



# 2022 ANNUAL SPONSORSHIP OPPORTUNITIES

RONALD MCDONALD HOUSE CHARITIES





## Trusted Partner – Enduring Mission

Ronald McDonald House Charities of the Intermountain Area (RMHC) provides hope, strength, comfort and support to families of seriously ill or injured children receiving treatment at area hospitals. This support has continued during the COVID-19 global pandemic. Even during these difficult times, RMHC has found a way to support pediatric patient families through our three programs.

Our current programs include our Ronald McDonald House with 72 guest family rooms, two Ronald McDonald Family Rooms in Primary Children's Hospital that feature 8 retreat rooms, and a Hospitality Cart at Ogden Regional Medical Center that provides care and support on wheels. Within the next year we will add 3 additional guest family rooms at the Ronald McDonald House and new Ronald McDonald Family Rooms at Primary Children's Hospital and the University of Utah Hospital.

**"I am absolutely blown away by this place! Thank you so much for everything. Ronald McDonald House truly is a home-away-from-home." – RMHC Guest**

## ABOUT RONALD MCDONALD HOUSE CHARITIES® OF THE INTERMOUNTAIN AREA



In 2021, 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.



Ronald McDonald House Charities of the Intermountain Area has been recognized three years in a row as one of Utah's Top Workplaces.

VOTED UTAH'S TOP-RATED  
CHARITY TO DONATE TO  
BY BUSINESS.ORG

Ronald McDonald House Charities of the Intermountain Area was recognized and awarded the title of "Best Charity in Utah to Donate To" by business.org in 2018.

## RMHC's MISSION DURING COVID-19

Ronald McDonald House Charities of the Intermountain Area (RMHC) has continued to support pediatric patient families during COVID-19 with safe lodging and a lot of care. Starting in 2020, RMHC has supported families with on-site and off-site lodging, 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. We will continue to support pediatric patient families as needed with separate off-site lodging, food and transportation.

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. Any of the opportunities presented in this packet will help support the mission of RMHC and the pediatric patient families we serve.

## SPIRIT OF CHILDREN GALA

The RMHC Spirit of Children Gala is one of Salt Lake City's premiere fundraising events. In 2021, the organization hosted a virtual gala with a television broadcast on our local CBS affiliate KUTV2. We were able to offer gala sponsors special benefits on that night.

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  
Escape to the Cape  
Spirit of Children Gala  
The Grand America Hotel  
Saturday, April 23, 2022**



**Presenting Sponsor - \$50,000**

- Two tables of 8 guests with premier placement at the Gala – based on available event venue occupancy
- Prominent logo on all printed and digital gala collateral
- Exclusive logo placement on gala invitation – mailed to 1500+ recipients
- Organization name, logo, & advertisement in the event program (two pages)
- On-screen & emcee recognition with organization name on signage near stage
- Challenge grant for \$10,000 for Helping Hands portion of the Gala
- Recognition in the 2022 RMHC Annual Report
- Recognition on the 2022 RMHC Gala Website through December 2022
- Logo recognition in the RMHC Gala Video
- Champagne Reception prior to Gala

**Gratitude Sponsor - \$30,000**

- Two tables of 8 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 2022 RMHC Annual Report
- Recognition on the 2022 RMHC Gala Website through December 2022
- Logo recognition in the RMHC Gala Video
- Champagne Reception prior to Gala
- Recognition as the Gratitude Sponsor with logo on commemorative Gala attendee gifts
- **2022 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 8 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 2022 RMHC Annual Report
- Recognition on the 2022 RMHC Gala Website through December 2022
- Champagne Reception prior to Gala
- Recognition during silent auction with logo displayed on mobile bidding software

**Laughter Sponsor - \$15,000**

- One table of 8 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 2022 RMHC Annual Report
- Recognition on the 2022 RMHC Gala Website through December 2022
- Champagne Reception prior to Gala
- Recognition on evening photo memorabilia

**Heart Sponsor - \$10,000**

- One table of 8 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 2022 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 8 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 2022 RMHC Annual Report

**Courage Sponsor - \$2,500**

- Organization name and logo in the event program
- On-screen & signage recognition
- Recognition in the 2022 RMHC Annual Report

# 34TH ANNUAL GOLF TOURNAMENT

The RMHC Golf Tournament is one of Salt Lake City's most anticipated fundraising events. Our popular scramble format ensures that participants of all levels come for fun and a great day of golf as well as to support families with seriously ill or injured children.

The 2021 Golf Tournament was held at Jeremy Ranch Golf and Country Club. The tournament includes prizes and opportunity drawings as well as breakfast, lunch, snacks and beverages for each golfer.

Each sponsorship, unless otherwise noted, includes green fees, cart, golf apparel, team souvenir photo for each golfer, gift bag, and meals for a foursome. The RMHC Golf Tournament sells out every year, so secure your sponsorship today!

For updates, including tournament date and location, please visit our website at [www.rmhcslc.org](http://www.rmhcslc.org) or contact Stephanie Stevens at [stephanie@rmhcslc.org](mailto:stephanie@rmhcslc.org)



## SPONSORSHIPS

### **Title Sponsor - \*\$10,000** (1 Available)

- 2 Foursomes
- Prominent recognition on all printed and digital general tournament signage and collateral

### **Pro Sponsor - \*\$7,500** (1 Available)

- 2 Foursomes
- Prominent recognition on all golf carts, the putting contest, exclusive hole sponsorship, and the Buy-A-Drive prize.

### **Ace Sponsor - \*\$5,000**

- Prominent logo recognition on golf attendee gifts

### **Champion Sponsor - \*+\$3,500** (2 Available)

- Prominent logo on either the commemorative photo frame or on the golfer gift bag, both provided to each golfer AND the First and Second Flight Prize Category (first-come, first-served)

### **Meal Sponsor - \*\$2,500** (6 Available)

- Prominent signage recognition at choice of meal: Breakfast, Snacks, or Lunch

### **Eagle Sponsor - \$2,000**

- Exclusive hole sponsorship with signage and option for physical presence at hole

### **Print Sponsor - \$2,000**

- Have your logo on the printed program given to each golfer (does not include a foursome)

\* Exclusive 2021 RMHC Golf jackets are provided to sponsors of \$2,500 and above.

+ Sponsorships must be confirmed by July 15, 2022 to secure recognition on golf items.

## **RMHC 34th Annual Golf Tournament August 2022 Golf Course and/or Country Club TBD**



**"We never knew this place existed but when we were introduced, it was truly a life saver! It helped us in more ways than you will ever know!" – RMHC Guest**

# ADOPT-A-MEAL

Our Adopt-A-Meal volunteer program is one of the most impactful and valuable volunteer services that was provided to families staying at Ronald McDonald House and the Ronald McDonald Family Room at Primary Children's Hospital. Due to COVID-19, Ronald McDonald House Charities had to suspend all volunteer programs.

In lieu of selecting a date/time to purchase, prepare and serve food in person, we have options for companies to sponsor individually packaged meals provided to our families. Additionally, Ronald McDonald House Charities is purchasing more food than ever and providing some of our families with groceries so they can prepare their food in their off-site housing. Your support during this unique time is extremely valuable and appreciated!

For more information about this program or to support our COVID-19 revised food programs, you can visit: [www.rmhslc.org](http://www.rmhslc.org) or contact Kacie at [kacie@rmhslc.org](mailto:kacie@rmhslc.org).

## Adopt-A-Meal

**\$200 - Breakfast**

**\$250 - Lunch**

**\$300 - \$500 - Dinner**

## Adopt-A-Meal Monthly Support

**\$2,400 - Breakfast**

**\$3,000 - Lunch**

**\$3,600 - \$6,000 - Dinner**



**"One of the most tragic events in our lives has been met with love and kindness."  
- Guest Family**



## ADOPT-A-ROOM

Our popular Adopt-A-Room program provides opportunities for supporters to identify a space that serves as an important room in our home-away-from-home in our Ronald McDonald House and Ronald McDonald Family Rooms at Primary Children's Hospital and new for 2022, the University of Utah Hospital.

Your room will reflect your support for a full year with options beginning with our Guest Family Rooms all the way up to our large gathering spaces. Regardless of your choice, your room is part of a home-away-from-home that provides support and care to our pediatric patients and their families.

For more information on this program, contact Vickie Moschetti: [vickie@rmhslc.org](mailto:vickie@rmhslc.org)

**\$25,000+** - Prominent Family Gathering room  
**\$15,000** - Guest Floors (House) or Dining Room  
 (Family Room 3rd-Level)  
**\$10,000** - Common Rooms and Lounges  
**\$5,000** - Guest Family and Retreat Rooms

## ADOPT-A-FAMILY

Adopting a family means providing the funds that cover all of the costs associated with a one-month stay at the Ronald McDonald House. The value of this sponsorship is \$2,500. Your gift will be recognized for the entire year.

Your \$2,500 gift provides a beautiful, comfortable private room that sleeps up to 5, access to a fully-stocked kitchen and home-cooked meals, free laundry facilities and free transportation to area hospitals located within minutes of the House for a family for an entire month.

Your \$2,500 support of a family saves them more than \$10,000 for the same period of time. Adopt-A-Family today and make an impact that they will remember forever.

**\$2,500** - Support a family for one month

## EMPLOYEE ENGAGEMENT

Ronald McDonald House Charities would love to share our mission with your employees. We would be happy to work with you to plan an impactful employee service project, share options for our employee giving programs, and offer presentations on the work they do and the impact they can have. For more information, please contact Kacie Pecor at [kacie@rmhslc.org](mailto:kacie@rmhslc.org).



*"Thank you for taking us  
into a place of shelter  
and love, when we  
needed it most."  
– Guest Family*

## KILTS FOR KIDS

Each October, individuals, groups, and organizations form “Kilter Teams” where they come together to raise money for Ronald McDonald House Charities. You can sponsor the events, support the RMHC team, or even contact RMHC to create your own corporate Kilter Team.

To create a Kilter Team please email Stephanie at [stephanie@rmhslc.org](mailto:stephanie@rmhslc.org).

**\$5,000** awards luncheon sponsor  
**\$2,500** kick-off breakfast sponsor  
**\$1,000+** matching donor for RMHC’s Kilter Team

## #GIVINGTUESDAY

#GivingTuesday is the Tuesday 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 campaigns.

**\$1,000+** matching or challenge grant sponsor



# 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 Adopt A Family for \_\_\_\_\_ (#) of families for 1 month at \$2,500/month per family

**ADOPT-A-MEAL** (Recognition per Meal) ..... \$ \_\_\_\_\_

- \$200 Breakfast
- \$2,400 Monthly Breakfast
- \$250 Lunch
- \$3,000 Monthly Lunch
- \$300 - \$500 Dinner
- \$3,600 - \$6,000 Monthly Dinner

**SPIRIT OF CHILDREN GALA**..... \$ \_\_\_\_\_

- \$100,000 Guardian of Light Sponsor
- \$20,000 Joy Sponsor
- \$5,000 Strength Sponsor
- \$50,000 Presenting Sponsor
- \$15,000 Laughter Sponsor
- \$2,500 Courage Sponsor
- \$30,000 Gratitude Sponsor
- \$10,000 Heart Sponsor

**GOLF TOURNAMENT**..... \$ \_\_\_\_\_

- \$10,000 Title Sponsor
- \$3,500 Champion Sponsor
- \$2,000 Print 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
- 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](http://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 \_\_\_\_\_



Ronald McDonald  
House Charities®  
Intermountain Area

#### Contact Info

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801-363-4663



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