



**INAUGURAL
CHILDHOOD CANCER 5K WALK
PRESENTED BY**



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

Check-In Opens at 8:30 am | Walk Begins at 9:00 am



WHERE UNITY SHINES & HOPE THRIVES!



For more information contact Sonya Silva
916.801.0849 | Sonya.Silva@ChildCancer.org

ChildCancer.org

**CHECK-IN OPENS 8:30AM
WALK BEGINS 9:00AM
CHILDCANCER.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).



**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 SOLD

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 SOLD

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 SOLD

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.

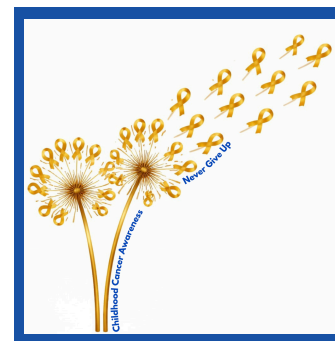
- Social media recognition
- Company name mentions throughout event morning program
- 10x10 space with 6ft table & 2 chairs at walk day event to display KCCA provided Survivor Bell and cobranded survivor bells as a take away (while supplies last)
- 1 - 24"x 18" track signs displayed on walk route
- Company 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~~ SOLD

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~~ SOLD

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.

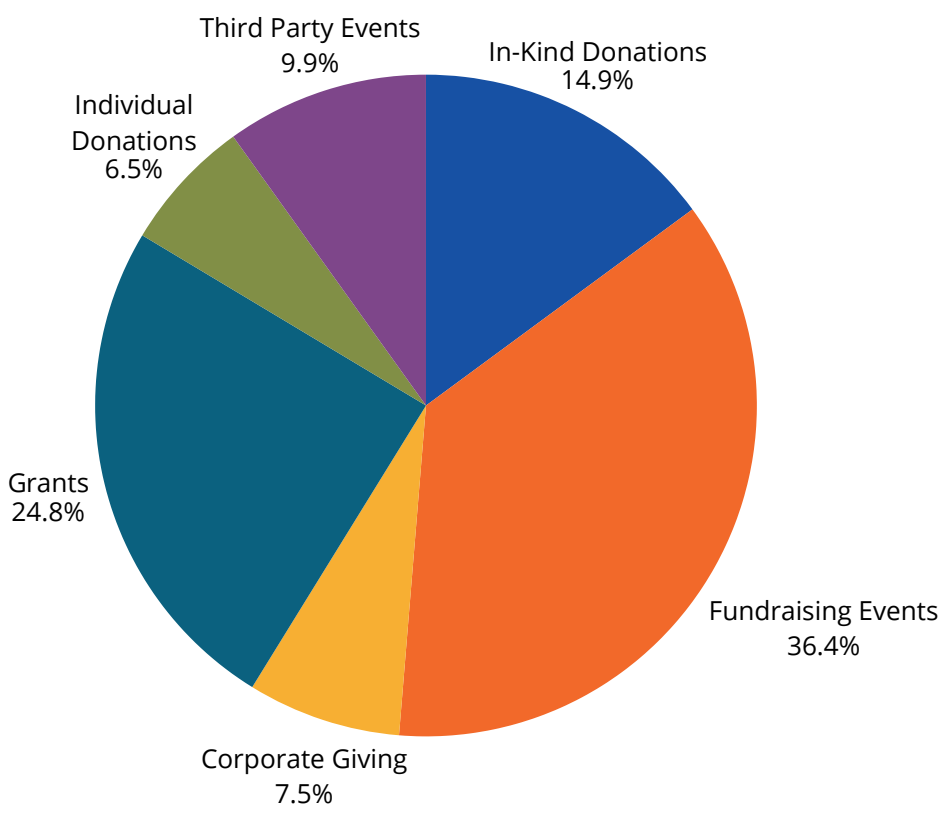




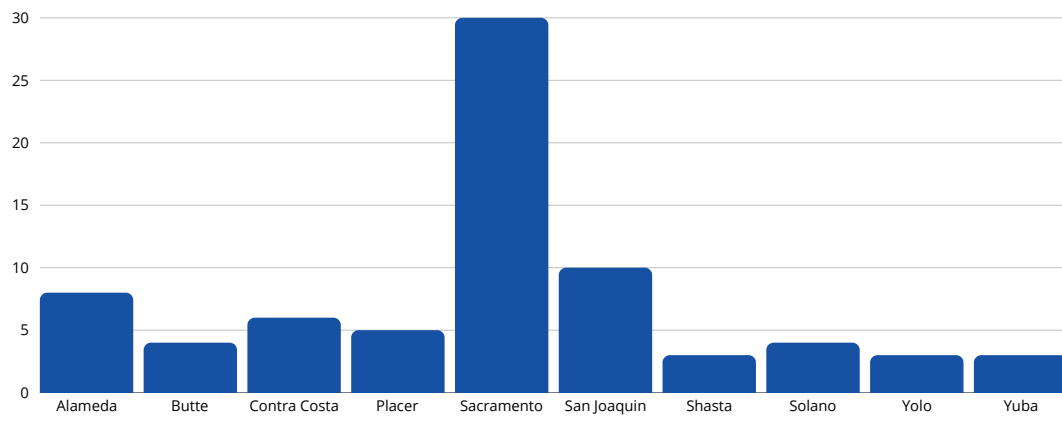
Our Vision: for no child or family to navigate the childhood cancer journey alone.

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.



Keaton's Gold Hope Walk



Thank you for considering joining Keaton's Child Cancer Alliance's
Inaugural Childhood Cancer 5K Walk Presented by



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.

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ChildCancer.org/GoldHopeWalk

