



**Pasadena  
Ronald  
McDonald  
House**

## **Gala 2015: Venetian Masquerade**

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Kristen Thorell, *Chair*  
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Evelyn Cornwell  
Jennifer DeBoskey  
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Hoby Golley  
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Rebecca Johnson  
Patricia Kalish  
Penny Kirby  
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Christie Lipscomb  
Susan Ratliff  
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Janet Sedgwick  
Faith Segal  
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Valerie Gumbiner Weiss  
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### 2015 Board of Trustees

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Julie Pemecky

Elizabeth Dever, MBA, *House Director*

Dear Potential Sponsors:

On November 7, 2015, the Pasadena Ronald McDonald House will host our annual gala at the Langham Huntington Hotel in Pasadena, themed a **"Venetian Masquerade."** 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 **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 Elizabeth Dever, our Director, directly at (626) 204-0400 or via e-mail at [edever@pasadenarmh.org](mailto:edever@pasadenarmh.org).

Very truly yours,

Elizabeth Dever, MBA  
Director

Sarah Porath

Kristin Thorell  
2015 PRMH Gala Co-Chairs



**Pasadena  
Ronald  
McDonald  
House**

**Gala 2015:  
Venetian Masquerade**  
Saturday, November 7, 2015

**SPONSORSHIP OPPORTUNITIES**

All levels receive recognition in invitation (if contribution is received by July 31, 2015), program, printed and internet materials. Level of program recognition indicated with each donation level.

**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
- 10 drink tickets

**Gold \$5,000**

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

**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 31, 2015), program, printed and internet materials. No event tickets provided.

- Dinner \$10,000
- Dessert \$7,500
- Bar \$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 8.5" x 11" (full color). See insert for ad specifications and requirements. Limited Availability. All artwork must be received by September 30, 2015.

- Full Page (8" wide x 10.5" high) \$1,000
- Half Page (8" wide x 5.125" high) \$600
- Quarter Page (3.875" wide x 5.125" high) \$300
- Business Card (3.5" wide x 2" high) \$200
- Design Fee (we create your artwork) \$50

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 Elizabeth Dever, House Director at [edevery@rmhsc.org](mailto:edevery@rmhsc.org) (626) 204-0400

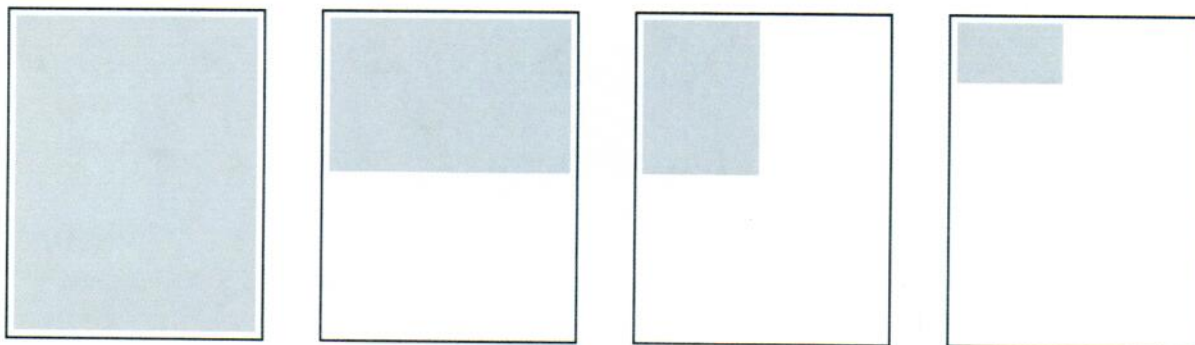


**Gala 2015**  
**Venetian Masquerage**  
 Saturday, November 7, 2015

**PROGRAM ADVERTISING RATES & SPECIFICATIONS**

FINAL PROGRAM SIZE 8.5" X 11" - FULL COLOR

<b><u>AD SIZE</u></b>	<b><u>COST</u></b>
Full Page (8" wide x 10.5" high)	\$1000.00
Half Page (8" wide x 5.125" high)	\$600.00
Quarter Page (3.875" x 5.125" high)	\$300.00
Business Card (3.5" wide x 2" high)	\$200.00
Design Fee (we create your artwork)	\$50.00



**ARTWORK DUE SEPTEMBER 30, 2015**

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