

Keeping
families close®



Ronald McDonald
House Charities®
Central Ohio



Cayden, age 2
His family stayed **839** nights

2019

— sponsorship opportunities —

The mission of Ronald McDonald House Charities® of Central Ohio is to create, find, and support programs that directly improve the health and well-being of children and their families.

EVENT SPONSORS make our HOUSE a HOME

\$1,250,000 raised in 2018 from special events provided a restful night of sleep to nearly **23,000 people** with a loved one in our area hospitals.

More than **\$1,000,000** went directly to RMHC to continue its mission of **keeping families close®**.

Just **13%** 

of funds raised at 2018 RMHC events went to cover special event costs. We are exceptionally proud to maintain strict budgeting standards that allow us to far exceed the national average of 50% that many organizations spend to host special events.

WHY SPONSOR RMHC EVENTS?

Sponsors saw an average of

915 impressions per event

from signage, programs, social media posts, emcee mentions, and digital recognition.

Over **3,700** people attended RMHC events in 2018 either as a guest or volunteer, giving sponsors the opportunity to show their community commitment to a wide variety of potential customers.



More than **350 organizations**

gave their employees and/or clients the opportunity to participate in RMHC events. Companies that involve employees in charitable giving are more likely considered to have a positive corporate culture and improved employee morale.

Sponsorships are unique ways to engage the community, receive marketing recognition while earning a **tax-deduction.**

Sponsorship dollars over the value of goods and services received are deductible. Please discuss all donations with your tax advisor.



There are lots of ways to get involved
rmhc-centralohio.org



2019

individual event sponsorships

a Ronald McDonald House Production

A TOAST to TINSELTOWN

Friday October 25, 2019

Location: L Brands, 3 Limited Parkway

Tickets: \$100

Come dressed to impress and experience a night to remember while you sample some of the most exquisite and creatively prepared cuisine around. This red carpet cocktail party will offer an array of signature dishes, a full open bar and a special nod to our 2019 Tinseltown honorees. Each guest who walks the red carpet gets a live Hollywood-style interview with our emcees Monica Day and Matt Barnes from WCMH, Channel 4.



sponsorship opportunities

Presenting Sponsor - \$15,000 (one available)

- exclusive naming rights to A Toast to Tinseltown (signage on red carpet, stage, plus additional logo placement throughout event)
- prominent placement of company logo on step and repeat photo banner
- one social media mention on event day (Facebook, Twitter, Instagram)
- two (2) large gold stars on The Red Carpet with company name
- two (2) reserved VIP tables for eight
- reserved VIP tent with private bar
- special gift for each table/attendee
- opportunity for company representative to speak during the program
- company mention in post event recap and survey
- company name on RMHC donor wall and in RMHC annual report

Director Sponsor - \$10,000

- prominent placement of company logo on step and repeat photo banner
- company logo on digital signage
- two (2) large gold stars on The Red Carpet with company name
- two (2) reserved VIP tables for eight
- special gift for each table/attendee
- company name on RMHC donor wall and in RMHC annual report

Actor Sponsor - \$5,000

- company logo on step and repeat photo banner
- company logo on digital signage
- one (1) large gold star on The Red Carpet with company name
- one (1) reserved table for eight
- company name on RMHC donor wall and in RMHC annual report

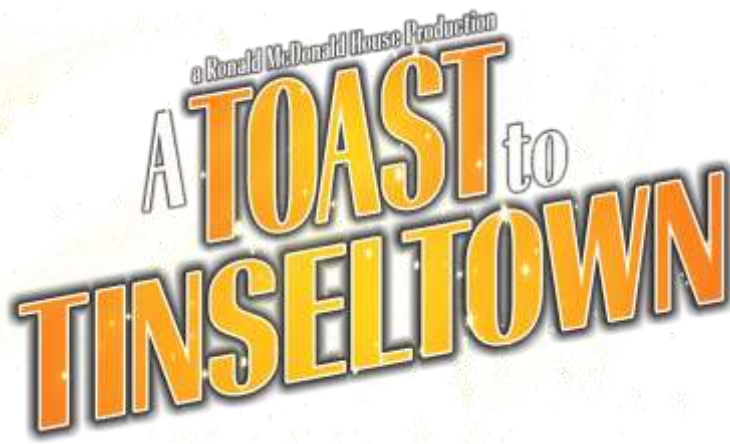
Table Sponsor - \$2,000

- company name on digital signage
- one (1) small gold star on The Red Carpet with company name
- one (1) reserved table for eight
- company name on RMHC donor wall and in RMHC annual report

Match Sponsor - \$???

You can be a match sponsor and help RMHC raise more funds for more nights of rest. You name the amount you will match up to. We will put your company name (\$999 and under) or logo (\$1000 and up) on event signage and in all communication leading up to the event. We'll even give you a shout out on our social media channels.





CONTACT INFORMATION

Donor Name(s)

Street Address

City

State

Zip Code

()
Primary Phone

()
Secondary Phone

Email

SPONSORSHIP & REGISTRATION OPPORTUNITIES

Please reserve the following opportunity:

- ~~Presenting Sponsor (\$15,000)~~
- Director Sponsor (\$10,000)
- Actor Sponsor (\$5,000)
- ~~Red Carpet Sponsor (\$5,000)~~
- Table Sponsor (\$2,000)
- Match Sponsor

AGREEMENT

I/we agree to contribute \$_____ to support Ronald McDonald House Charities of Central Ohio, Inc.

I/We authorize RMHC of Central Ohio to announce and make public my/our gift to acknowledge and show its appreciation for my/our generous contribution.

(Donor Signature)

(Date)

Please return the signed agreement to:

Lindsey Beggin, Development Associate
Ronald McDonald House Charities of Central Ohio
711 E. Livingston Ave.
Columbus, Ohio 43205
lindsey.beggin@rmhc-centralohio.org
(614) 227-2737