



Ronald  
McDonald  
House®  
PASADENA

# 14TH ANNUAL FUNDRAISING GALA

# MOONLIGHT MARITIME

*an elegant nautical affair*

## 2018 GALA COMMITTEE

Ann Moore, Chair

Phyllis Harb, *Auction Chair*  
Lydia Valenta, *Auction Chair*  
Susan Ratliff, *Auction Chair*  
Kera Saenz De Maturana, *Live Auction Chair*

Jacqueline Ficht  
Suzanne Gati  
Valerie Gumbiner Weiss  
Patricia Kalish  
Koma Ko Leland  
Patricia Partida  
Britta Piotrowski  
Lynn Crouse  
Janet Sedgwick  
Patrice Cablayan  
Nancy Leichter  
Lora Unger  
Susan Weise  
Kim Hutchings  
Juli Schneiderman  
Andrea Fetterman  
Cindy Flynn  
MJ Gravel

## 2018 BOARD OF TRUSTEES

Carl Everett, *Board Co-Chair*  
C. Megan Foker, *Board Co-Chair*  
Paul Pernecky, *Treasurer*  
Brenda Burke, *Secretary*  
Christopher Allen  
Scott Delphey  
Christopher Felton  
Pete Giulioni  
Geoff Johansing  
Lou Lazatin  
Scott Olmstead  
Will Smith  
Kathryn Winslow, *Gala Board Liason*

Elizabeth Dever, MBA,  
*House Director*

Dear Friend of the House:

On November 3rd, 2018, the Pasadena Ronald McDonald House will host our annual gala themed, **“Moonlight Maritime: an elegant nautical affair”** 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 close 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 our Development Manager at (626) 204-0410 or visit [www.rmhcsc.org/pasadena](http://www.rmhcsc.org/pasadena). We look forward to sharing a fun and meaningful event with you!

Very truly yours,

Elizabeth Dever, MBA  
Director

Ann Moore  
2018 PRMH Gala Chair



**Ronald  
McDonald  
House®**  
PASADENA

# 14TH ANNUAL FUNDRAISING GALA

# MOONLIGHT MARITIME

*an elegant nautical affair*

## SPONSORSHIP OPPORTUNITIES

All levels receive recognition in invitation (if contribution is received by July 31, 2018), 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 \$30,000

- Two Tables for 10 with VIP premier seating
- Private sparkling wine 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 & signage

### DIAMOND \$15,000

- Table for 10 with VIP superior seating
- Full page ad in program
- Logo on website & signage
- 2 bottles of sparkling wine at your table
- Invitation to holiday donor party

### PLATINUM \$10,000

- Table for 10 with premier seating
- Full page ad in program
- Logo on website & signage
- 1 bottle of sparkling wine at your table
- Invitation to holiday donor party

### GOLD \$5,000

- Table for 10 with preferred seating
- Half page ad in program
- Logo on website
- Invitation to holiday donor party

### 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

Sub Total:

## UNDERWRITING OPPORTUNITIES

All levels receive recognition in invitation (if contribution is received by July 31, 2018), program, printed and internet materials. No event tickets provided.

- |   |  |   |   |
|---|--|---|---|
| <input type="checkbox"/> Dinner \$15,000    | <input type="checkbox"/> Valet \$5,000         | <input type="checkbox"/> Invitation \$1,000 | <input type="checkbox"/> Opportunity Raffle \$250 |
| <input type="checkbox"/> Reception \$10,000 | <input type="checkbox"/> Entertainment \$2,500 | <input type="checkbox"/> Centerpieces \$750 | <input type="checkbox"/> OTHER DONATION           |
| <input type="checkbox"/> Dessert \$7,500    | <input type="checkbox"/> Program \$1,500       | <input type="checkbox"/> Auction \$500      | \$ _____ (amount)                                 |

Sub Total:

## 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 14, 2018.

- |   |   |
|---|---|
| <input type="checkbox"/> Full Page (6.5" wide x 8.5" high) \$1,000      | <input type="checkbox"/> Eighth Page (3.125" wide x 1.9375" high) \$200 |
| <input type="checkbox"/> Half Page (6.5" wide x 4.125" high) \$600      | <input type="checkbox"/> Design Fee (we create your artwork) \$100      |
| <input type="checkbox"/> Quarter Page (3.125" wide x 4.125" high) \$300 |   |

Sub Total:

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 THE DEVELOPMENT MANAGER AT (626) 204-0410 OR VISIT [WWW.RMHCSC.ORG/PASADENA](http://WWW.RMHCSC.ORG/PASADENA)



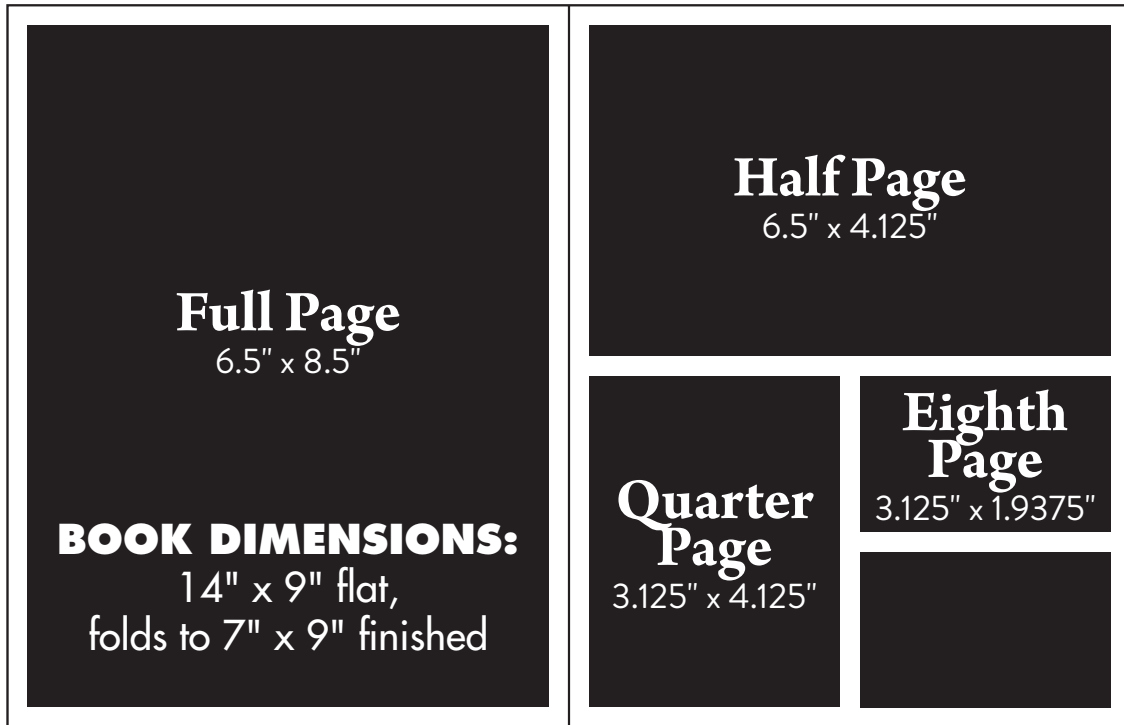
Ronald  
McDonald  
House®  
PASADENA

14TH ANNUAL FUNDRAISING GALA  
**MOONLIGHT MARITIME**  
*an elegant nautical affair*

**PROGRAM ADVERTISING RATES & SPECIFICATIONS**

FINAL program SIZE 7" X 9" - FULL color

<b>AD SIZE</b>	<b>COST</b>
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)	\$100.00



**ARTWORK DUE SEPTEMBER 15, 2018**

**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: Elizabeth Dever at [edevery@rmhcsc.org](mailto:edevery@rmhcsc.org)**

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

Elizabeth Dever, Director  
763 South Pasadena Avenue; Pasadena, CA 91105  
Phone: (626) 204-0400 Fax: (626) 585-1688