at walk day event greet and engage with families
- Your logo will be shared on our quarterly Mission in Motion newsletter



## Avenue of Hope \$500

This is a way to show our community a simple way you support the fight against childhood cancer. Your branded track sign will be proudly displayed along the route or around the event area showing our friends and families your commitment to Keaton's families.

- Social media recognition
- Company name mentions throughout event morning program
- Branded track sign will be displayed at event or along route



# Sponsorship Opportunities



## Hero Sponsor \$2,500 - Multiple Opportunities Available

Become one of our community champions. Are you looking to have a space to show you are a hero in the community to support Keaton's children and families? This is the space for you.

- 1 Social media recognition
- Company name mentions throughout event morning program
- 10x10 space with 6ft table & 2 chairs at walk day event
- 1 - 24"x 18" track signs displayed on walk route
- Any promotional information will need to be approved by leadership at Keaton's Child Cancer Alliance prior to walk day event.

**Thank you for considering joining Keaton's Child Cancer Alliance's  
Inaugural Gold Hope Walk for Pediatric Cancer.**

**We invite your business, friends and family to sign up a team, fundraise and join us on event day.  
We are 100% a fundraising event with no registration fee.**

**All funds will be allocated to support the children diagnosed with cancer  
and their families right here in our communities.**

**Please scan the QR Code below to get started.**

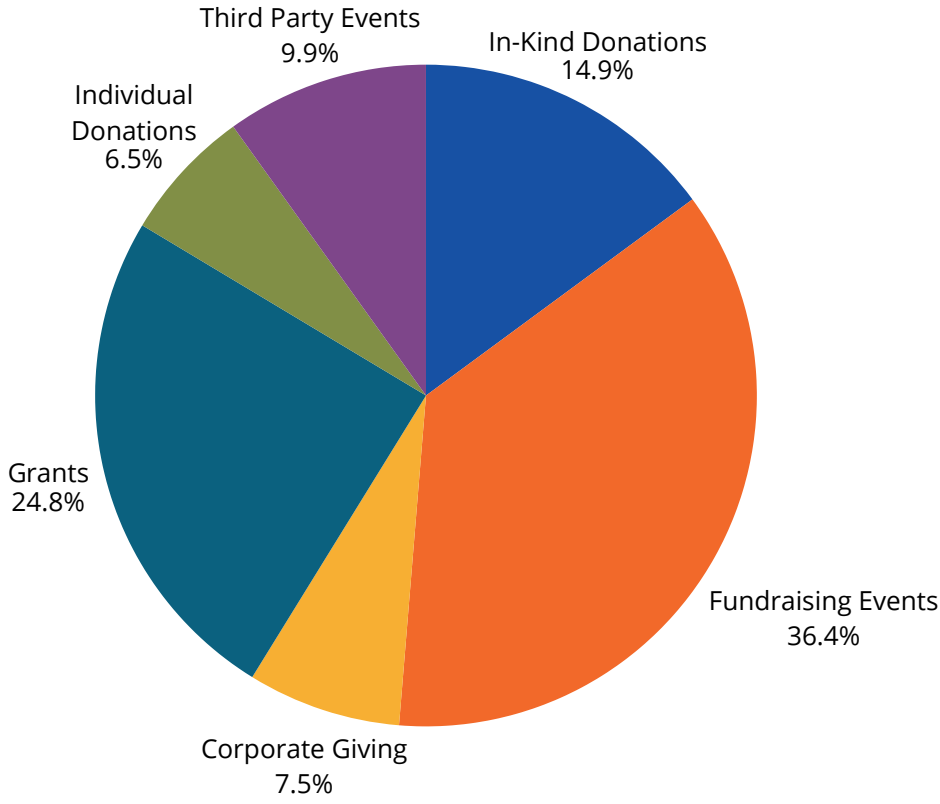




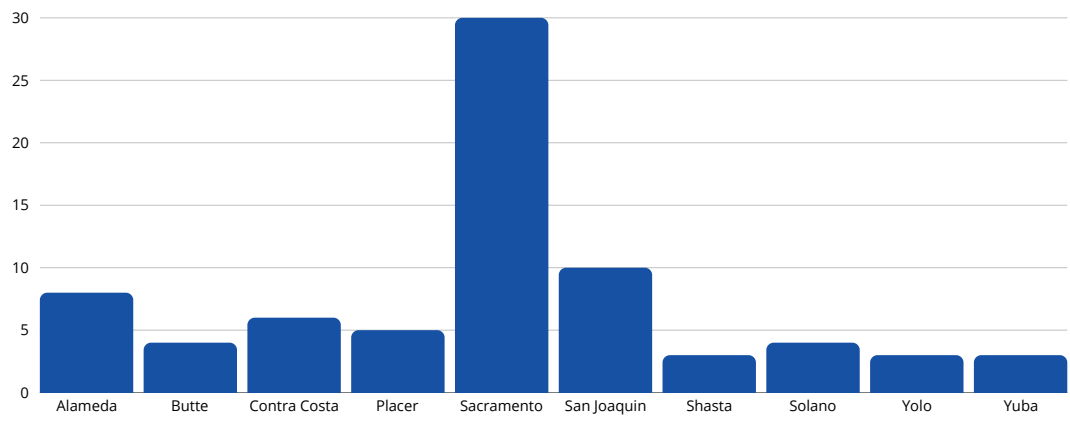
**Our Vision: for no child or family to navigate the childhood cancer journey alone.**

Every year, hundreds of children across Northern California are diagnosed with cancer - yet far too many families remain unaware of the vital support Keaton's Child Cancer Alliance offers.

**Keaton's Child Cancer Alliance Revenue Sources**



**Percent of Total Population Served By County**



# Meet Keaton's Kiddos





# Keaton's Gold Hope Walk

## 2026 Sponsorship Commitment and Payment Form

Name of Sponsorship: \_\_\_\_\_

Amount: \_\_\_\_\_

### CONTACT INFORMATION

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Company Website: \_\_\_\_\_

Company Social Media Handles: \_\_\_\_\_

Signature of Company Representative: \_\_\_\_\_

### PAYMENT INFORMATION

To pay for sponsorship securely online, please scan or click the QR code.

If paying by check, please make checks payable to Keaton's Child Cancer Alliance and attach a copy of this form to the address below:



Keaton's Child Cancer Alliance  
Gold Hope Walk  
2150 Douglas Blvd #100  
Roseville, CA 95661

**Sponsorship commitments must be received by August 12, 2026 to ensure full benefits.**

