



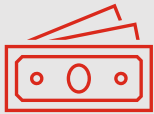
Ronald McDonald  
House Charities®  
Jacksonville

# 2022 Event Sponsorship Opportunities

# Our Mission

Ronald McDonald House Charities® of Jacksonville supports the health and well-being of children by providing lodging, meals, transportation and a community of care to critically ill children and their families who need to be near a hospital for treatment.

# Our Impact



## \$1.9 Million+

Approximate amount of money RMHC Jacksonville saved families in lodging, meals, transportation and laundry services each year



## 35,000+

Total number of families served by RMHC since our inception in 1988



## 20,334

Total number of Meals Served to our families in 2021



## Pediatric Cancer Cardiology Premature Birth

Top Diagnoses of Children served by RMHC of Jacksonville



# Ronald McDonald House



At the heart of Ronald McDonald House Charities of Jacksonville is the Ronald McDonald House. The complimentary services and amenities our organization provides includes comfortable guest rooms, meals prepared daily by our Culinary Director, Chef Vernetta, reliable transportation, a fully-stocked pantry, laundry facilities, fitness center, indoor/outdoor play areas, overnight security, the affection of our Facility Dog, REED and dedicated staff available to provide additional assistance and support directly to families 24/7 including weekends and holidays.

# Ronald McDonald House Family Room @ Wolfson Children's Hospital



The Jacksonville community is further supported by the Ronald McDonald Family Room which is located just outside the pediatric intensive care unit at Wolfson Children's Hospital and serves more than 25,000 visitors annually. The Family Room provides visiting families access to complimentary coffee, snacks, an electronics charging station, games, iPads and the helpful and listening ear of a trained volunteer.

# Our Families...



We honestly don't know what we would have done without the Ronald McDonald House. Because of you, we were able to spend as much time as possible at the hospital with our baby, Haze. Blessings to you all for doing such an amazing job, not just for our family but to countless others! We are extremely grateful and will forever hold Ronald McDonald House close to our hearts. - The Godwin Family



**Emerson, 4 years old**  
Cardiology Patient



# Brand Awareness



RMHC of Jacksonville received a 4-star rating with Charity Navigator for three consecutive years, indicating donors can "Give with Confidence"



Good Housekeeping has listed RMHC as one of 'The Best Charities to Give to Right Now'



RMHC of Jacksonville's Twitter Engagement is currently 5.9% (Non-Profit Industry Average is 0.055%)\*



RMHC of Jacksonville's Facebook posts reach over 37,000 Facebook users organically (Nov. 4- Feb. 4)



RMHC of Jacksonville's 2021 Engagement Rate (9.21%) is several times the 2021 Engagement Rate for the Non-Profit industry which is currently 1.41%.\*

\* Data taken from RivalIQ.com 2021 Social Media Industry Benchmark Report

# 2022 McGala





# 2022 McGala

Saturday, May 7, 2022 • 6:00PM • Sawgrass Marriott Golf Resort & Spa

Everybody cut loose as we celebrate the era of the 80's! With its iconic fashion trends, classic music ballads and unforgettable pop culture, the 80's is the perfect theme for this year's McGala fundraiser event! Following a two-year hiatus, we are excited to enjoy an incredible evening of food, cocktails, music, live and silent auctions, dancing and fundraising to support the mission of Ronald McDonald House Charities of Jacksonville.

## *"Footloose" Presenting Sponsor - \$25,000*

- Premium table seating for (20) with exclusive Event Cocktail
- Special recognition during opening remarks and throughout event
- Brief speaking opportunity during cocktail hour or program
- Prominent recognition of sponsorship via digital and print promotions during event, on Event Program, Event Website, Save The Date, Invitation, Printed Newsletter, and Annual Report
- Sponsorship highlighted with (3) dedicated posts on RMHC Jacksonville 'social media, including profile of Executive Leader
- Link to your company website on event landing page
- Sponsorship recognition on Valet Parking Tags
- Part of your sponsorship will underwrite our "Take Home Meal Program" for one month

## *Table Purchase - \$3,500*

- Standard table seating for 10 guests

## *"Holding Out For A Hero" Sponsor - \$10,000*

- Premium Table seating for (10) guests
- Special recognition during opening remarks and throughout event
- Sponsorship listed on Event Program, Event Website, Save The Date, Invitation, Printed Newsletter, and Annual Report
- Sponsorship highlighted with (1) dedicated posts on RMHC of Jacksonville's social media accounts
- Corporate Employee Engagement Opportunities Include: Volunteer opportunities to cook and serve meals to our families throughout the year
- Company Team for our 2022 Light Up The House 5K & Family Day event

## *"Let's Hear It For The Boy" Sponsor - \$7,500*

- Premium Table seating for (10) guests
- Separate VIP Registration
- Exclusive Event Cocktail, Premium Liqueur/Champagne Package
- Recognition of sponsorship on Event Program
- Sponsorship listed on Event Website, Event Program, Printed Newsletter and Annual Report
- Opportunity to support an activity within our House



# Annual Sporting Clays Classic

# Sporting Clays Classic

Thursday, September 29, 2022 9:00AM • Jacksonville Clay Target Sports

Join us as for our annual Sporting Clays Classic at Jacksonville Clay Target Sports-one of the oldest and continuously operating sporting clubs in the country! Novices and professionals alike are welcome to this state-of-the art course featuring everything you need to bust clays while supporting our mission. Join us for a post-event BBQ lunch, raffles, live auction and maybe get the chance to acquire rare bourbon!

## *Presenting Sponsor - \$10,000*

- Entry fee for 4 teams (16) participants
- Logo featured on the Event Website
- Presenting sponsor signage at beginning and end of course
- Presenting sponsor signage at Registration
- Verbal recognition as the presenting sponsor during event's awards ceremony
- Highlighted as the Presenting Sponsor on all print and electronic materials
- Opportunity to include product/materials in event attendee gift bags
- Ammunition, breakfast and lunch included for all team members
- Listed as the Presenting Sponsor in pre and post event e-newsletters, printed newsletters and Annual Report

## *PULL! Sponsor - \$7,500*

- Entry fee for 3 teams (12) participants
- Signage featuring company logo on (2) course stations
- Verbal recognition as the presenting sponsor during the events awards ceremony
- Opportunity to include product/materials in event attendee gift bags
- Ammunition, breakfast and lunch included for all team members
- Listed as the Pull! Sponsor in pre and post event E-newsletters, Printed Newsletter and Annual Report

## *Stand Sponsors - \$5,000*

- Entry fee for 2 teams (8) participants
- Signage featuring company logo on (1) course station
- Opportunity to include product/materials in event attendee gift bags
- Ammunition, breakfast and lunch included for all team members
- Listed as Stand Sponsor in pre and post event E-newsletters, Printed Newsletter and Annual Report



# Annual Golf Classic

# Annual Golf Classic Event

Monday, October 10, 2022 • 9:30AM • TPC Sawgrass

We are thrilled to have you join us on the beautiful greens of the famed TPC Sawgrass Stadium as we host our Annual Golf Classic event. This premier event provides an unparalleled golf experience complete with unforgettable live and silent auctions, on-course contests, lunch and more!

## *Presenting Sponsor - \$20,000*

- Player registration for 8 golfers, including tee gifts, breakfast, lunch, and cocktail reception
- Special recognition during welcome and cocktail reception
- Prominent listing as Presenting Sponsor throughout the event including all golf carts
- Opportunity to speak and present golf prizes during the cocktail reception
- Sponsorship featured on Event Website, Printed Newsletter, and Annual Report
- Opportunity to provide company branded tee gift bags
- Opportunity to place corporate materials in tee gift bags
- Sponsorship highlighted on RMHC of Jacksonville's social media accounts

## *Eagle Sponsor - \$10,000*

- Player registration for 4 golfers, including tee gifts, breakfast, lunch, and cocktail reception
- Prominent listing as Eagle Sponsor throughout the event
- Special recognition during cocktail reception
- Sponsorship featured on Event website, Printed Newsletter and Annual Report
- Opportunity to place corporate materials in tee gift bags
- Sponsorship highlighted on RMHC of Jacksonville's social media accounts

## *Birdie Sponsor - \$7,500*

- Player registration for 4 golfers, including tee gifts, breakfast, lunch, and cocktail reception
- Sponsorship recognized at event registration and cocktail reception
- Sponsorship featured on event website, Printed Newsletter, and Annual Report

## *Golf Foursome - \$5,500*

- Player registration for four golfers, including tee gifts, breakfast, lunch and cocktail reception

## *Photography Sponsor - \$2,500*

- Sponsor logo will appear on signage designating their company as the Photography Sponsor at the hole where all golfer's photos will be captured by a professional photographer.



# Light Up The House 5K & Family Day

# Light Up The House 5K & Family Day

Saturday, December 3, 2022 • 8:00AM • Ronald McDonald House/San Marco Community

Calling athletes of all levels -grab your sneakers and get ready to "Light Up The House" during the festive holiday season for critically ill children staying at Ronald McDonald House! Our FREE Family Day Festival features music, games, giveaways and special guest appearances perfect for the entire family!

## *Presenting Sponsor - \$20,000*

- Recognition as the Presenting Sponsor with company logo on Event Flyer
- Company logo included on Race T-shirt
- Opportunity to place marketing materials in runner bags
- 20 complimentary runner registrations
- Recognition on Light Up The House 5K Event Website
- Recognition on Event Website, E-newsletters, Printed Newsletter and Annual Report
- Presenting Sponsors recognition on distributed Press Releases, Media Advisories, PSAs, social media and local community calendars
- Recognition as Presenting Sponsor on event banner displayed outside RMHC of Jacksonville House
- Opportunity to have company table at Light Up The House 5K & Family Day event

## *Sprinter Sponsor - \$10,000*

- Company logo included on Race T-shirts
- Opportunity to place marketing materials in runner bags
- 15 complimentary runner registrations
- Recognition on Virtual Light Up The House 5K Event Website
- Recognition on Event Website, E-newsletters, Printed Newsletter, Annual Report and RMHC of Jacksonville's social media accounts
- Recognition as Sprinter Sponsor on event banner displayed outside RMHC of Jacksonville House

## *Runner Sponsor - \$5,500*

- Company logo included on Race T-shirts
- Opportunity to place marketing materials in runner bags
- 10 complimentary runner registrations
- Recognition on Event Website, E-Newsletters and Annual Report
- Recognition as Runner Sponsor on event banner displayed outside RMHC of Jacksonville House

## *Jogger Sponsor - \$2,500*

- Company logo included on Race T-shirts
- Opportunity to place marketing materials in runner bags
- 6 complimentary runner registrations
- Recognition on event Website, E-newsletters and Annual Report
- Recognition as Jogger Sponsor on event banner displayed outside RMHC of Jacksonville House

Raelann, 7  
Severe Auto Accident



Tristan, 21  
Traumatic Brain Injury





Ronald McDonald  
House Charities®  
Jacksonville

**Natalie Van Eron**  
Director of Development

**For additional Event Sponsorship Details**

Please contact Natalie Van Eron at 904-807-4672 or [nvaneron@rmhcjax.org](mailto:nvaneron@rmhcjax.org)



RMHC®  
Jacksonville



**Thank You for consideration of sponsorship to  
Ronald McDonald House Charities of Jacksonville.**

Your support will help keep critically ill children and their families close to the medical treatment and care they need.



RMHC  
Jacksonville



[www.rmhcjacksonville.org](http://www.rmhcjacksonville.org)



R.M.H.C.  
Jacksonville



TERRY  
FAMILY CAMPUS

