



Pasadena Ronald McDonald House

Gala 2016: Share in the Magic

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Elizabeth Dever, MBA, House Director

Dear Potential Sponsor:

On November 5, 2016, the Pasadena Ronald McDonald House will host our annual gala themed **"Share in the Magic"** at the Langham Huntington Hotel in Pasadena. This prestigious event will feature a reception and silent auction followed by dinner, an exciting live auction and dancing. We invite you to sponsor this special event. Your contribution is critical to our success and will also provide excellent exposure to more than **400** prominent guests from our community.

Your donation will help to:

- provide a "home away from home" for families of seriously ill children who are receiving medical treatment in local hospitals;
- keep families together while their children receive treatment, so they may participate in their children's care;
- offer meals lovingly prepared by volunteers;
- bring together families facing similar situations; and
- provide comfort and care from our dedicated staff and volunteers.

No family is ever turned away due to the inability to pay.

While the House receives valuable funding from McDonald's, **we are responsible for raising over 85% of our annual operating budget.** We greatly appreciate any assistance you can provide. Please review the Sponsorship and Underwriting form for the different sponsorship levels and benefits.

Thank you in advance for your time and generosity. If you have any questions, please contact Victoria Kemp, our Special Events Manager, directly at (626) 204-0410 or via e-mail at vkemp@rmhsc.org. We look forward to "Share in the Magic" with you!

Very truly yours,

Elizabeth Dever, MBA
Director

Kristin Thorell
2016 PRMH Gala Co-Chairs

Lynn Crouse



**Pasadena
Ronald
McDonald
House**

Gala 2016: Share in the Magic

Saturday, November 5, 2016

SPONSORSHIP OPPORTUNITIES

All levels receive recognition in invitation (if contribution is received by July 29, 2016), program, printed and internet materials. Level of program recognition indicated with each donation level.

*Please note the individual ticket price for our event is \$250.

Exclusive Presenting Sponsor \$25,000

- Two Tables for 10 with VIP premier seating
- Private Champagne Table Toast at Gala
- Podium Recognition during the Gala
- Full page ad on inside cover of event program
- Your Logo on PRMH Gala Step & Repeat Banner
- Logo on website

Diamond \$10,000

- Table for 10 with VIP premier seating
- Full page ad in program
- Logo on website
- 20 drink tickets

Platinum \$7,500

- Table for 10 with premier seating
- Full page ad in program
- Logo on website
- 10 drink tickets

Gold \$5,000

- Table for 10 with premier seating
- Half page ad in program
- Logo on website

Silver \$3,500

- Table for 10 with select seating
- Quarter page ad in program

Bronze \$1,000

- Two Seats at the Gala with select seating
- Recognition in program

UNDERWRITING OPPORTUNITIES

All levels receive recognition in invitation (if contribution is received by July 29, 2016), program, printed and internet materials. No event tickets provided.

- Dinner \$10,000
- Dessert \$7,500
- Valet \$5,000

- Entertainment \$2,500
- Program \$1,500
- Invitation \$1,000

- Centerpieces \$750
- Auction \$500
- Opportunity Raffle \$250

OTHER DONATION \$ _____ (amount)

PROGRAM BUSINESS OR TRIBUTE ADS

Final program size measures 7" x 9" (full color). See insert for ad specifications and requirements.
Limited Availability. All artwork must be received by September 30, 2016.

- Full Page (6.5" wide x 8.5" high) \$1,000
- Business Card (3.125" wide x 1.9375" high) \$200
- Half Page (6.5" wide x 4.125" high) \$600
- Design Fee (we create your artwork) \$50
- Quarter Page (3.125" wide x 4.125" high) \$300

Donor Name and/or Company _____

Name as you would like it in printed and online media _____

Phone _____ E-mail _____

Address _____ City _____ State _____ ZIP _____

Enclosed is my check in the amount of \$ _____ made payable to **Pasadena Ronald McDonald House**

Please bill my: Visa MC AMEX in the amount of \$ _____ Card # _____

Signature _____ Expiration Date _____ Security Code _____

Please return form and payment to: Pasadena Ronald McDonald House, 763 Pasadena Avenue, Pasadena, CA 91105

Thank you for your contribution to the PRMH Gala - Tax ID 95-3167869

For more information contact Victoria Kemp, Special Events Manager at vkemp@rmhcsc.org (626) 204-0410

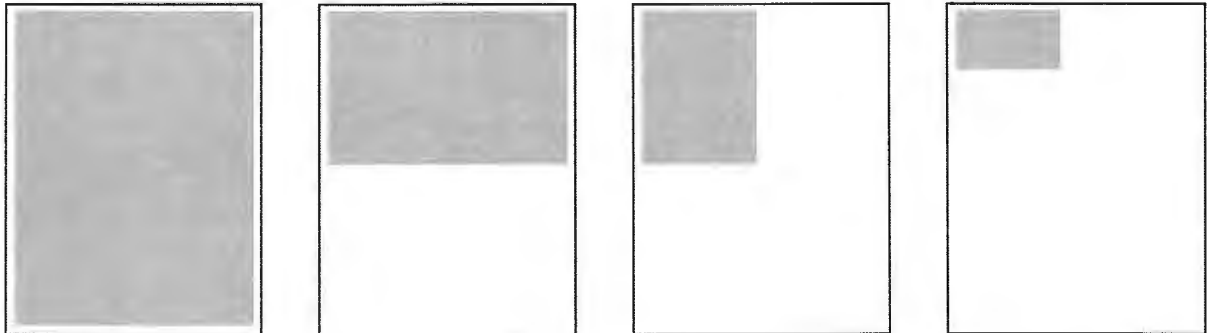


Gala 2016 Share in the Magic Saturday, November 5, 2016

PROGRAM ADVERTISING RATES & SPECIFICATIONS

FINAL PROGRAM SIZE 7" X 9" - FULL COLOR

<u>AD SIZE</u>	<u>COST</u>
Full Page (6.5" wide x 8.5" high)	\$1,000.00
Half Page (6.5" wide x 4.125" high)	\$600.00
Quarter Page (3.125" x 4.125" high)	\$300.00
Business Card (3.125" wide x 1.9375" high)	\$200.00
Design Fee (we create your artwork)	\$50.00



ARTWORK DUE SEPTEMBER 30, 2016

ARTWORK SPECIFICATIONS

Acceptable File Types: PDF, TIFF, JPEG, EPS (No Word, Excel or Publisher files will be accepted). All fonts must be outlined. Ad must be at 100% size and a minimum of 300 dpi resolution. All colors must be converted to CMYK. **Submit artwork to: Victoria Kemp at vkemp@rmhcsc.org**

Thank you for your contribution to the Pasadena Ronald McDonald House
Tax ID 95-3167869

Victoria Kemp, Special Events Manager
763 South Pasadena Avenue; Pasadena, CA 91105
Phone: (626) 204-0410 Fax: (626) 585-1688