



THERE'S NO PLACE LIKE
HOME
AND NO TIME LIKE NOW



The Spirit of Children Gala
Grand America Hotel
April 24th, 2021

(with COVID-19 Precautions)



Ronald McDonald
House Charities'
Intermountain Area

YOUR SUPPORT HAS LASTING IMPACT

Your support of Ronald McDonald House Charities® provides practical and compassionate care for pediatric patient families with seriously ill or injured children. You help save the average family over \$2,500 per week of their stay while improving the families 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
- Ronald McDonald Hospitality Carts at Shriners Hospital and Ogden Regional Medical Center



4-STAR RATING FROM CHARITY NAVIGATOR & BEST CHARITY IN UTAH TO DONATE TO

In 2020, RMHC was once again awarded with the highest 4-star exceptional ranking from Charity Navigator for non-profit accountability and excellence and was recognized and awarded "Best Charity in Utah to Donate To" by business.org in 2018. RMHC strives to earn your trust every year and we are pleased that we continue to excel as a recognized trusted partner.

TOP WORKPLACE BY SALT LAKE TRIBUNE

For the second year in a row, RMHC was recognized as a Top Workplace in Utah based on employee feedback.

The RMHC Spirit of Children Gala is one of Salt Lake City's premiere fundraising events.

In 2020, the organization was able to pivot to a fully virtual format due to COVID-19. RMHC is working closely with the Grand America Hotel and expects to be able to offer a modified in-person event with some virtual components.

In the event that the health and safety of our guests requires a move to a fully virtual format, sponsorship recognition and benefits will be updated and communicated to reflect that.

Regardless of the format, sponsorship of the Ronald McDonald House Charities' flagship event raises mission critical funds each year that directly supports pediatric patients and their families. With additional expenses related to operating during COVID-19, your sponsorship means more now than ever!



Please join us for
“THERE'S NO PLACE LIKE HOME
AND NO TIME LIKE NOW”

Spirit of Children Gala
The Grand America Hotel
Saturday, April 24, 2021



Due to limited capacity, in person attendance will be prioritized as first-come first-served, so secure your sponsorship today!

RMHC'S MISSION DURING COVID-19

In March 2020, COVID-19 arrived and changed the way we were able to safely deliver our mission to pediatric patient families. Since that time, we have provided over 400 families and 900 individuals with:

- on and off-site lodging and private kitchens
- prepared food and groceries
- transportation to and from area hospitals, and
- lots of love and compassion



Throughout this pandemic, we are keeping our mission front and center, and focusing our financial resources on long-term families staying five+ days and families traveling from distances greater than 100 miles. While we have begun a phased and gradual reinstatement of our on-site programs, we will continue to support pediatric patient families as needed with separate off-site lodging, food and transportation until a vaccine is available.

And, it is no surprise that we need your support now more than ever as we safely carry out our core mission through this public health challenge. In 2020 alone, we spent more than \$500,000 in unbudgeted emergency off-site lodging to keep families safe.

You can help support the mission of RMHC by supporting our 2021 Spirit of Children Gala. Your participation in our most significant fundraiser of the year will help ensure that RMHC's mission continues to be strong, regardless of what is happening in the world.

COVID-19 MISSION IMPACT

400+ Pediatric patient families served

900+ Individuals served

24 days - Average length of stay (6 days in 2019)

72 - Ronald McDonald House rooms stocked with new refrigerators, microwaves and tables/chairs

\$40,000 - \$60,000 - Monthly cost for emergency off-site lodging, food and transportation

1000s - Grab and go meals provided

COVID-19 PRECAUTIONS

Ronald McDonald House Charities of the Intermountain Area has partnered with the Grand America Hotels and Resorts to ensure a beautiful and safe in-person gala. Specific policies and protocols have been developed based on CDC and State guidelines and are revised as needed to adhere to updated regulations.

Below are some of the precautions that are in place to ensure a safe 2021 gala experience.

- Constant cleaning and sanitizing of all high touch areas
- Electronic misters used to sanitize meeting rooms and conference spaces daily – specifically prior to the event start
- Hand sanitizer available throughout the property, and also within restrooms, convention hallways and meeting rooms
- Current practices related to social distancing coordinated directly with the Grand America Hotel and RMHC staff
- All Grand America staff will wear face masks and gloves that will be changed and disposed of at regular intervals
- Event guests/attendees will be required to show proof of vaccine or a negative COVID-19 test within 72 hours - and wear masks
- Specific food safety precautions will be in place related to how food is plated, served, and what is available at the table versus what will be available upon request
- Bar layouts will be designed based upon a persons per square foot calculation and guests will need to maintain 6' distancing
- Tables will be limited to 6 guests per table and tables will be distanced to maintain a minimum of 6' in between tables

The full Sanitization Guide is available for download and review on our gala website at: www.rmhcslc.org/gala

The health and safety of our guests is our highest objective. RMHC will monitor the status of COVID-19 within our community along with current CDC and State regulations and recommendations. In the event that RMHC feels it is not safe to host an in-person event in April, alternative event plans will be communicated with all of the sponsors and we will shift to a virtual gala event model.

GALA SPONSORSHIP PACKAGE

Specialty Sponsor - \$50,000+

- Two tables of 6 guests with premier placement at the Gala – based on available event venue occupancy
- Prominent logo on all printed and digital gala collateral
- Customized exclusive sponsorship recognition opportunity
- Organization name, logo, & advertisement in the event program (two pages)
- On-screen & emcee recognition with organization name on signage near stage
- Recognition in the 2021 RMHC Annual Report
- Recognition on the 2021 RMHC Gala Website through December 2021
- Logo recognition in the RMHC Gala Video
- Champagne Reception prior to Gala

Gratitude Sponsor - \$30,000

- Two tables of 6 guests with premier placement at the Gala - based on available event venue occupancy
- Organization name, logo, & advertisement in the event program (two pages)
- On-screen & emcee recognition with organization name on signage near stage
- Recognition in the 2021 RMHC Annual Report
- Recognition on the 2021 RMHC Gala Website through December 2021
- Logo recognition in the RMHC Gala Video
- Champagne Reception prior to Gala
- Recognition as the Gratitude Sponsor with logo on commemorative Gala attendee gifts

2021 RMHC Annual Golf Tournament (included with Gratitude Sponsorship)

- Recognition as the Ace Sponsor with logo on commemorative Golf attendee gifts
- Foursome at Golf Tournament with sponsor recognition

Joy Sponsor - \$20,000

- One table of 6 guests with primary placement at the Gala - based on available event venue occupancy
- Organization name, logo, & advertisement in the event program (one page)
- On-screen & emcee recognition with organization name on signage near stage
- Recognition in the 2021 RMHC Annual Report

- Recognition on the 2021 RMHC Gala Website through December 2021
- Champagne Reception prior to Gala
- Recognition during silent auction with logo displayed on mobile bidding software

Laughter Sponsor - \$15,000

- One table of 6 guests with prominent placement at the Gala - based on available event venue occupancy
- Organization name, logo, & advertisement in the event program (one page)
- On-screen & emcee recognition with organization name on signage near stage
- Recognition in the 2021 RMHC Annual Report
- Recognition on the 2021 RMHC Gala Website through December 2021
- Champagne Reception prior to Gala
- Recognition on evening photo memorabilia

Heart Sponsor - \$10,000

- One table of 6 guests with preferred placement at the Gala - based on available event venue occupancy
- Organization name, logo, & advertisement in the event program (half page)
- On-screen & emcee recognition with organization name on signage
- Recognition in the 2021 RMHC Annual Report
- Champagne Reception prior to Gala
- Recognition as the Heart Sponsor with logo on table signage

Strength Sponsor - \$5,000

- One table of 6 guests with preferred placement at the Gala - based on available event venue occupancy
- Organization name, logo, & advertisement in the event program (half page)
- On-screen & signage recognition
- Champagne Reception prior to Gala
- Recognition in the 2021 RMHC Annual Report

Courage Sponsor - \$2,500

- Virtual event attendance and participation
- Organization name and logo in the event program
- On-screen & signage recognition
- Recognition in the 2021 RMHC Annual Report

BICYCLING – THE JOURNEY STARTS HERE SYNDICATE TICKET OPPORTUNITY

Whether yours is a journey of health, or a journey of connection, or a journey of exploration, or all of the above, this package is the one for you! Your journey(s) will be made possible with one Peloton Bike+ that comes with a one-year Peloton membership and 2 e-bikes: one for you and one for your favorite co-adventurer!

This syndicate ticket package includes:

1 Peloton Bike+ with the following accessories:

- 2 Pairs of Cycling Shoes
- Resistance Bands
- 1 Pair of Bike Weights
- 1 36"x72" Bike Mat
- 1 Year Peloton Membership

10 week average delivery timeline

1 NAKTO 26" 250W E-Bike in White
1 NAKTO 26" 250W E-Bike in Black

Both E-Bikes feature a high-strength carbon steel frame, 6-speed SHIMANO Transmission System, a 36V, 10AH lithium battery, and a smart lithium battery charger. They have two working modes: E-bike & Assisted bicycle. They run 22-28 miles per charge and travel up to 20mph. The bikes will come pre-assembled and ready for pick-up on the night of the gala.

Full value of syndicate membership opportunity drawing package is \$4,600.

Each opportunity is \$100.

To purchase, register by texting "Spirit2021" to "76278", enter the requested information when prompted, select the syndicate ticket opportunity, and complete your payment.



HELPING HANDS DONATIONS

Each year corporations and individuals donate funds at the Gala to support the core mission of RMHC. These Helping Hands donations are 100% tax deductible and can be made in addition to any sponsorship level – or in the place of you or your organization’s ability to sponsor or attend the Gala this year.

All Helping Hands donations will be recognized on-screen at the event and donations of \$1,000 or more will be recognized in the event program.

Additionally, when individuals make a personal donation of \$1,000 or more, they also become one of our Grand Givers for 2021.

Thank you for your help in keeping our families together.



“For years this place was my home away from home. I really don’t know what I would have done without them. This place is more than just a place to sleep. It’s amazing staff who become family.”
Guest Family

2021 Gala Sponsorship Form

Thank you for your participation. If you have any questions or would like to reserve your table, please contact Vickie Moschetti, Chief Stewardship & Major Gifts Officer at 801-363-4663 or vickie@rmhslc.org. Please mail your completed form to: RMHC Attention: Vickie 935 E. South Temple, Salt Lake City, UT 84102

SPONSOR INFORMATION

Name of Company/or Individual: _____

Name of Point of Contact: _____

Address _____

City _____ State _____ Zip _____

Telephone _____ E-mail _____

Sponsorship Name as you would like it to appear in the program:

SPONSORSHIP LEVELS

- | | |
|--|---|
| <input type="checkbox"/> \$50,000+ Specialty Sponsor | <input type="checkbox"/> \$30,000 Gratitude Sponsor |
| <input type="checkbox"/> \$20,000 Joy Sponsor | <input type="checkbox"/> \$15,000 Laughter Sponsor |
| <input type="checkbox"/> \$10,000 Heart Sponsor | <input type="checkbox"/> \$5,000 Strength Sponsor |
| <input type="checkbox"/> \$2,500 Courage Sponsor | <input type="checkbox"/> Helping Hands \$ _____ |

I will host my table and fill seats (please add guest names and emails on the next page)

I will sponsor the table and donate seats back to RMHC

I am interested in donating to the silent/live auction. Please contact me.

Online Payments can be made on website: <https://www.rmhslc.org/events/gala/>

Make checks payable to: Ronald McDonald House Charities

Please charge my: Visa MasterCard
 American Express Discover Card

Card # _____

Exp Date _____ Code _____

Name on Card _____

Signature _____

Guest Names & Emails

Name & Email

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

If you have any quesitons, please contact Stephanie@rmhslc.org



"You guys are a blessing in everything you do. We wouldn't be in right state of mind place and I dont know where we would be without this foundation. Thanks staff volunteers and EVERYONE. You guys are the real reason why life is manageable when it's not"
Guest Family

