



**2024**

**ANNUAL SPONSORSHIP OPPORTUNITIES**



**Ronald McDonald  
House Charities®**  
Intermountain Area

# Expanding Our Reach: New Family Rooms in Lehi and Salt Lake City



Intermountain Primary Children's Hospital on the Larry H. and Gail Miller Family Campus in Lehi. Coming in February 2024.



Intermountain Primary Children's Hospital Wasatch Canyons Behavioral Health Campus. Coming in 2025.



# About Ronald McDonald House Charities® of the Intermountain Area



We strive to earn your trust each year. In 2023, RMHC once again received a 4-star ranking for non-profit accountability and excellence from Charity Navigator—the highest possible ranking.

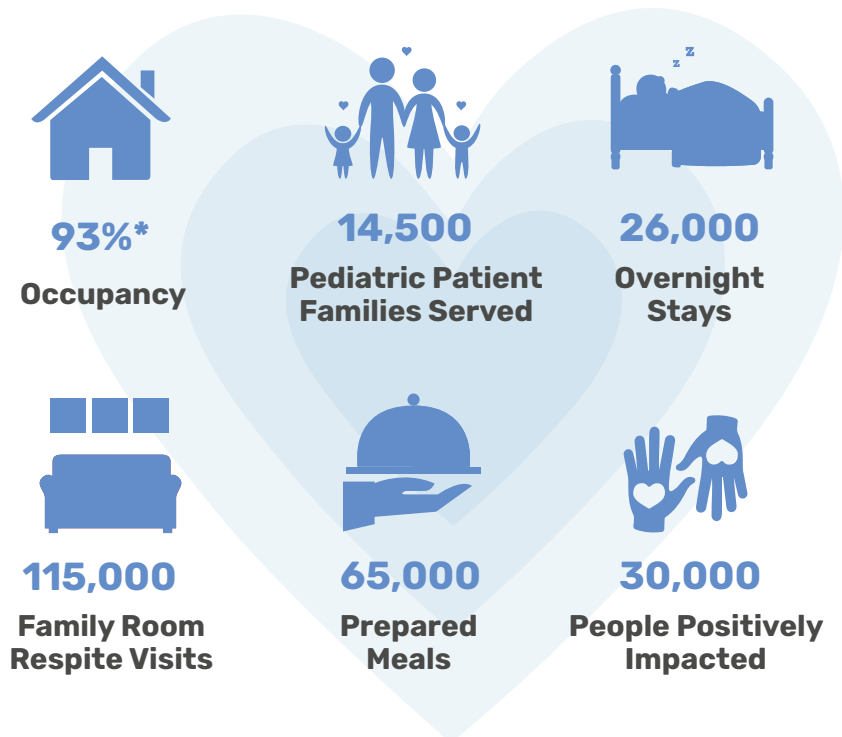


We have been recognized for an amazing five straight years as one of Utah's Top Workplaces by the *Salt Lake Tribune*.



We were recognized and awarded the title of "Best Charity in Utah to Donate To" by business.org in 2018.

## AVERAGE ANNUAL IMPACT



\*With average occupancy above 90% at Ronald McDonald House and Ronald McDonald Family Rooms, RMHC is often at capacity and can't serve all the pediatric patient families who need support.



# SPIRIT OF CHILDREN GALA

**Saturday, April 20, 2024**  
**The Grand America Hotel**

We invite you to join us for the RMHC Spirit of Children Gala—one of Salt Lake City's premiere fundraising events. In 2024, we are excited to welcome up to 1,200 attendees to raise over \$1,000,000 in support of our mission.

Sponsors of this flagship event have raised funds each year to directly support pediatric patients and their families. In fact, thanks to our donors and sponsors, the 2023 Spirit of Children Gala raised a record amount of support equivalent to covering the full cost of 13,291 nights!

## **Gala Sponsorship Package Recognition and Benefits**

All Gala sponsorship levels include the following proportional recognition and benefits, unless otherwise noted:

- Guest table(s) for 10 guests each with proportional placement relative to the main stage
- Sponsor name, logo, and/or advertisement of proportional sizes based on sponsorship level in our event program
- On-screen and signage recognition
- Recognition in the RMHC Annual Report
- Sponsorships at the \$15,000 level and above receive recognition on the RMHC 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 [rmhclsc.org/event/gala](https://rmhclsc.org/event/gala).



**SAVE THE DATE!**  
**SPIRIT OF CHILDREN GALA**  
**SATURDAY, APRIL 20, 2024**  
**THE GRAND AMERICA HOTEL**

# Sponsorship Opportunities



## GUARDIAN OF LIGHT SPONSOR - \$100,000

- Two tables of 10 guests each with premier placement at the Gala
- Special presentation prior to "Helping Hands" portion of the Gala
- Recognition for "Helping Hands" \$100,000 Grant Match
- Sponsor name, logo, and advertisement in event program (2-page spread)
- On-screen and emcee recognition with sponsor name on signage near stage

## MISSION SPONSOR - \$65,000\*

- Two tables of 10 guests each with premier placement at the Gala
- Recognition for "Helping Hands" \$10,000 Challenge
- Prominent logo placement throughout the Gala's "Mission Walk"
- Sponsor name, logo, and advertisement in event program (2-page spread)
- On-screen and emcee recognition with sponsor name on signage near stage

\* Mission also includes:

- Sponsorship of RMHC Annual Golf Tournament with two foursome entries
- Adopt-a-Room sponsor recognition on a guest room at the Ronald McDonald House or Family Room for one year

## GRATITUDE SPONSOR - \$35,000‡

- Two tables of 10 guests each with premier placement at the Gala
- Sponsor name, logo, and advertisement in event program (2-page spread)
- On-screen and emcee recognition with sponsor name on signage near stage

‡ Gratitude also includes:

- "Ace Sponsorship" of RMHC Annual Golf Tournament, including one foursome entry and logo on attendee gifts
- Adopt-a-Room sponsor recognition on a guest room at the Ronald McDonald House or Family Room for one year
- Annual Adopt-a-Meal sponsorship recognition

## JOY SPONSOR - \$25,000§

- One table for 10 guests with primary placement at the Gala
- Recognition during silent auction with logo displayed on mobile bidding site
- Sponsor name, logo, and advertisement in event program (one page)
- On-screen and emcee recognition with sponsor name on signage near stage

§ Joy also includes:

- Adopt-a-Room sponsor recognition on a guest room at the Ronald McDonald House or Family Room for one year

## LAUGHTER SPONSOR - \$15,000

- One table for 10 guests with prominent placement at the Gala
- Recognition on evening photo memorabilia
- Sponsor name, logo, and advertisement in event program (one page)
- On-screen and emcee recognition with sponsor name on signage near stage

## HEART SPONSOR - \$10,000

- One table for 10 guests with preferred placement at the Gala
- Recognition as the Heart Sponsor with logo on table signage
- Sponsor name, logo, and advertisement in event program (half page)
- On-screen and emcee recognition with sponsor name on signage

## STRENGTH SPONSOR - \$5,000

- One table for 10 guests with preferred placement at the Gala
- Sponsor name, logo, and advertisement in event program (half page)
- On-screen and signage recognition

# 36th ANNUAL RMHC GOLF TOURNAMENT

**August 2024**

**Location To Be Determined**

The RMHC Golf Tournament is one of the most anticipated fundraising events held along the Wasatch Front. Our popular scramble format ensures that participants of all levels enjoy a great day of golf while supporting families with seriously ill or injured children.

The tournament includes prizes and opportunity drawings. Breakfast, lunch, snacks, and beverages are also included for each player.

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!

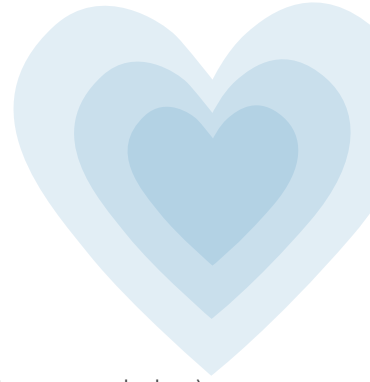
For updates, please visit our website at [rmhslc.org](http://rmhslc.org) or contact Stephanie Stevens, Director of Development, at [stephanie@rmhslc.org](mailto:stephanie@rmhslc.org).



**"I am overwhelmed at the compassion and empathy of those who serve these precious patients and their families. Thank you for your continued hospitality."**

**- RMHC Guest -**

# Sponsorship Opportunities



## TITLE SPONSOR - \$10,000 (1 available)

- Two foursomes (including all green fees, carts, food, beverages)
- Prominent recognition on all printed and digital general tournament signage
- Four seats at our 2025 Spirit of Children Gala
- Two complimentary Player Packets (one for each foursome; provides in-game advantages, see below)
- RMHC player jackets for both foursomes

## PRO SPONSOR - \$7,500

- Two foursomes (including all green fees, carts, food, beverages)
- Prominent recognition on all golf carts, the putting contest, exclusive hole sponsorship, and the "Buy-A-Drive" prize
- RMHC player jackets for both foursomes

## ACE SPONSOR - \$5,000

- One foursome (including all green fees, carts, food, beverages)
- Prominent logo recognition on golf attendee gifts
- RMHC player jackets

## CHAMPION SPONSOR - \$4,000 (2 available)

- One foursome (including all green fees, carts, food, beverages)
- Prominent logo placed on the First and Second Flight Prize Category, as well as on either the commemorative photo frame or the golfer gift bag, both provided to each golfer (first-come, first-served)
- RMHC player jackets

## FAMILY SPONSOR - \$3,000 (9 available)

- One foursome (including all green fees, carts, food, beverages)
- Prominent signage recognition at choice of meal: Breakfast, Snacks and Beverages, or Lunch
- RMHC player jackets

## EAGLE SPONSOR - \$2,000

- One foursome (including all green fees, carts, food, beverages)
- Exclusive hole sponsorship with signage. Includes option for physical presence (such as a table) at hole

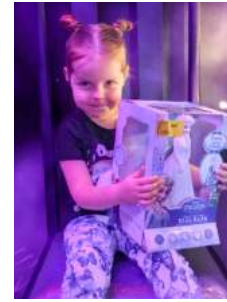
Early Bird Player Packets may be purchased for \$200 any time before August 1st, 2024—a \$340 value! Packets include: 8 mulligans, 2 frupps, 1 buy-a-drive, 1 buy-a-birdie, 1 free drop, 4 putting contest opportunities, and 4 opportunity drawing tickets.

**NOTE: Sponsorships must be confirmed by July 15, 2024 to secure recognition on golf items.**



# ADOPT-A-ROOM PARTNERSHIP PROGRAM

We invite individuals, companies, foundations, and organizations to be annual sponsors of a room or other special areas for families at the Ronald McDonald House or Ronald McDonald Family Rooms.



## Partnership Impact

Your contributions directly impact pediatric patient families by providing vital resources and restorative care at no cost to them, including:

- Lodging accommodations for families in Guest Bedrooms at the Ronald McDonald House, or Overnight Retreat Rooms at the Ronald McDonald Family Rooms
- Access to laundry, kitchen, showers, games, and toiletries at the Ronald McDonald House and Family Rooms
- Access to activities at the Ronald McDonald House, including an indoor playroom, outdoor playground in the Backyard Park, craft making in the Inspiration Room, workout equipment, video games, billiard games, movie nights, monthly activities, and much more
- A sense of community from being with other families going through similar experiences

## Adopt-a-Room Benefits

The generosity of your Adopt-a-Room partnership will be recognized in these ways:

- Prominent Signage  
*Your name on room sign in a designated area and on our donor wall throughout your year of sponsorship*
- Website Recognition  
*Your family name, foundation name, company name or logo on the RMHC website*
- Impact Report  
*You will receive annual statistics about the families we serve, which includes recognition of your support*
- Social Media Coverage  
*Highlight of room adoption with photos on RMHC social media platforms*
- Thank You Message from RMHC  
*Includes a displayable photo of your room signage for your home, office, or to be given as an honorarium*
- In-Person Recognition Tour  
*Schedule a personal tour to directly see the difference your gift is making*
- In-House Volunteer Opportunity  
*Cook a meal for the families on-site at the Ronald McDonald House or Family Rooms*
- Future Opportunity Claim  
*Your partnership with us is assured, giving you first right of refusal for room adoption in subsequent years*



# Sponsorship Opportunities

## \$25,000 PREMIERE ROOM SPONSORSHIPS

- Playroom, Extended Stay Suite, and Laundry Room at the Ronald McDonald House
- Kitchen and Dining Room at the Ronald McDonald House, along with Adopt-a-Meal recognition
- Kitchen and Dining Room at the Ronald McDonald Family Room (PCH 3rd Floor), along with Adopt-a-Meal recognition
- Great Room, Guest Room, and Adopt-a-Meal Sponsor at either the Ronald McDonald House or Ronald McDonald Family Room (PCH 3rd Floor)

## \$15,000 PROMINENT GATHERING SPACE SPONSORSHIPS

- Kitchen or Dining Room at the Ronald McDonald House
- Kitchen or Dining Room at the Ronald McDonald Family Room (PCH 3rd Floor)
- The Great Room at the Ronald McDonald House
- The Great Room/Lounge Area at the Ronald McDonald Family Room (PCH 3rd Floor)
- The Sitting/Kitchenette Area at the Ronald McDonald Family Room (PCH 2nd or Floors, or U of U NICU)

## \$10,000 FAMILY AND COMMON AREA SPONSORSHIPS

- Extended Stay Suites
- Family Gathering Space
- Playroom
- Welcome Room
- Game Room
- Community Room
- Theater Room
- Laundry Room
- Red or Blue Cottage Sitting Areas

## \$5,000 GUEST ROOM SPONSORSHIP

- Guest Bedroom at the 75-room Ronald McDonald House
- Overnight Retreat Room at one of our Ronald McDonald Family Rooms at Primary Children's Hospital (PCH 2nd, 3rd, or 4th Floors and PCH Lehi) or University of Utah Hospital NICU (U of U)

## \$5,000 ADOPT-A-MEAL SPONSORSHIP

- General Meals & Snacks (Ronald McDonald House or Ronald McDonald Family Room PCH 3rd Floor or PCH Lehi)

## \$2,500 ADOPT-A-MEAL SPONSORSHIP

- Grab & Go Snacks (Ronald McDonald Family Room at PCH 2nd Floor, 4th Floor, or UofU NICU)

For more information or to create your own custom package, please contact:

Danika Kimball, Campaign and Grant Manager  
801-363-4663  
danika@rmhslc.org



## OTHER OPPORTUNITIES

### Employee Engagement at Your Workplace

Ronald McDonald House Charities would love to share our mission with employees at your organization. We can happily work with you to plan an impactful employee service project, share options for employee giving programs, or offer presentations on the work we do and the impact you can have.

### Giving Tuesday Donor Matches

Giving Tuesday happens each year just after Thanksgiving, Black Friday, Small Business Saturday, and Cyber Monday. It is one of the largest charitable giving days of the year. You or your organization can provide matching dollars or challenge grants to help us inspire our followers to raise money through our online and email campaigns.

For more information, please contact Kacie Pecor, Chief Development & Engagement Officer: [kacie@rmhslc.org](mailto:kacie@rmhslc.org)



# Annual Sponsorship Opportunities

We value your support and look forward to your partnership. Donations can be paid in one lump sum, divided between selected programs, or paid separately throughout the year. If you have any questions, please contact Vickie Moschetti, Chief Philanthropy Officer, at 801-363-4663 or by email at [vickie@rmhslc.org](mailto:vickie@rmhslc.org).

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+ Premiere Rooms
- \$15,000 Prominent Gathering Spaces
- \$10,000 Family and Common Areas
- \$5,000 Guest Rooms

**ADOPT-A-MEAL & STOCK OUR SHELVES**

- \$5,000 General Meals & Snacks
- \$2,500 Grab & Go Snacks
- \$1,000 Stock Our Shelves
- \$500 Dinner
- \$300 Lunch
- \$200 Breakfast

**SPIRIT OF CHILDREN GALA**

- \$100,000 Guardian of Light Sponsor
- \$65,000 Mission Sponsor
- \$35,000 Gratitude Sponsor
- \$25,000 Joy Sponsor
- \$15,000 Laughter Sponsor
- \$10,000 Heart Sponsor
- \$5,000 Strength Sponsor

**GOLF TOURNAMENT**

- \$10,000 Title Sponsor
- \$7,500 Pro Sponsor
- \$5,000 Ace Sponsor
- \$4,000 Champion Sponsor
- \$3,000 Family Sponsor
- \$2,000 Eagle Sponsor

**GIVING TUESDAY**

- \$1,000+ Matching Sponsor for #GivingTuesday Donations

**PAYMENT OPTIONS**

- 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 here:*

\_\_\_\_\_

**Online Payments can be made here:** [rmhslc.org](http://rmhslc.org)

**Make checks payable to:** Ronald McDonald House Charities

**Credit card payments:**     Visa             MasterCard             American Express             Discover Card

Card # \_\_\_\_\_ Exp. (mm/dd/yyyy) \_\_\_\_\_

Name on Card \_\_\_\_\_ Security Code \_\_\_\_\_

Signature \_\_\_\_\_

**Please return to:**  
 Vickie Moschetti - RMHC  
 935 East South Temple, Salt Lake City, UT 84102  
 Or email to: [vickie@rmhslc.org](mailto:vickie@rmhslc.org)



Scan To Give






Ronald McDonald  
House Charities®  
Intermountain Area

#### Contact Info

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 801-363-4663

 [hello@rmhslc.org](mailto:hello@rmhslc.org)

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