

26th Annual

*High Tea*  
FASHION SHOW

*Friday October 9, 2015*  
Balboa Bay Resort

.....

*Benefiting*



RONALD McDONALD  
HOUSE CHARITIES  
SOUTHERN CALIFORNIA

**Orange County  
Ronald  
McDonald  
House**

**SPONSORSHIP  
OPPORTUNITIES**



# ... High Tea Fashion Show ...

Dear Friends,

Since opening our doors in 1989, the Orange County Ronald McDonald House, its staff and volunteers have lovingly embraced thousands of families who have children being treated for serious illnesses in area hospitals. Our goal from the beginning has remained constant—to have families feel secure in a loving home environment.

Our Houses are built on the simple idea that nothing else should matter when a family is focused on the health of their child – not where they can afford to stay, where they will get their next meal or where they will lay their head at night to rest. We believe that when a child is hospitalized, the love and support of family can be a powerful healer.

On Friday, October 9, 2015 the Orange County Ronald McDonald House will celebrate another milestone by hosting its 26<sup>th</sup> Annual High Tea & Fashion Show at the prestigious Balboa Bay Resort. This sold-out event has built a loyal following of high wealth donors from the community and offers great exposure. We hope you will consider lending your support in one of the following ways:

- **Sponsorship** – We have a wide variety of sponsorships and underwriting opportunities available that allow companies and individuals to show their support.
- **Donate to our Auction** – During the day's event, we hold a silent and live auction featuring a variety of items donated by businesses, organizations and individuals.
- **Advertise in our Program** – *Showcase your business in the event's program to over 350 guests.*

The Orange County Ronald McDonald House provides a valuable community service to families facing the most difficult of life's challenges - the illness of a child. Our Ronald McDonald House, not only provides a place for families to stay, it also gives them a support network with other families facing similar circumstances.

We ask that you partner with us in our mission by supporting the 26<sup>th</sup> Annual High Tea Fashion Show. Please feel free to contact Ruth Wu, Special Events Manager, at 714-516-3669 if you have any questions or need additional information.

Many thanks in advance for your support!

Sincerely,

Deborah Chao  
Chair, 2015 High Tea Fashion Show Committee

26<sup>th</sup> Annual  
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# • Why become a Sponsor •

**SERVE** your community by actions, not words.

Build **RELATIONSHIPS** between your company and our market.

**ALIGN** with a well-respected and trusted brand.

Increase **VISIBILITY** – “Your company” logo on event advertising.

**STRENGTHEN** employee loyalty.

**ECLUSIVITY** – your name/company featured on signage, print, & web material.

**ENGAGE** your community through example by showing your support for the Orange County Ronald McDonald House.



# • Sponsorship Opportunities •

## Haute Couture Sponsor - \$10,000

- Two tables of 10 (first choice pre-event selection of seating location at the High Tea Fashion Show)
- Featured placement in all High Tea Fashion Show collateral, prominent signage with logo at the Balboa Bay Resort during the event and a full page ad or tribute in the High Tea Fashion Show program
- Special mention in Orange County Ronald McDonald House's newsletter distributed to over 11,000 email addresses
- Recognition on Orange County Ronald McDonald House's website
- Special feature in pre- and post-High Tea Fashion Show press releases and social media outreach
- Recognition in post-High Tea Fashion Show thank you through the Orange County Business Journal
- Special mention from stage during High Tea Fashion Show program
- Concierge service during and after the event to assist host and their guests (including auction checkout if applicable)
- Personalized place cards for guests at your two tables
- Special Host gift
- 25 Treasure tickets for Host to distribute to guests
- Personalized tableside photo opportunities with Ronald McDonald and your guests
- Complimentary Champagne at your two tables
- Haute Couture linen that distinguishes your two tables from other attendees
- Opportunity to place branded material in the gift bag for attendees

Tax deductible amount: \$7,500

## Avant Garde Sponsor - \$5,000

- One table of 10 (second choice pre-event selection of seating location at the High Tea Fashion Show)
- Full page ad or tribute in the High Tea Fashion Show program
- Recognition on Orange County Ronald McDonald House's website
- Special feature in pre- and post-High Tea Fashion Show press releases and social media outreach
- Recognition in post-High Tea Fashion Show thank you through the Orange County Business Journal
- 15 Treasure tickets for Host to distribute to guests
- Personalized tableside photo opportunities with Ronald McDonald and your guests
- Complimentary Champagne at your table

Tax deductible amount: \$3,750

## Individual Ticket - \$200

Tax deductible amount: \$75

## Très Chic Sponsor - \$3,000

- One table of 10 (prime location)
- Half page ad or tribute in the High Tea Fashion Show program
- Special feature in pre- and post-High Tea Fashion Show press releases and social media outreach
- Complimentary Champagne at your table

Tax deductible amount: \$1,750

## Posh Sponsor - \$2,000

- One table of 10
- Recognition in the High Tea Fashion Show program

Tax deductible amount: \$750

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Benefits	Haute Couture Sponsor \$10,000	Avant Garde Sponsor \$5,000	Très Chic Sponsor \$3,000	Posh Sponsor \$2,000
Two tables of ten				
One table of ten				
Recognition in all High Tea Fashion Show collateral & prominent signage				
Recognition in High Tea Fashion Show program				
Website recognition				
Full page ad or tribute in program				
Half page ad or tribute in program				
Pre- & post-High Tea Fashion Show press releases & social media outreach				
Recognition in post-High Tea Fashion Show thank you				
Special mention from stage during the program				
Concierge service				
Personalized place cards				
Host gift				
25 Treasure tickets				
15 Treasure tickets				
Personalized photo opportunities with Ronald McDonald				
Haute Couture table linen				
Opportunity for branded materials in gift bags				
Complimentary Champagne				

*Program Ad or Tribute  
Specifications*

\$1,200 – Center Spread

\$1,000 – Full Back Page

\$600 – Full Inside Front Cover – **SOLD!**

\$400 – Full Page Ad

\$200 – Half Page Ad

\$100 – Quarter Page Ad

\$50 – Business Card Ad

**Ad Dimensions:**

**Full Page:**

Height 8.5” x Width 5.5”

**Half Page:**

Height 4.25” x Width 5.5”

**Center Spread:**

Height 8.5” x Width 11”

**Quarter Page:**

Height 4.25” x Width 2.75”

**Business Card:**

Height 3.5” x Width 2”

**Graphic Requirements:**

Resolution: 300 dpi minimum

Color: full color

File formats: JPEG or PDF

**Deadline:**

September 4, 2015

to

[rwu@rmhcsc.org](mailto:rwu@rmhcsc.org)

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# Sponsorship & Program Ad or Ticket

## Payment Form

- |  |          |  |         |
|--|----------|--|---------|
| <input type="checkbox"/> Haute Couture Sponsor | \$10,000 | <input type="checkbox"/> Center Spread           | \$1,200 |
| <input type="checkbox"/> Avant Garde Sponsor   | \$5,000  | <input type="checkbox"/> Full Back Page Ad       | \$1,000 |
| <input type="checkbox"/> Très Chic Sponsor     | \$3,000  | <input type="checkbox"/> Full Inside Front Cover | \$600   |
| <input type="checkbox"/> Posh Sponsor          | \$2,000  | <input type="checkbox"/> Full Page Ad            | \$400   |
| <input type="checkbox"/> Individual Ticket     | \$200    | <input type="checkbox"/> Half Page Ad            | \$200   |
|  |          | <input type="checkbox"/> Quarter Page Ad         | \$100   |
|  |          | <input type="checkbox"/> Business Card Ad        | \$50    |

### Logo Information

a) In order to ensure the best possible reproduction of your logo, we require that you send us an Adobe Illustrator file (.eps or .ai) Be sure to include a color version as well as a solid black version of your logo.

b) A JPEG file is an acceptable format for recognition on our website; however, we cannot guarantee that the quality of your logo will be preserved when a JPEG file is also submitted for reproduction on a banner. If we determine that the logo quality is at risk of being compromised, we will recognize your organization in printed text rather than with your logo.

c) How you would like your name or company listed on signage and website?

\_\_\_\_\_

Please complete and return the application form. Please indicate your preferred method of payment.

MC       Amex       Visa       Check (our preferred method)  
Name \_\_\_\_\_

Card # \_\_\_\_\_ Exp / CCV \_\_\_\_\_ Exp. Date \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Company Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Questions/concerns:

Orange County Ronald McDonald House | 383 S. Batavia Street, Orange, CA 92868  
Ruth Wu Tel: 714.516.3669 | Email: [rwu@rmhcsc.org](mailto:rwu@rmhcsc.org)

# • Underwriting Opportunities •

We welcome your support to help us cover the expenses of our event. Event underwriters are key to making our event a success. With your generous donation, you will be recognized in the High Tea Fashion Show program. Custom underwriting packages are also available. All donations are 100% tax deductible and multiple underwriting support is needed. Please contact Ruth Wu at [rwu@rmhcsc.org](mailto:rwu@rmhcsc.org) to discuss.

<input type="checkbox"/> <b>Apéritif \$2,000</b> <i>Supports the High Tea Champagne</i>	<input type="checkbox"/> <b>Paparazzi \$1,000</b> <i>Supports the High Tea Fashion Show photography, audio and visual production</i>
<input type="checkbox"/> <b>Catwalk \$2,000</b> <i>Supports the High Tea Fashion Show</i>	<input type="checkbox"/> <b>Canapé \$750</b> <i>Supports the High Tea Fashion Show luncheon</i>
<input type="checkbox"/> <b>Fashionista \$1,750</b> <i>Supports the High Tea Fashion Show models</i>	<input type="checkbox"/> <b>Comp card \$750</b> <i>Supports the High Tea Fashion Show invitations</i>
<input type="checkbox"/> <b>In Vogue \$1,500</b> <i>Supports the High Tea Fashion Show event promotion in media and print materials</i>	<input type="checkbox"/> <b>Merriment \$500</b> <i>Supports the High Tea Fashion Show entertainment</i>
<input type="checkbox"/> <b>Run of Show \$1,250</b> <i>Supports the High Tea Fashion Show reception and ballroom</i>	<input type="checkbox"/> <b>Pizazz \$500</b> <i>Supports the High Tea Fashion Show silent auction</i>
<input type="checkbox"/> <b>Glitterati \$1,000</b> <i>Supports the High Tea Fashion Show decor</i>	<input type="checkbox"/> <b>Dazzling \$500</b> <i>Supports lunch/snacks for the event volunteers</i>
<input type="checkbox"/> <b>Momento \$1,000</b> <i>Supports the High Tea Fashion Show party favors</i>	<input type="checkbox"/> <b>"Make it work" Sponsor \$_____</b> <i>Please call for custom opportunities</i>

TOTAL UNDERWRITING OPPORTUNITIES: \$

If you would like to use a credit card, please complete the following information:

Please complete and return the application form. Please indicate your preferred method of payment.

MC
  Amex
  Visa
  Check (our preferred method)

Name \_\_\_\_\_

Card # \_\_\_\_\_ Exp / CCV \_\_\_\_\_ Exp. Date \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Company Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Questions/concerns:  
 Orange County Ronald McDonald House | 383 S. Batavia Street, Orange, CA 92868  
 Ruth Wu Tel: 714.516.3669 | Email: [rwu@rmhcsc.org](mailto:rwu@rmhcsc.org)





# • Auction Donation Form •

## CONTACT INFORMATION

Donor Name: \_\_\_\_\_

Contact Name (if donor is a company): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

## DONATED ITEM

Name of Item Donated: \_\_\_\_\_

\*Description of Item: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Restrictions: \_\_\_\_\_

\_\_\_\_\_

Expiration Date: \_\_\_\_\_ Value of Item: \_\_\_\_\_

\*If your item includes multiple services or products please detail in description.

Item/Certificate enclosed

Please pick up item at \_\_\_\_\_ on \_\_\_\_\_  
*Location Date*

Please create a certificate

Please drop off/ send all items to:

Orange County Ronald McDonald House

c/o Ruth Wu

383 S. Batavia Street

Orange, CA 92868

Deadline: Friday 9.30.2015

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