

2018 SPONSORSHIP PACKAGE



Ronald McDonald
House Charities®
Intermountain Area

Celebrating 30 Years



30
years

1988 – 2018



RMHC®

Intermountain Area

Ronald McDonald House Charities®



It's something we see every day – children made stronger because they are surrounded by loved ones. Since opening our doors in 1988, Ronald McDonald House Charities of the Intermountain Area (RMHC) has served over 80,000 families from all over the world. For **30 years** we have been surrounding parents and guardians with the support they need to be near and care for their seriously ill or injured children through our Ronald McDonald House® and Ronald McDonald Family Rooms®, and we are celebrating our anniversary with a year focused on gratitude.

We are thankful for amazing advances in medicine over the last three decades, and for the caring hospital personnel who treat pediatric patients. We are thankful for the courage and dedication of the families who come to stay and support their children, and for the volunteers who fill the Charity with love. And we are deeply thankful for the generous sponsors and donors who impact for the better the lives of guest families – and whose contributions make our mission possible.

Ronald McDonald House

Many pediatric patients travel hundreds of miles and spend days, weeks, months or more far from home receiving treatment. It's a long time to be away from family, and for children facing a serious medical crisis nothing seems scarier than not having mom and dad close by for love and support. We may

not be able to make the medicine taste better for a child receiving treatment, but we can help ease day-to-day struggles by making sure parents have a place to stay that feels like home where they can be close and focus on what matters most – the well-being of their child.

Ronald McDonald Family Room

Just steps from a hospitalized child's bedside, Ronald McDonald Family Rooms provide a place for rest and relaxation right inside the medical center. The Family Room allows families to be together, always near their loved ones – to help ease their pain, lift their spirits, and support their children through their challenges. RMHC provides resources to help families care for themselves as they watch over their ill or injured children so that parents and patients alike can be stronger together.

30 Years of Gratitude Sponsor

This special 30th anniversary year presents an exciting opportunity for one or more **'30 Years of Gratitude' Sponsor(s)**. With a wide range of events, activities, and marketing materials planned, each \$30,000 sponsor will be featured throughout the entire twelve months on anniversary communications, at regular annual events, across social media platforms, and prominently spotlighted in the 2018 annual report. We look forward to celebrating with our vibrant community of donors and participants, and hope you will consider partnering with us in this once-in-a-lifetime campaign.



The Spirit of Children Gala

The Evening

The Spirit of Children Gala is a beautiful event featuring a cocktail reception, live entertainment, open bar, gourmet dinner, and dancing, along with spectacular silent and live auctions! The Gala allows us to celebrate our mission and raise funds to help ease the burdens of families with seriously ill or injured children.

Please join us at the Grand America Hotel on Saturday, April 28, 2018 for Morocco: Kaleidoscope of Lights. Step inside an exotic world of mystery and glamour, complete with the desert breezes, jeweled bazaars, and flickering lanterns of the ancient Near East. Beginning at 5:30 pm you and your guests will enjoy a festive cocktail reception, followed by themed entertainment and dinner with a specially-tailored menu; all while in company with high-level executives and community leaders that are embracing the mission close to our hearts – keeping families together and stronger when it matters most. Join us for one of Salt Lake City's top five fundraising events! This is a celebration you won't want to miss.

The Highlights

- Signature syndicate trip drawing for a getaway to Morocco
- 300-400 auction items
- Over 1000 guests
- Unique and experiential live auction packages
- Networking with premiere business executives and community leaders
- Specialized gourmet menu
- Evening program with live performance

"We enjoyed the hospitality. Ronald McDonald House is one of the greatest services... [Our] family felt it was part of the healing while we stayed in the House. Thank you very much for everything."

(RMHC Guest)

The Goal

To meet the needs of the growing number of families traveling to Salt Lake City to receive pediatric medical treatment RMHC offers two core programs: the Ronald McDonald House, featuring 72 guest rooms as well as child-centered, family gathering spaces; and the Ronald McDonald Family Rooms, which provide respite spaces at Primary Children's Hospital. Thanks to the generosity of many extraordinary businesses, organizations, and individuals, we were able to raise over \$1 million in 2017. This year we hope to surpass that amount to help provide over 26,000 room nights for families in need.



The Benefits

As a Spirit of Children Gala sponsor, your organization will reach an affluent, distinguished audience who believe all children, regardless of where they live, should have access to the best medical care possible.

- The Spirit of Children Gala is largely sponsored by key corporations, community businesses and foundations
- Excellent networking opportunity to build business relationships with invested and connected community leaders and key constituents
- Logo and name visibility in pre-event communications, at the event, and in after-event materials
- Complement the marketing, public relations, and philanthropic goals of your organization
- Reach target markets, create high-impact brand awareness, and support seriously ill and injured children and their families
- Ronald McDonald House Charities of the Intermountain Area, Inc. is an autonomous non-profit 501(c) (3)

The Spirit of Children Gala

Sponsorship Levels

Gratitude Sponsor - \$30,000

- Two tables of 10 guests with premier placement at the Gala
- Organization name, logo, & advertisement prominently placed in the auction program (two pages)
- On-screen & emcee recognition with organization name on signage near stage
- Recognition in our annual report
- Champagne Reception prior to Gala
- Prominent logo recognition on the Salt Lake City RMHC website Gala page
- Recognition as the Gratitude Sponsor with logo on commemorative Gala & Golf attendee gifts
- Logo in Gala video
- Foursome at Golf Tournament with sponsor recognition

Joy Sponsor - \$20,000

- One table of 10 guests with primary placement at the Gala
- Organization name, logo, & advertisement prominently placed in the auction program (one page)
- On-screen & emcee recognition with organization name on signage near stage
- Recognition in our annual report
- Champagne Reception prior to Gala
- Logo recognition on the Salt Lake City RMHC website Gala page
- Recognition during silent auction with logo displayed on mobile bidding software

Laughter Sponsor - \$15,000

- One table of 10 guests with prominent placement at the Gala
- Organization name, logo, & advertisement prominently placed in the auction program (one page)
- On-screen & emcee recognition with organization name on signage near stage
- Recognition in our annual report
- Champagne Reception prior to Gala
- Logo recognition on the Salt Lake City RMHC website Gala page
- Recognition on evening photo memorabilia

Spirit Sponsor - \$10,000

- One table of 10 guests with preferred placement at the Gala
- Organization name, logo, & advertisement prominently placed in the auction program (half page)
- On-screen & emcee recognition with organization name on signage
- Recognition in our annual report
- Champagne Reception prior to Gala
- Logo recognition as wine/spirits sponsor with logo on table signage

Heart Sponsor - \$5,000

- One table of 10 guests with preferred placement at the Gala
- Organization name, logo, & advertisement in the auction program (half page)
- On-screen & signage recognition
- Recognition in our annual report

Strength Sponsor - \$2,500

- One table of 10 guests at the Gala
- Organization logo in the auction program
- On-screen & signage recognition
- Recognition in our annual report

"We LOVE the Ronald McDonald Family Room! We have come to feel the comfort when things get stressful. My kids especially love going. Thank you for your amazing support of families like mine."

(RMHC Guest)

Golf Tournament

The Event

The RMHC Annual Golf Tournament is one of Salt Lake City's most anticipated fundraising events. Our scramble format draws golfers of all levels who not only come for fun and a great day of golf, but to support families with seriously ill or injured children.

The Golf Tournament will be held at an exclusive Salt Lake area club in August 2018. You and your guests will enjoy a beautiful day on the course, as well as breakfast, lunch, snacks & beverages, golfer gift bags, exciting hole contests, and the chance to help keep families together when it matters most.

Join us for a fun-filled day of golf, while supporting a worthwhile cause. Through your contribution, a simple round of golf can give families more precious time together.



The Highlights

- 144 golfers participate
- Exciting opportunity drawings
- Play at an exclusive Utah golf course
- Golfers consist of business executives and owners, key employees, and other friends of RMHC

"This has quickly become our home away from home with frequent travels to Primary Children's Hospital. RMHC is wonderful, and the entire staff go out of their way to make you feel supported, and at home. It is a community of people who care!"

(RMHC Guest)

The Goal

RMHC continues to grow and develop to better meet the needs of over 11,000 families per year seeking medical treatment for their seriously ill or injured children. The Ronald McDonald House campus features 72 guest rooms as well as child-centered family gathering spaces; and the Ronald McDonald Family Rooms provide respite spaces for refuge and relaxation right in the hospital. Last year's event raised a record \$100,000, and we hope to surpass this amount in 2018!

The Benefits

The Tournament is attended by key business and community leaders.

- Provides an excellent opportunity to network and build relationships (invite your business contacts to join your golf team!)
- Logo and name visibility at the event, within the community, and with leading corporate executives
- Complement the marketing, public relations, and community service goals of your company
- Reach target markets, increase awareness, build your image, and support seriously ill and injured children and their families
- Learn more about Ronald McDonald House Charities of the Intermountain Area, an autonomous non-profit 501(c) (3).



Golf Tournament

Sponsorship Levels

Title Sponsor - \$10,000 (1)

All the benefits of an Eagle sponsorship & logo/name on golf apparel
2 foursomes
Logo prominently placed throughout event
Logo recognized on RMHC website event page, social media posts
Logo on tournament invitation
Tournament jacket

Ace Sponsor - \$5,000

All the benefits of an Eagle sponsorship & logo/name on tournament invitation
Company logo sign at registration and luncheon
Logo on golf attendee gift
Tournament jacket

Photo Sponsor - \$3,500 (1)

All the benefits of an Eagle sponsorship & logo/name on photo frame
Tournament jacket

Caddie Sponsor - \$3,500 (1)

All the benefits of an Eagle sponsorship & logo/name on golfer gift bag
Tournament jacket

Gratitude Sponsor - \$3,000

All the benefits of an Eagle sponsorship & logo/name on exclusive golfer gift
Tournament jacket

Beverage/Snack Cart Sponsor - \$2,500 (2)

All the benefits of an Eagle sponsorship & signage on Beverage/Snack carts
Tournament jacket

Lunch Sponsor - \$2,500 (2)

All the benefits of an Eagle sponsorship & signage at luncheon
Tournament jacket

Breakfast Sponsor - \$2,500 (1)

All the benefits of an Eagle sponsorship & signage at breakfast
Tournament jacket

Putting Contest Sponsor - \$2,500 (1)

All the benefits of an Eagle sponsorship & putting contest signage
Tournament jacket

Cart Sponsor - \$2,500 (1)

All the benefits of an Eagle sponsorship PLUS signage on golf carts
Tournament jacket

Eagle Sponsor - \$2,000

Foursome – includes green fees, cart, golf apparel, souvenir photos, and lunch
Exclusive hole sponsorship, including hole signage
Acknowledgement at luncheon and in RMHC annual report

Birdie Sponsor - \$1,200

All benefits of individual registration for two players
Signage at the event
Acknowledgement at luncheon and in RMHC annual report

Individual Player - \$250

Includes green fees, cart, golf apparel, souvenir photo and lunch

"This place is amazing and I could never repay the generosity I have received."

(RMHC Guest)



Adopt-A-Room

The Program

This year-long sponsorship opportunity offers donors a chance to provide immediate, immeasurable impact for guest families in our House or Family Rooms. More than just helping with a roof over their heads, Adopting-a-Room means that the support of a comfortable, secure place to stay (complete with amenities such as a fully-stocked kitchen, laundry rooms, recreation areas, and important resources) is ready when needed to assist in alleviating some of their burdens in stressful situations.

Adopt-a-Room donors are providing families of hospitalized children with hope, comfort, compassion, and most of all – with HOME.

The Highlights

- The House and Family Rooms receive thousands of visitors each year
- Visitors include guest families from across the country, business executives & owners, key employees & volunteers, representatives of philanthropic organizations, and other friends of RMHC

The Goal

RMHC is constantly striving to meet the needs of families traveling to Salt Lake City to receive medical treatment for their seriously ill or injured children. The need continues to grow as our programs expand and evolve to accommodate more families than ever at the House and the hospital Family Rooms. This year we hope to have each room adopted to allow all families to stay near their pediatric patients and be stronger together.

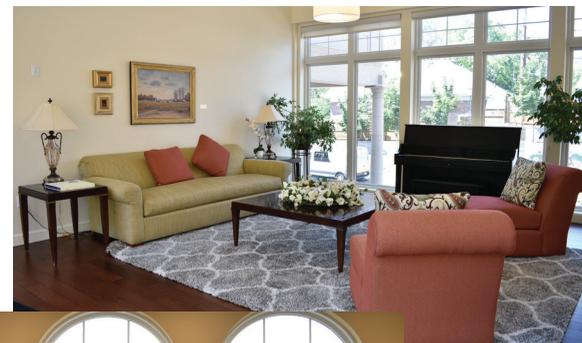
" Because of my stay in the House, I was better able to maintain my own physical and emotional well-being while my child was receiving care"

(RMHC Guest)

The Benefits

RMHC is proud to recognize our Adopt-a-Room sponsors in the following ways:

- A plaque on the door of your adopted room for a year, to be seen by any of the thousands of individuals who tour our House and Family Rooms
- Recognition in our newsletters and annual report
- Donors are welcome to include RMHC sponsorships in company newsletters and communications to boost employee morale and/or philanthropic participation. Donors may also choose to publicize their gift/involvement for community PR benefits
- Use of our House campus Community Room for meetings, celebrations, client cultivation, etc.
- Full donation credit – no goods or services deduction
- Ronald McDonald House Charities of the Intermountain Area, Inc. is a non-profit 501(c) (3)



Adopt-A-Room

The Adopt-a-Room program is an annual sponsorship of one of our guest rooms or gathering spaces in the Ronald McDonald House or Ronald McDonald Family Rooms at Primary Children's Hospital. Guest rooms are also available for permanent sponsorship. Participants can help families in need by adopting a room or space for one year at the following levels:

Sponsorship Levels

Heart of Love - \$50,000

Kitchen at the House
Family Room Sponsor (2)

Heart of Gratitude - \$30,000

Exclusive 30th Anniversary sponsor for 2018
Premiere Front Lobby sponsorship

Heart of Courage - \$25,000+

Great Room at the House
Dining Room at the House
Kitchen at the Family Room, 3rd Floor PCH

Heart of Healing - \$15,000+

Family Guest Floors at the House - West Wing (3)
Family Guest Floors at the House - East Wing (3)
Dining Room at the Family Room, 3rd Floor PCH

Heart of Compassion - \$10,000+

At the House:

Children's Playroom
Theater Room
Game Room
Community Room
Fitness Room
Laundry Room (2)
Craft & Inspiration Room

At the Family Rooms at Primary Children's Hospital:

Living Room, 3rd Floor
Parent Lounge, 2nd Floor

Heart of Hope - \$5,000+

Extended-Stay Suites at the House (8)
Retreat Rooms at the Family Rooms (8)
Family Gathering Spaces at the House (5)
Lifting Hope Elevators at the House (2)
Business Center at the House

Heart of Comfort - \$2,500+

Guest Rooms at the House (64)
Laundry Room at the Family Rooms (2)
Quiet Room at the Family Room, 3rd Floor

Heart of the Home - \$1,000+

Stock-Our-Shelves Sponsor of the Month - helps provide food for families staying at the House
Stock-Our-Shelves Sponsor of the Month - helps provide food for families visiting the Family Rooms

"I love how this place is called a home, it really does feel that way."

(RMHC Guest)



Hospitality Cart

The Cart

In order to extend our mission to more families supporting children at area hospitals, we have launched Ronald McDonald Hospitality Carts at Ogden Regional Medical Center and at Shriners Hospital for Children – Salt Lake City. These carts offer amenities such as a selection of snacks and drinks, personal hygiene and comfort items, and family-centered activity, craft, and educational kits distributed by caring volunteers.

When spending time in a hospital to support a child undergoing medical treatment, sometimes the little things can provide a big boost – and providing even small resources to caregivers and patients can make a tremendous difference.

The Highlights

- Provides needed resources while extending our mission beyond RMHC facilities
- Brings outreach and caring volunteers directly to medical centers
- Distributes 600-700 items per month while engaging with families and hospital personnel

The Goal

The Hospitality Carts allow us to reach out to families supporting pediatric patients who might not otherwise be served by Ronald McDonald House Charities. We can't make the medicine taste better, but we can offer care and compassion and help families be stronger together. Hospitality Cart sponsors make a real difference in the amount and variety of items offered, both meeting individual parent or patient needs and increasing the number of families served.

"Thank you for the brush... you will never know how good it felt to just brush my hair, we came in through the ER and you are a lifesaver."

(RMHC Guest)

The Benefits

- Hospitality Cart sponsors are recognized with signage on the cart itself on a monthly or annual basis, reaching a wide range of families, hospital patrons, medical personnel, volunteers, and other friends of the Charity.
- Recognition in our newsletters, social media, and annual report
- Full donation credit – no goods or services deduction
- Ronald McDonald House Charities of the Intermountain Area, Inc. is a non-profit 501(c) (3)

Sponsorship Levels

Annual - \$5,000

*Sponsorship may be tailored to match donor organization's resources

Refreshment Sponsor (3)

Activity Sponsor (2)

Personal Care Sponsor (2)

Monthly - \$500

*Sponsorship may be tailored to match donor organization's resources

Shriners Cart 'Hot Items': Activity kits, travel-size hand sanitizer, fruit leather, card games & puzzles

ORMC's Cart 'Hot Items': Brushes/combs, small journals/notebooks, travel-size deodorant, bath mesh sponges (loofahs), hair ties.





Ronald McDonald House Charities®
Intermountain Area

Celebrating 30 Years

Annual Sponsorship Opportunities

Thank you for your participation. If you have any questions, please contact Vickie Moschetti, Development Director at 801-363-4663 or vickie@rmhslc.org. Donations can be paid in one lump sum, divided between selected programs, or paid separately throughout the year.

NAME: _____

COMPANY: _____

ADDRESS: _____

PHONE: _____ E-MAIL: _____

PROGRAM FUNDING:

I would like to provide sponsorship support of Ronald McDonald House Charities of the Intermountain Area through the following programs:

30 Years of Gratitude ANNIVERSARY SPONSOR \$30,000 \$ _____

SPIRIT OF CHILDREN GALA \$ _____

Gratitude - \$30,000 Joy - \$20,000 Laughter - \$15,000

Spirit - \$10,000 Heart - \$5,000 Strength - \$2,500

RMHC GOLF TOURNAMENT \$ _____

Title Sponsor - \$10,000 Ace Sponsor - \$5,000 Gratitude - \$3,000

Photo - \$3,500 Caddie - \$3,500 Beverage/Snack Cart - \$2,500

Luncheon - \$2,500 Breakfast - \$2,500 Cart - \$2,500

Putting Contest - \$2,500 Eagle - \$2,000 Birdie - \$1,200

ADOPT-A-ROOM (1 year) \$ _____

Love - \$50,000 Gratitude - \$30,000 Courage - \$25,000

Healing - \$15,000 Compassion - \$10,000 Hope - \$5,000

Comfort - \$2,500 Home - \$1,000 (1 month)

Hospitality Cart Annual - \$5,000 Monthly - \$500

If you have a payment preference (lump sum, installments, etc.) or would like to be invoiced, please indicate:

Online Payments can be made on website: rmhslc.org

Make checks payable to: Ronald McDonald House Charities

Please charge my: Visa MasterCard American Express Discover Card

Card # _____ Exp _____

Name on Card _____ Code _____

Signature _____



"No matter how many long trips we make, the Ronald McDonald House is always so welcoming and comfortable. Sitting in the kitchen enjoying a hot yummy lunch provided by beautiful souls that are volunteering their time and money to help families better support their children, just makes my heart so warm and gooey! It just amazes me how many people so generously give and totally support something so amazing."

(RMHC Guest)



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