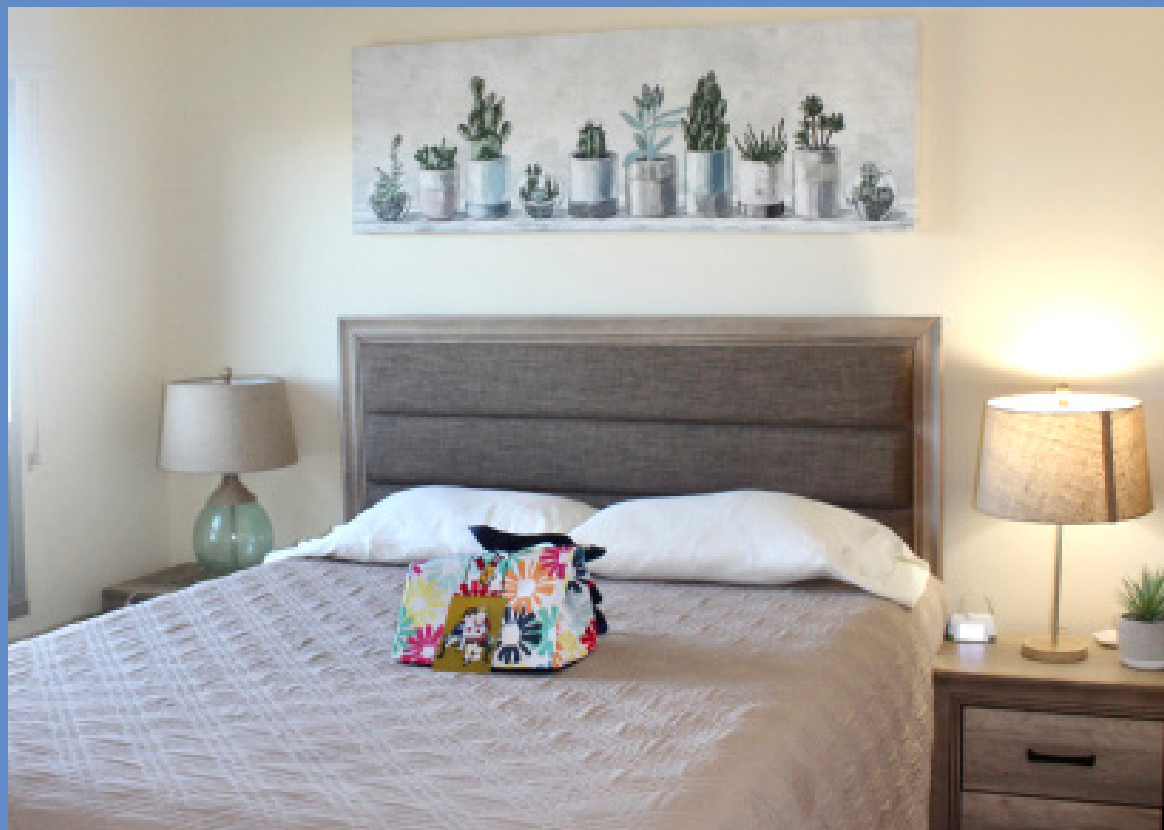


Community Partnership Guide



Ronald McDonald
House Charities®
of Central Texas



Adopt-A-Room

at the Ronald McDonald House®

- > \$5,000 annually per room
- > 30 available

Adopt-A-Room sponsors play a critical role in keeping families together during a pediatric medical crisis. Your gift helps cover the cost for families to stay in one of 30 suites, so they can focus on what's most important—their child.

Sponsorship includes the following benefits:

- Name and personalized message displayed outside room
- Name or logo on RMHC CTX website for the duration of the sponsorship
- Name, logo, or picture included in Adopt-A-Room highlights on RMHC CTX social media accounts
- Name or logo on digital welcome signage in Ronald McDonald House lobby for duration of sponsorship
- Name or logo in one bi-annual newsletter and e-newsletter
- Opportunity to provide a meal during the year in the Ronald McDonald House
- Sponsorship summary report of your year-long impact

Adopt-A-Family-Room

- > \$10,000 annually
- > 4 available in Austin
- > 2 available in the Brazos Valley

Adopt-A-Family-Room sponsors help cover the cost for families to stay in one of 6 Ronald McDonald Family Rooms inside Central Texas hospitals. Families stay just steps away from their ill or injured child in the Pediatric or Neonatal Intensive Care Units (PICU/NICU).

Sponsorship includes the following benefits:

- Name and personalized message displayed outside room
- Name or logo on RMHC CTX website for the duration of the sponsorship
- Name, logo, or picture included in Adopt-A-Room highlights on RMHC CTX social media accounts
- Name or logo on digital welcome signage in Ronald McDonald House lobby
- Name or logo in one bi-annual newsletter and e-newsletter
- Opportunity to provide a meal during the year in the Ronald McDonald House
- Sponsorship summary report of your year-long impact



Happy Wheels Cart Hero

- > \$10,000 annually per Happy Wheels Cart in Austin
- > 2 available
- > \$2,500 annually per Happy Wheels Cart in the Brazos Valley
- > 3 available

Happy Wheels Cart Heroes bring comfort directly to families staying at their child's hospital bedside. Stocked with items for children and their families, volunteers distribute complimentary coffee, snacks, toiletries, coloring books and more.

Sponsorship includes the following benefits:

- Name or logo and personal message on Happy Wheels Cart
- Name or logo on RMHC CTX website for duration of sponsorship
- Name, logo, or picture included in HWC Hero highlights on RMHC CTX social media accounts
- Name or logo on digital welcome signage in Ronald McDonald House lobby for duration of sponsorship
- Name or logo in one bi-annual newsletter and e-newsletter
- Sponsorship summary report of your year-long impact



Event Sponsorship

RMHC CTX hosts events throughout the year in the Austin and Bryan-College Station markets, with a variety of customizable sponsorship opportunities available to meet your needs.

BRYAN BROADCASTING CARES FOR KIDS RADIOTHON

February | Bryan-College Station

Local Brazos Valley radio stations partner with RMHC CTX for the Annual Bryan Broadcasting Cares for Kids Radiothon. Hourly sponsorships available (\$1,000 - \$3,000).

AMPLIFY AUSTIN

March | Austin

Become a matching gift sponsor during the biggest day of giving in Central Texas and help raise money for RMHC CTX families (\$5,000+).

STARLIGHT AFFAIR

Spring | Bryan-College Station

Starlight Affair brings together approximately 300 guests to gather under the stars for chef's tastings, live & silent auction, and LIVE music. A variety of sponsorship opportunities available (\$1,750 - \$15,000).

BRAZOS VALLEY GIVES

October | Bryan-College Station

This 24 hour day of giving supports all RMHC programs in the Brazos Valley. Become a matching sponsor and help raise money for RMHC CTX (\$5000+)

BANDANA BALL

October | Austin

Bandana Ball is attended by over 400 guests representing some of Austin's most influential and philanthropically minded residents. Join us for a seated dinner, live auction, and live music. A variety of sponsorship opportunities available (\$5,000 - \$40,000).

THIRD PARTY EVENTS

Sponsor's Choice | Austin and Bryan-College Station

Third party fundraisers are vital to providing comfort and care to families. RMHC CTX welcomes you to host a benefit, special event, or donation drive on behalf of the organization. We would love to hear about your ideas!



Matching Sponsorships

Matching sponsors help inspire and motivate event participants and annual donors to make their best gifts. Your support of a match will double a donor's impact and provide critical funds that allow RMHC CTX's services to remain free for our families.

Matching Opportunities:

Amplify Austin - March

This 24-hour day of giving helps raise between \$25,000-\$40,000 for families every year.

Reach: All digital including 4-5 emails to ~4,500 constituents, 18 social posts across 3 channels engaging ~12,000 followers

Spring Appeal - April/May

Annual spring fundraising campaign

Reach: Printed mailing to ~5,300 households, 3-4 emails to 3,300 constituents, 3 social posts across 3 channels engaging ~12,000 followers

Starlight Affair - Spring/Summer

A matching gift to inspire our Sponsor-A-Family (fund-a-need) portion of the live auction

Brazos Valley Gives - Fall

Become a matching sponsor and help raise money for RMHC programs in Brazos Valley.

Bandana Ball - Fall

A matching gift to inspire our Sponsor-A-Family (fund-a-need) portion of the live auction

Giving Tuesday - November/December

Help us kick off our end of year Be the Light campaign on Giving Tuesday!

Be the Light - November/December

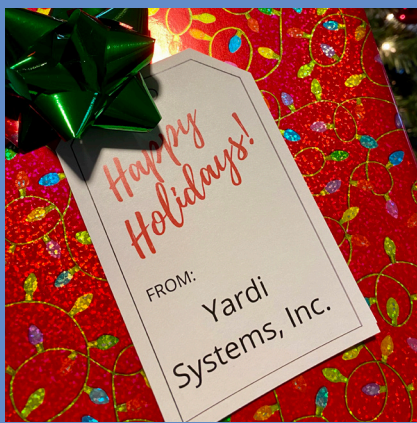
Our largest annual fundraising campaign

Reach: mailing including postcards to ~ 5,500 households, 5-7 emails to 17,300 constituents, 15 social posts across 3 channels engaging ~12,000 followers, potential local TV mention

Sponsorship can include the following benefits*:

- Logo recognition as the matching sponsor in emails and social posts about specific campaign or event
- Logo recognition in printed and on-site materials related to the event or campaign (if applicable, deadline permitting)
- Name or logo on RMHC CTX website for the duration of the sponsorship
- Recognition as matching sponsor in one bi-annual newsletter and e-newsletter
- Donor Impact Report to see your support in action

**specific details will be customized based on sponsorship level and opportunity selected*



RMHC CTX Holiday Season

Many families must stay at the Ronald McDonald House and in Ronald McDonald Family Rooms during the holiday season, away from their extended families. Through our holiday campaign, "Be The Light," you can brighten the holiday season for these families by providing them with compassion, care, and support.

The following naming opportunities, with additional digital recognition and activations, are available in November and December. Please reach out for full details on sponsorship benefits. Sponsorship activations subject to change as details are finalized.

RMHC Blocks & Media Partnership (1 available): \$15,000+

- Wrap the RMHC alphabet blocks on Barbara Jordan Boulevard in front of the Ronald McDonald House like holiday gifts with your name featured on a prominent gift tag.
- Your name or logo will be featured in a media buy with Fox 7 Austin during the month of December.

Santa's Workshop (1 available): \$5,000

- Your name or logo will appear at the entry to Santa's workshop in the RMHC CTX Community Room.
- Your group of up to 8 volunteers for one full day in Santa's Workshop, distributing gifts to families.

GivingTuesday Match (1 available): \$10,000+

- Your name or logo featured in emails and social media on GivingTuesday, a global day of giving the Tuesday after Thanksgiving.

Fence and Tree Illumination: \$5,000-\$9,999

- Your name or logo will appear on a banner or fence sign on at the Ronald McDonald House or in a Ronald McDonald Family Room.

Gingerbread Family Signage: \$2,500-\$4,999

- Your name or logo on will be featured on a gingerbread village near the playscape at the Ronald McDonald House or Brazos Valley Ronald McDonald Family Room garden.

Family Room Elves (7 available): \$1,001-\$2,499

- Your name or logo will be featured on a wreath outside of a Ronald McDonald Family Room.

Ronald McDonald House Interior Wreath (36 available): \$1,000

- Your name or logo on will be featured on a wreath on Ronald McDonald House Guest Suite or Ronald McDonald Family Room.

Holiday Wall: \$500-\$999

- Your name or logo on will be featured on a decorative holiday wall at the Ronald McDonald House or in a Brazos Valley Ronald McDonald Family Room.

Ornament Display: \$250-\$499

- Your name will be featured on an ornament displayed on the RMHC CTX holiday trees in the Ronald McDonald House or in a Ronald McDonald Family Room.