

Make a
Dramatic
Difference
in the life of a
child with cancer...



Discovery Arts 
Sponsorship Opportunities



Discovery Arts is a 501(c)(3) nonprofit organization that brings the healing power of the arts to children with cancer, serious blood disorders and life-threatening illness while they are in the hospital receiving treatment. Our *Arts Adventures* help children strengthen their emotional well being and better equip them in their fight against disease.

Discovery Arts now serves more than 3,500 children and their families each year. All of our programs and services are offered free of charge to the hospitals, patients and their families. We rely completely on the generosity of individuals, corporations and foundations to fund our programs. The sponsorship opportunities outlined in this package will allow us to reach more children undergoing treatment during the most critical time that a child and their parents will ever face.

Sponsorship opportunities are unique and wholly dedicated to each participating hospital program. We currently have programs at Mattel Children's Hospital at UCLA, Miller Children's Hospital Long Beach, Jonathan Jaques Children's Cancer Center at Millers, CHOC Children's (Children's Hospital of Orange County), CHOC at Mission, Fountain Valley Regional Hospital & Medical Center, and Mercy Children's Hospital Springfield in Springfield, Missouri.

The Special Children of Discovery Arts

Children with cancer are frightened, confused, angry and withdrawn. Their emotional needs are great: they need a safe place to express their feelings; they need relief from the pain and chaos of critical illness; they desperately need fun and normalcy. These needs are largely unmet as the medical community must focus on the physical child while families struggle to cope emotionally and financially.

Through our unique, creative *Arts Adventures* in music, art, dance and drama, our programs help meet an enormous need for critically ill children and their families. We bring a huge sigh of relief right to the center of the "pressure cooker" of cancer treatment. Sadness and isolation are replaced with safety, friends and laughter, which positively impacts their recovery process. We are there to ensure that each child has the opportunity to forget about the obvious horror of cancer treatment or life-threatening illness and focus instead on having fun in an environment that is full of creativity, support, love and laughter.



Your much-needed financial support will help us provide new *Arts Adventures* for children currently in treatment, grow our existing programs and continue to reach even more terminally ill children.

It is our hope that you will join us in our mission to bring the magic of the arts to these critically ill and unfortunately often forgotten children.

Executive Producer

Annual Sponsorship - \$100,000



Supports Discovery Arts programs in one hospital for an entire year

Our objective is to add new and much needed *Discovery Arts' Arts Adventures* to children's hospitals who are requesting our programs and services.

Our *Arts Adventures* are diverse explorations of music, art, dance and drama. Our unique program offers a wide variety of activities while simultaneously addressing the emotional needs of critically ill children using the tools of choice, creativity, imagination, fun and laughter. Most important, *Arts Adventures* provide very sick children with opportunities to shed the horror of their illness and for a moment, enjoy the happiness and joy of normal childhood.

Executive Producer Sponsorship includes:

- ✦ Sponsor name and logo prominently displayed at the *Discovery Arts* program at one of our hospitals for an entire year
- ✦ 4-color Company inserts within each Bedside Adventure Kit (to be provided by Sponsor)
- ✦ Recognition on *Discovery Arts'* high traffic website
- ✦ Recognition in our Newsletter
- ✦ Recognition on *Discovery Arts'* social networking sites
- ✦ Recognition in Press Releases
- ✦ Special Event Invitations & Tickets
- ✦ Recognition in Event Programs

*It is our dream
to provide Discovery Arts'
Arts Adventures to every child
who is battling cancer.*



"I have personally witnessed the power of Discovery Arts programs to improve the general outlook and attitudes of our hospitalized children and their families... One look at the faces of our patients and their families and I know you'll become a believer like me."

~ Dr. Jerry Z. Finklestein

Clinical Professor of Pediatrics at UCLA School of Medicine
Founding Medical Director, Jonathan Jaques Children's Cancer Center

Director

★ Sponsorship - \$50,000



Supports the manufacturing of 2,000 Bedside Adventure Kits

Bedside Adventure Kits are filled with a variety of age appropriate art materials and fun creative projects. Each and every child receives a **Bedside Adventure Kit**. For those children who are too ill to participate in the group program, a *Discovery Arts* team member brings the magic directly to their bedside for their very own **Arts Adventure**.

Additional kits are also provided to the hospitals for children to enjoy when *Discovery Arts* is not on site.

Director Sponsorship includes:

- ★ Sponsor name and logo prominently displayed on the outside packaging of 2,000 Bedside Adventure Kits
- ★ 4-color Company inserts within each Bedside Adventure Kit (to be provided by Sponsor)
- ★ Recognition on *Discovery Arts'* high traffic website
- ★ Recognition in our Newsletter
- ★ Recognition on *Discovery Arts'* social networking sites
- ★ Recognition in Press Releases
- ★ Special Event Invitations & Tickets
- ★ Recognition in Event Programs



"Discovery Arts provides joy and healing to patients in our Pediatric Hematology/Oncology inpatient ward at Miller Children's Hospital. Sometimes the miracles are subtle - a child laughing that had seemed intimidated by hospitalization. Other times, the effect is more remarkable. We believe the combination of art and music, along with laughter, play in a fun environment, provides something our medicines and treatment plans just can't quite provide."

*~ W. Mark Roberts, M.D.,
Associate Chief Medical Officer, Miller Children's Hospital*

Costume Designer Sponsorship - \$25,000



Provides 1,000 costumes for children in our participating hospitals

During every *Arts Adventure* each child has the opportunity to choose a brand new costume that they are excited to wear and keep as their very own.

Costumes are integral to our programs – they provide a ready portal into the world of creativity and imagination, a world where IV poles and baldheads can be forgotten. Choosing their own costume gives each child a much needed sense of control in their lives, by becoming a princess, a super-hero or any character of their choice. Their costume allows them to transcend their illness and rediscover the happiness of normal childhood. Because of their compromised immune systems each child must receive a brand-new unused costume.



Costume Designer Sponsorship includes:

- ✦ Sponsor name and logo prominently displayed with a custom tag on 1,000 costumes
- ✦ Recognition on *Discovery Arts'* high traffic website
- ✦ Recognition in our Newsletter
- ✦ Recognition on *Discovery Arts'* social networking sites
- ✦ Recognition in Press Releases
- ✦ Special Event Invitations & Tickets
- ✦ Recognition in Event Programs



"The one thing that even on Sarah's worst days brings a smile to her face and comfort to her soul is Discovery Arts. Sarah loves to dress up and there is always a costume waiting for her. She will put it on and dance and sing for the whole playroom. It is as if the hospital, for that short period of time, does not exist."

~ Wendy Grant, Sarah's mom

Set Director

☆ Sponsorship - \$5,000



Supports Discovery Arts' Program Supplies

We use a wide variety of essential tools to ensure each program has the supplies needed to bring a day of creativity and fun to an otherwise overwhelming hospital environment.

Supplies used include; custom built clothing racks for costumes, custom art carts, storage bins, karaoke machines, musical instruments, music players, microphones, digital and video cameras, trophies and awards, dance shoes, make-up kits and other essential equipment used by our staff and volunteers to prepare and use during every *Arts Adventure*.

Set Director Sponsorship includes:

- ✦ Recognition on *Discovery Arts'* high traffic website
- ✦ Recognition in our Newsletter
- ✦ Recognition on *Discovery Arts'* social networking sites
- ✦ Special Event Invitations & Tickets
- ✦ Recognition in Event Programs



A Day in the Playroom

☆ Sponsorship - Matching Gift



\$1,000 with our Matching Gift of \$1,000! A \$2,000 Value!

By sponsoring *A Day in the Playroom* your donation will ensure that 10 children in the hospital will receive costumes, art supplies, photo keepsakes, trophies, and much more. Consider making it a monthly, quarterly, bi-annual or annual commitment. Sponsorship includes recognition on *Discovery Arts'* high traffic website and our social networking sites.



"Thank you so much! You all were the ray of "hope and sunshine" that made our recent experience at Long Beach Memorial endurable. Jillian loved meeting all of you, the attention, art projects and cute costumes made her stay fun instead of a traumatic experience. No one gets used to being real sick – but you made it bearable."

~ The Fillrichs, parents



Hospital Partner Profiles

Mattel Children's Hospital at UCLA

Mattel Children's Hospital UCLA ranks among the world's elite institutions for pediatric research, teaching and care and is a vital part of the new Ronald Reagan UCLA Medical Center which continues to be ranked as "Best in the West" by *U.S. News & World Report's* annual survey of America's hospitals. Located in Los Angeles, CA.

Miller Children's Hospital Long Beach

Miller Children's is a not-for-profit, pediatric teaching hospital in Long Beach, CA, that treats more than 8,000 children each year and has become a regional pediatric destination for more than 84,000 children who need specialized care in the outpatient specialty and satellite centers.

Jonathan Jaques Children's Cancer Center at Millers

The **Jonathan Jaques Children's Cancer Center (JJCCC)** at Miller Children's Hospital Long Beach provides quality, compassionate care to children of all ages - infants, children and adolescents - with cancer, sickle cell disease, hemophilia and other serious blood disorders.

CHOC Children's (Children's Hospital of Orange County)

CHOC Children's is steadfastly committed to providing the highest quality medical care to children. Affiliated with the University of California, Irvine, their regional pediatric healthcare network includes a state-of-the-art hospital facility in the City of Orange, CA.

Fountain Valley Regional Hospital & Medical Center

Fountain Valley Regional Hospital & Medical Center (FVRH) is one of the most comprehensive medical facilities in Orange County and includes children's health services among its quality programs. Located in Fountain Valley, CA.

CHOC at Mission

CHOC at Mission serves as the only dedicated pediatric healthcare facility for families in south Orange County, the surrounding coastal areas and north San Diego County. Located in Mission Viejo, CA.

Mercy Children's Hospital Springfield

Mercy Children's Hospital Springfield, has created a healing environment that puts little patients - and concerned parents - at ease. They have specialists who treat rare childhood illnesses and injuries. They are the region's only dedicated pediatric hospital. Located in Springfield, MO.

Discovery Arts strives to continue to grow our Arts Adventure programs to many more hospitals throughout the United States.

Discovery Arts Sponsor Form

✱ Please complete the form and return to Discovery Arts by mail, fax or email, contact details are below ✱

Contact name: _____ Title: _____

Company name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

Email: _____

Program participation level (please check):

Executive Producer Sponsorship ✱ \$100,000
Serves one hospital for an entire year

Director Sponsorship ✱ \$50,000
Provides 2,000 Bedside Adventure Kits

Costume Designer Sponsorship ✱ \$25,000
Provides 1,000 costumes

Art Director Sponsorship ✱ \$10,000
Provides Art Supplies for 500 children

Set Director Sponsorship ✱ \$5,000
Provides Discovery Arts program supplies

A Day in the Playroom Sponsorship *with \$1,000 Matching Gift* ✱ \$1,000
Provides an *Arts Adventure* for 10 children (a \$2,000 value)

- ✱ Please make checks payable to "Discovery Arts"
- ✱ We accept Visa, MasterCard, and Discover
- ✱ Quarterly payment option is available
- ✱ Payment must be received prior to Sponsor designation

Discovery Arts

a 501(c)(3) nonprofit organization

Federal Tax ID #95-4700750

discoveryarts.org

Please return completed form to Discovery Arts

By Email with subject line ****SPONSORSHIP**** to: info@discoveryarts.org

Or Mail form to: Discovery Arts - SPONSORSHIP
1938 N. Batavia Street, Suite B
Orange, CA 92865
Phone: (714) 637-1774

Or Fax form to: (714) 637-1850 Attn: SPONSORSHIP

For information, public service announcements and media contact:
Publicist Cyrene Jagger at cjagger@discoveryarts.org

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