



Ronald McDonald
House Charities®
Intermountain Area



2020 ANNUAL SPONSORSHIP OPPORTUNITIES

TRUSTED PARTNER-LASTING IMPACT

Your Support Has Lasting Impact

Your support of Ronald McDonald House Charities®:

- Provides care, comfort and service for approximately 15,000 pediatric patient families each year
- Saves the average family over \$2,500 per week of their stay*
- Improves medical outcomes by keeping families close together

Providing a Home-Away-From Home

Ronald McDonald House Charities (RMHC) of the Intermountain Area provides hope, strength, comfort and support to families of seriously ill or injured children receiving treatment at area hospitals. Our current programs include:

- One Ronald McDonald House with 72 guest family rooms
- Two Ronald McDonald Family Rooms in Primary Children's Hospital that feature 8 overnight rooms
- Two Ronald McDonald Hospitality Carts at Shriners' Hospital and Ogden Regional Medical Center

4-Star Exceptional Rating from Charity Navigator

In 2019, RMHC was once again awarded with the highest 4-star exceptional ranking from Charity Navigator for non-profit accountability and excellence. RMHC strives to earn your trust every year and we are pleased that we continue to excel as a recognized trusted partner.



Best Charity in Utah to Donate To

Ronald McDonald House Charities of the Intermountain Area has been recognized and awarded the title of "Best Charity in Utah to Donate To" by Business.org.

*Based on information provided by the Utah State Office of Tourism

"Never have I ever been so thankful for a place to lay my weary head. Ronald McDonald House Charities not only takes care of your basic human needs, they have thought of everything to make it feel like a real home away from home. It was beautiful and clean and comfortable, and we were so well fed and taken care of through one of the hardest things we've had to go through." RMHC Family Guest

ADOPT-A-ROOM AND ADOPT-A-FAMILY

Adopt-A-Room

Our popular Adopt-A-Room program provides highly visible opportunities for supporters to identify a space that serves as an important room in our home-away-from-home in both our Ronald McDonald House and Ronald McDonald Family Rooms at Primary Children's Hospital.

Your room will serve at least 50+ pediatric patient families for a full year with options beginning with our family overnight rooms all the way up to our large gathering spaces.

*More detailed information and rooms are available on our website at <https://www.rmhcslc.org/adopt-a-room/>

ADOPT-A-ROOM SPONSORSHIP PACKAGE

\$25,000+ = Prominent Family Gathering Room

\$15,000 = Guest Floors (House)/Dining Room (Family Room)

\$10,000 = Common Rooms & Lounges

\$5,000 = Overnight Guest Family Rooms



Adopt-A-Family

New in 2020, supporters can now Adopt-A-Family. Adopting a family means providing funds to help cover the costs associated with a 1-month stay, including:

- A beautiful, comfortable private room that sleeps up to 5
- Access to a fully-stocked kitchen and home-cooked meals
- Free laundry facilities
- A playroom, game room, theater room and family gathering spaces, and
- Free transportation to area hospitals located within minutes of the House

Your \$2,500 support of a family saves them more than \$10,000 for the same period of time.* Your sponsorship will be recognized for a full year.

You are truly making a difference in the lives of people who need it the most. Adopt-A-Family today and make an impact that they will remember forever.

ADOPT-A FAMILY SPONSORSHIP

\$2,500 Per Family Per Month

(Each month you adopt a family, you save them more than \$10,000)

SPIRIT OF CHILDREN GALA

The RMHC Spirit of Children Gala is one of Salt Lake City's premiere fundraising events that welcomes over 1,200 attendees and raises over \$1,000,000 annually in support of RMHC's mission.

Sponsorship of the Ronald McDonald House Charities' flagship event has raised funds each year that directly supports pediatric patients and their families. In fact, thanks to donors and sponsors, like you, the 2019 Spirit of Children Gala raised enough money to completely underwrite expenses for 18,370 nights!

Please join us at the Grand America Hotel on Saturday, April 25, 2020 for Le Magnifique Monte Carlo: 2020 Splendor Meets 1920's Glamour.

All gala sponsorship packages come with the following proportional recognition and benefits, unless otherwise noted:

- One table of 10 guests with proportional placement relative to the main stage at the event
- Organization name, logo and/or advertisement of proportional sizes based on sponsorship level
- On-screen and signage recognition
- Recognition in RMHC annual report
- Sponsorships at the \$15,000 level and above receive recognition on gala website
- Sponsorships at the \$10,000 level and above receive an invitation to the Champagne Reception hosted immediately prior to the Gala

For more detailed information, please visit <https://www.rmhcslc.org/events/gala/>



GALA SPONSORSHIP PACKAGE

\$100,000 = Guardian of Light Sponsor (SOLD OUT)

\$50,000 = Title Sponsor (SOLD OUT)

\$30,000 = Gratitude Sponsor

\$20,000 = Joy Sponsor

\$15,000 = Laughter Sponsor

\$10,000 = Heart Sponsor

\$5,000 = Strength Sponsor

Gratitude Sponsor = Most Visible Support

You can secure two prominent event sponsorships in one package. The 2020 Gratitude Sponsor will secure top-tier sponsorship levels for the Spirit of Children Gala and the Ace Sponsorship for the RMHC 2020 Golf Tournament.

32ND ANNUAL GOLF TOURNAMENT

The RMHC Annual Golf Tournament is one of Salt Lake City's most anticipated fundraising events. Our scramble format draws 144 golfers of all levels who come for fun, a great day of golf, and to support families with seriously ill or injured children. The 2019 tournament raised over \$100,000 which covers the cost to serve over 71,000 visitors in our Ronald McDonald Family Rooms.

Please join us on Monday, August 17, 2020 at The Jeremy Ranch Golf and Country Club. Breakfast and lunch are provided at the Club House and snacks and beverages will be available on the course throughout the tournament.

Each sponsorship includes the following for each player:

- Course green fees
- One golf cart per 2 players
- Commemorative golf apparel
- Commemorative team photo
- Gift bag
- Breakfast, Lunch, Snacks and Beverages

Be a part of providing needed funds that help keep families together when they need it most. The RMHC Golf Tournament sold out in 2019, so secure your sponsorship today!

For more detailed information, please visit <https://www.rmhcslc.org/events/golf-tournament/>



GOLF SPONSORSHIP PACKAGE

\$10,000 = Title Sponsor

\$7,500 = Pro Sponsor

\$5,000 = Ace Sponsor

\$3,500 = Champion Sponsor

\$2,500 = Meal Sponsor

\$2,000 = Eagle Sponsor

Secure Your Exclusive Tournament Jacket

Sponsors at the \$2,500 level and higher receive an exclusive commemorative jacket on the day of the tournament. These jackets are highly sought after and only made available to our high level sponsors.

NEW GIVING OPPORTUNITIES

KILTS FOR KIDS

Each October, individuals, groups, and organizations form “Kilter Teams” where they come together to raise money for Ronald McDonald House Charities. There are a variety of ways to get involved, including organizing your own team!

#GIVINGTUESDAY

#GivingTuesday is the day each year just after Black Friday, Small Business Saturday, and Cyber Monday. It is one of the largest giving days of the year. You can provide matching dollars or challenge grants to help us raise money through our on-line and email peer-to-peer campaigns.

HOLIDAY ORNAMENT PROGRAM

Our Holiday Ornament Program provides beautiful seed paper ornaments in a variety of holiday shapes that you can purchase for employee, client, vendor, friends and family gifts. Each ornament is \$5 and helps support the families served by Ronald McDonald House Charities.

EMPLOYEE GIVING

Do you already have a giving program at your place of business? Would you like to start one? In either case, Ronald McDonald House Charities is a committed partner in engaging your employees through payroll donation and volunteer programs. We are happy to meet in person and discuss options that make sense for you and your company.

If interested in more information on any of these programs, please contact Katie Smith at 801-363-4664 or at katie@rmhslc.org.



KILTS FOR KIDS SPONSORSHIP PACKAGE

\$5,000 = Awards Luncheon Sponsor

\$2,500 = Kick-off Breakfast Sponsor

\$1,000+ = Matching Donor for the RMHC Team

\$25+ = Support a Kilter Team of your choice
Create a Kilter Team of your own

#GIVINGTUESDAY SPONSORSHIP PACKAGE

\$1,000+= Matching or challenge grant Sponsor

\$Price Varies = Donor appreciation gift Sponsor

“This place truly was our home away from home and much, much more! We had fellowship with other parents going through some of the most unimaginable hardships and made lasting connections. My family can not express our gratitude. Thank You All!!!” RMHC Family Guest



Annual Sponsorship Opportunities

We value your support and look forward to your participation. If you have any questions, please contact Vickie Moschetti 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: _____

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

ADOPT-A-ROOM (1 Year Recognition).....\$ _____

- \$25,000+ Prominent Family Gathering Room \$10,000 Common Rooms & Lounges
- \$15,000 Guest Floor (House)/Dining Room (Family Room) \$5,000 Overnight Guest Family Rooms

ADOPT A FAMILY (1 Year Recognition).....\$ _____

I would like to provide funding for _____ (#) of families for 1 month at \$2,500/month per family

SPIRIT OF CHILDREN GALA.....\$ _____

- \$100,000 Guardian of Light Sponsor **SOLD OUT** \$20,000 Joy Sponsor \$5,000 Strength Sponsor
- \$50,000 Title Sponsor **SOLD OUT** \$15,000 Laughter Sponsor
- \$30,000 Gratitude Sponsor \$10,000 Heart Sponsor

GOLF TOURNAMENT.....\$ _____

- \$10,000 Title Sponsor \$3,500 Champion Sponsor
- \$7,500 Pro Sponsor \$2,500 Meal Sponsor
- \$5,000 Ace Sponsor \$2,000 Eagle Sponsor

KILTS FOR KIDS.....\$ _____

- \$5,000 Awards Luncheon Sponsor \$1,000+ Matching Sponsor for RMHC Team
- \$2,500 Breakfast Kickoff Sponsor

#GIVINGTUESDAY.....\$ _____

- \$1,000+ Matching Sponsor for #GivingTuesday Donations Price Varies - Appreciation gifts for donations on #GivingTuesday

I would like more information on the following opportunities: RMHC Holiday Ornament Program Employee Giving

I would like to set up a customized payment plan or prefer to be invoiced.

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 _____

GET IN TOUCH

935 E. South Temple
Salt Lake City, UT 84102

PHONE 801-366-4663
FAX 801-363-0092
EMAIL VICKIE@RMHSLC.ORG
WEBSITE RMHCSLC.ORG

