




*Celebrating*  
Ronald McDonald  
House Charities®  
Rochester, NY

# 2020 Sponsorship **OPPORTUNITIES**

**30**  
YEARS  
Westmoreland House

**15**  
YEARS  
House Within The Hospital

**5**  
YEARS  
RMHC Family Room



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# WE NEED YOUR HELP

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We rely 100% on community fundraising to support our kids and families.

[rmhcrochester.org](http://rmhcrochester.org)

Ronald McDonald House Charities of Rochester supports the health and wellness of children and their families through innovative programming, supportive services and community partnerships.



# Sponsorship Opportunities

keeping families close.

This year Ronald McDonald House Charities of Rochester, NY celebrates the milestone anniversaries of our Westmoreland House, House Within The Hospital and RMHC Family Room. For 30 years, we have looked to supporters like you to help us keep families close by facilitating access to top-notch pediatric care in our community.

Sponsors are **VITAL** because we rely 100% on fundraising to operate all of our programs.



PROGRAM CHAMPIONS



ADOPT-A-ROOM



ADOPT-A-CART



THE EVENT



THE SALE



GOLF CLASSIC



# Program Champions

No family is ever asked to pay for our services. Because we believe in caring for the caregiver, we provide respite spaces where food, beverage, laundry facilities, showers, and support services are complimentary. Funded 100% by community fundraising, we rely heavily on the donations and sponsorships of our generous supporters to keep our programs going. Please consider becoming a Program Champion of one of the following areas to help children and families in need of rest.

## **RMHC Family Room at Golisano Children's Hospital: \$50,000**

Families can spend time together and enjoy complimentary edible delights, do a quick load of laundry and or freshen up with a fast shower – the Family Room offers many comforts of home.

## **Westmoreland House Family Kitchen: \$25,000**

Open 24 hours, 7 days a week, the kitchen is open for families to grab a snack and enjoy a warm meal. Equipped with 3 refrigerators, 2 stoves and snack stations –the kitchen is a place for our guests to gather, talk and heal.

## **Mental Health and Wellness Lounge: \$25,000**

We are the first Ronald McDonald House in the United States to offer a respite area dedicated to mental health. The lounge is open to families of pediatric patients receiving care in the Department of Psychiatry at Strong Memorial Hospital.

## **Family Lounge at Rochester General Hospital: \$10,000**

Set aside for the families of pediatric patients, the Lounge offers a relaxing atmosphere for families to gather and recharge with baked goods.



Please contact David Kelly, Vice President, Community Engagement, for further details and sponsorship benefits.

Email: [Davek@rmhcrochester.org](mailto:Davek@rmhcrochester.org)





# Adopt-A-Cart

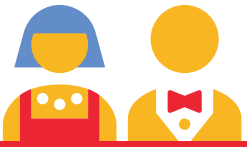


The Hospitality Cart supports outpatient children and their families by distributing healthy and nutritious snack bags as they leave their appointment at the Ambulatory Care Clinic at Strong Memorial Hospital.

## **Gold Cart Sponsor: \$1,000 provides nutritious snacks for 1 month**

- Company logo on snack bags\*
- Company name and logo with link listed on website
- Company logo tent positioned on the cart for length of sponsorship
- Recognition on RMHCR social media platforms
- Company name and logo included in Family Connections e-newsletter
- Private tour of RMHCR locations
- Two tickets to The Event: Celebrate\*

\*Applies for adoptions of 5 months or more.



# The Event: Celebrate

Supporting RMHC Rochester means creating a future filled with more care, more comfort, and more compassion. **The Event: Celebrate** will be held on Saturday, October 17, 2020. Attendees will have the opportunity to take a walk down memory lane while celebrating our milestone anniversaries.

## Table without sponsorship: \$2,000

*The Visionary: \$20,000*  
*The Dreamer: \$10,000*  
*The Stargazer: \$5,000*  
*The Enthusiast: \$3,000*

Name on pre-event materials including: Save the Date, invitation, initial e-communication and event press release (Must be confirmed by May 1st to be included on collateral)	•	•		
Company name and logo with link listed on <b>The Event</b> registration webpage	•	•	•	•
Company spotlight included in Family Connections e-newsletter, delivered to 14,000 households	•			
Company name and logo included in Family Connections e-newsletter	•	•	•	
Recognition at <b>The Event</b> on event signage	•	•	•	•
Reserved seating for guests at <b>The Event</b>	20	10	10	10
Live recognition during <b>The Event</b>	•	•		
Favors for each of your guests at reserved area	•			
Private tour of RMHCR locations with guests	20	10	10	
Boosted social media posts to our RMHCR 20,000+ audience	2	1	1	
Highlighted digital recognition during <b>The Event</b>	•	•		





# The Sale

**The Sale** is an exciting fundraiser where a range of new and gently used items—from furniture and décor to clothing and sporting goods—are all donated by the community and sold at bargain pricing. 100% of net proceeds supports the needs of our families.

This special sponsorship opportunity will allow RMHCR to tell the story of families throughout The Sale's location and promotional materials. It will give you special recognition throughout those materials and align your support with RMHCR's mission to keep families close. The Sale reaches over 35,000 shoppers across the Rochester region, all looking to invest in RMHCR's programs and future.



## Presenting Sponsor: \$5,000

**1 Opportunity**

- Company logo on The Sale's event poster
- Recognition on RMHCR Mission wall at The Sale's location
- Logo recognition at cash registers
- Logo and a live link to your website on The Sale's webpage
- Company spotlight, logo and a live link to your website in the RMHCR Family Connections e-newsletter
- 5 social media mentions across all RMHCR social media platforms
- Two tickets to The Event: Celebrate
- Private tour of RMHC Rochester facilities
- Exclusive naming over a department area

## Customer Experience Sponsor: \$2,500

**9 Opportunities**

Your participation as a Customer Experience Sponsor will give you unique logo placement — right on our check-out counter for guests to recognize you immediately. Your sponsorship will help RMHCR's current programs while providing means to mobilize future programs.

- Logo on a cash register
- Logo and a live link to your website on The Sale's webpage
- Logo and a live link to your website in the RMHCR Family Connections e-newsletter
- Recognition on all RMHCR social media platforms
- Private tour of RMHCR facilities

## Department Sponsor \$1,000

**10 Opportunities**

A Department Sponsor at The Sale will have a unique opportunity to align your business with one of The Sale's departments. From sporting goods to home decor, find the department that best fits your business. Your support as a Department Sponsor will create a tie between you and RMHCR's audience of generous and giving shoppers.

- Exclusive naming over a department area
- Logo and a live link to your website on The Sale's webpage
- Recognition on all RMHCR social media platforms

**Current department categories:** Home Decor, Clothing, Jewelry, Office and Crafts, Holiday, Housewares, Hardware and Garden, Furniture and Lamps, Sporting Goods, Babies, Toys, Bath and Bedroom, Electronics, The Library, Antique, Fine Art, and Vintage Goods.





# Red Tie Golf Classic

Irondequoit Country Club // 4045 East Avenue // Rochester NY 14618

**The Annual Red Tie Golf Classic is organized by the RMHCR Red Tie Society Advisory Board, a group of young professionals who support our mission.**

**Regular Foursome (no benefits): \$700**  
**Single Golfer (no benefits): \$175**

**June 15, 2020**  
**Registration: 11:00am**  
**Tee-Off 12:00pm**  
**Email: [redtie@rmhcrochester.org](mailto:redtie@rmhcrochester.org)**



**Gold**  
\$5,000

**Silver:**  
\$2,500

**Reception**  
\$2,000

**Lunch**  
\$1,500

**Golf Ball**  
\$1,500

**Longest Drive**  
\$1,000

**Hole-In-One**  
\$1,000

	Gold \$5,000	Silver: \$2,500	Reception \$2,000	Lunch \$1,500	Golf Ball \$1,500	Longest Drive \$1,000	Hole-In-One \$1,000
Number of foursomes included	2	1	1	1	1	1	1
Logo on marketing materials, dedicated social media mention, logo placement and verbal mention at awards reception	•						
Tee Sign	1	1				1	1
Recognition on event signage	•	•	•	•	•	•	•
Name recognition in RMHCR Family Connections e-newsletter	•						
Brochure placement in welcome bag	•	•					
Name recognition on social media	•	•	•	•	•	•	•
Number of recognition slides in golf cart slide show	1	1	1	1	1	1	1
Signage with logo prominently displayed at the awards reception			•				
Brief speaking opportunity			•	•			
Signage prominently displayed at lunch				•			
Logo on golf balls provided to each player					•		

Your donation will...

cover operating costs of the Family Room at the Golisano Children's Hospital for two weeks!

provide meals to families supported by the Ronald McDonald House of Rochester!

cover the cost of housing two families for a week!

support the Adopt-A-Cart Program which will provide nutritious snacks to children leaving outpatient appointments in the Pediatric Department at Strong Memorial Hospital!

provide healthy snacks and coffee for the RMHCR House Within The Hospital; a place for families to reside while their loved one receives the critical care needed!

provide healthy snacks and coffee for the RMHCR Mental Health and Wellness Lounge!

provide healthy snacks and coffee for the Family Lounge at Rochester General Hospital!



# Adopt-A-Room

## Could You Imagine...

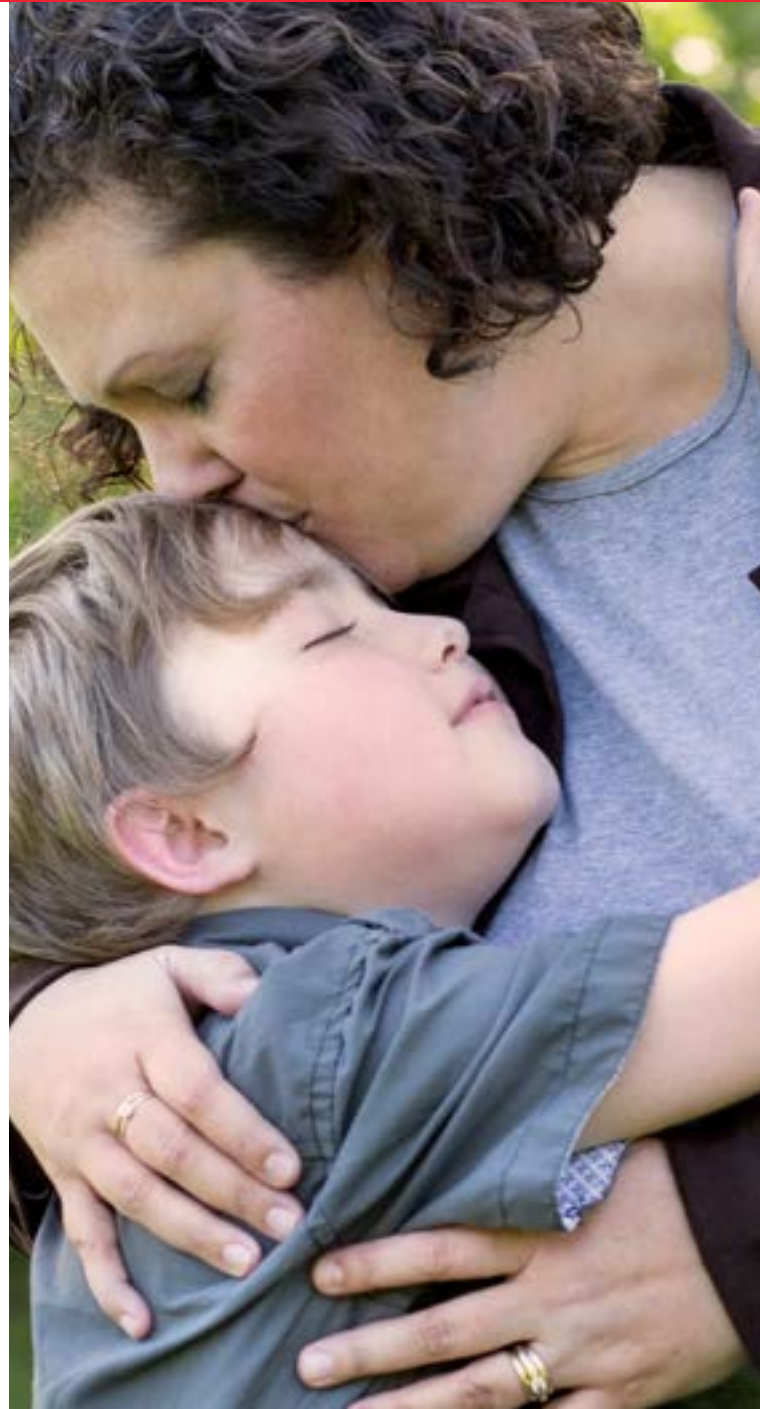
**having no place to comfortably call home during the most critical time of your life?**

Your support will maintain a room throughout the year by underwriting the cost of...

- Utilities
- Linens
- Cleaning
- Furniture
- Painting
- Carpet
- Repairs
- Support Services
- And More!

The **Adopt-A-Room** Program helps us to maintain comfortable and peaceful rooms for our families. Our goal is to create a home-away-from home, and your support is critical to helping. With 24 rooms at our Westmoreland location and 7 rooms at the House Within the Hospital, families get access to top-notch pediatric care for their children.

- » **\$5,000** adopts a guest room at the Westmoreland House
- » **\$10,000** adopts a guest room at the House Within the Hospital



## Sponsor Benefits

- Private tour of RMHCR facilities.
- First right of renewal\*
- Plaque inside adopted room.
- Listed on the Annual RMHCR Donor Wall.
- Listed on the RMHCR website.
- Recognition across all RMHCR social media platforms.
- Recognition in an issue of the RMHCR Family Connections e-newsletter.
- 2 tickets to **The Event: Celebrate**

\*Sponsorships are valid for one year.





Ronald McDonald House Charities® Rochester, NY



# Sponsorship Agreement

Thank you for your investment! Please return this form to:  
Krystle Ellis, Director of Communications and Events [krystlee@rmhcrochester.org]  
Ronald McDonald House Charities of Rochester, NY  
333 Westmoreland Drive, Rochester, NY 14620  
(585) 442-5437  
rmhcrochester.org

## Program Champions

- \$50,000 RMHC Family Room at Golisano Children's Hospital
- \$25,000 Mental Health and Wellness Lounge
- \$25,000 Westmoreland House Family Kitchen
- \$10,000 Family Lounge at Rochester General Hospital

## The Event: Celebrate

- \$20,000: The Visionary
- \$10,000: The Dreamer
- \$5,000: The Stargazer
- \$3,000: The Enthusiast

## Adopt-A-Room

- \$10,000 to adopt a guest room at the House Within the Hospital
- \$5,000 to adopt a guest room at Westmoreland House

## The Sale

- \$5,000 Presenting Sponsor
- \$2,500 Customer Experience Sponsor
- \$1,000 Department Sponsor

## Adopt-A-Cart

- \$1,000: Gold Cart Sponsor

## Red Tie Golf Classic

- \$5,000: Gold
- \$2,500: Silver
- \$2,500: Silver
- \$2,000: Reception
- \$1,500: Lunch
- \$1,500: Golf Ball
- \$1,000: Hole-In-One
- \$1,000: Longest Drive

Company Name (if applicable) \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

**Total Support: \$** \_\_\_\_\_

Check Enclosed       Send Invoice

Credit Card      Circle card type:    Visa    MC    AmEx    Disc

Number \_\_\_\_\_

Expiration \_\_\_\_\_      CSC \_\_\_\_\_

Signature \_\_\_\_\_