

HONOREES

THE DR. STUART SIEGEL EXCELLENCE
IN PEDIATRICS AWARD

Named in honor of Dr. Stuart Siegel who is the Founder of Ronald McDonald House Charities of Southern California, the largest U.S. chapter of Ronald McDonald House Charities.

The Dr. Stuart Siegel Excellence in Pediatrics Award is presented to an individual or institution who has exhibited unique dedication and commitment to improving the quality of care and quality of life of seriously ill children, who understands the critical importance of family-centered care and who embodies the core values of RMHCSC: compassion, respect, innovation, transparency, and integrity as exemplified by Dr. Siegel.



THE CORPORATE CHAMPION AWARD

Given to a corporation that has exhibited outstanding leadership over an extended period of time to help Ronald McDonald House Charities of Southern California expand its ability to deliver its mission of providing comfort, care and support to families in Southern California.



CIRCLE OF GOVERNORS

The inaugural induction of the Circle of Governors. The Circle of Governors of the Los Angeles Ronald McDonald House is comprised of the most esteemed leadership of the program's history. By invitation only, the Circle brings together the collective wisdom and institutional knowledge of volunteer leaders, whether through Board membership or independent service, to provide context and counsel for the program's evolution.



MISSION, VISION & VALUES

OUR MISSION

To provide comfort, care
and support to children and families
in Southern California.

OUR VISION

A community where children and
their families embrace life and healing
with a sense of hope,
enthusiasm, courage and joy.

OUR VALUES

Compassion, Integrity, Respect,
Innovation and Transparency.

For More Information Contact
Melissa Malone, Events Manager
Los Angeles Ronald McDonald House
4560 Fountain Avenue
Los Angeles, CA 90029
Direct Line – 323.644.3082
Fax – 323.669.0552
Tax ID – 95-3167869



35TH ANNIVERSARY
*Mac Tonight
Gala*

SPONSORSHIP
OPPORTUNITIES

SATURDAY,
OCTOBER 10, 2015

HYATT REGENCY CENTURY PLAZA
LOS ANGELES, CA



The Los Angeles Ronald McDonald House will celebrate its 35th Anniversary this year in style. Guests are invited for dinner and dancing as well as a special opportunity to hear about the incredible impact the LA House has had for over 35,000 families with seriously ill children. This year is especially significant as we honor those who are directly responsible for the legacy of the LA House.

We are writing to request your support by sponsoring a table, purchasing an ad in our tribute book to honor the work of the LA House or any of our esteemed honorees or donating an item for our silent and live auction. Mac Tonight is one of our largest fundraisers of the year, bringing in millions since its inception.

For 35 years, we have provided a safe and supportive place to stay for the families of children receiving treatment for cancer and other serious illnesses at area hospitals. Mac Tonight is crucial in helping raise the funds necessary to continue providing children and their families a “home-away-from-home” in their greatest time of need and honoring our commitment that no family will ever be turned away.

We hope you will consider supporting this event. Please feel free to contact Melissa Malone, Events Manager at 323.644.3082 or mmalone@rmhcsc.org with any questions.

We look forward to you joining us to celebrate 35 incredible years of service to families.

Thankfully,


Julie Brooks
Executive Director


David Hilton
Gala Chair





35TH ANNIVERSARY
Mac Tonight Gala

SPONSORSHIP
OPPORTUNITIES

DIAMOND SPONSOR - \$100,000

(1 available)

- Friend of Mac Award recipient
- Five minute recipient speech during event
- Five VIP tables of 10 at dinner
- Full page, back cover advertisement in the tribute book
- Listing in all media and printed materials
- Company logo prominently displayed on the "Step & Repeat"
- Company logo/name projected on the walls throughout reception and/or dinner
- Company Logo on website with direct link to sponsor homepage

PLATINUM SPONSOR - \$50,000

(4 available)

- Four VIP tables of 10 at dinner
- Prominent full page advertisement in the tribute book
- Listing in all media and printed materials
- Company logo displayed on the "Step & Repeat"
- Company logo/name projected on the walls throughout reception and/or dinner
- Company Logo on website with direct link to sponsor homepage

GOLD SPONSOR - \$25,000

(8 available)

- Three VIP tables of 10 at dinner
- Prominent full page advertisement in the tribute book
- Listing in all media and printed materials
- Company logo displayed on the "Step & Repeat"
- Company logo/name projected on the walls throughout reception and/or dinner
- Company Logo on website with direct link to sponsor homepage

SILVER SPONSOR - \$10,000

(20 available)

- Two VIP tables of 10 at dinner
- Full page advertisement in tribute book
- Recognition at the event
- Company logo/name projected on the walls throughout reception and/or dinner
- Company Logo on website with direct link to sponsor homepage

BRONZE SPONSOR - \$7,500

(40 available)

- One table of 10 at dinner
- Half page advertisement in the tribute book
- Company logo/name displayed at the event
- Company Logo on website with direct link to sponsor homepage

TABLE SPONSOR - \$5,000

- One table of 10 at dinner
- Quarter page advertisement in tribute book

BIG MAC SPONSOR - \$2,000

- Four dinner tickets
- Quarter page advertisement in tribute book



EXCLUSIVE EVENT NIGHT
SPONSORSHIP OPPORTUNITIES

BIG BAND SPONSOR - \$10,000

(1 available)

- Four dinner tickets
- Company logo and/or name displayed on stands of band members

BAR SPONSOR - \$5,000

(2 available)

- Two dinner tickets
- Company logo and/or name displayed on bar napkins and on pop ups at the bar

WINE SPONSOR - \$5,000

(2 available)

- Two dinner tickets
- Company logo on each of the bottles of wine on the dinner table

VALET PARKING SPONSOR - \$4,000

(1 available)

- Two dinner tickets
- Company flyer left in attendees car at valet

MAC TONIGHT SPONSOR INFORMATION FORM

Contact Name	Contact Title
Company/Organization	
Address	
City, State & Zip	
Office Phone	Cell Phone
E-mail	
Website Address	
Visa, MC or AMEX #	CC Exp. Date
Signature	

- | | |
|---------------------------------------------------------|-----------|
| <input type="checkbox"/> Diamond Sponsor (1 available) | \$100,000 |
| <input type="checkbox"/> Platinum Sponsor (4 available) | \$50,000 |
| <input type="checkbox"/> Gold Sponsor (8 available) | \$25,000 |
| <input type="checkbox"/> Silver Sponsor (20 available) | \$10,000 |
| <input type="checkbox"/> Bronze Sponsor (40 available) | \$7,500 |
| <input type="checkbox"/> Table Sponsor | \$5,000 |
| <input type="checkbox"/> Big Mac Sponsor | \$2,000 |
| <input type="checkbox"/> Big Band Sponsor | \$10,000 |
| <input type="checkbox"/> Bar Sponsor | \$5,000 |
| <input type="checkbox"/> Wine Sponsor | \$5,000 |
| <input type="checkbox"/> Valet Parking Sponsor | \$4,000 |

I cannot attend but I would like:

To make a donation of \$_____

PROGRAM BOOK OPPORTUNITIES

- | | | |
|---------------------------------------------------------------------|---------|------------------------------|
| <input type="checkbox"/> Inside Back Cover (exclusive opportunity) | \$2,000 | 8"(w) x 10.5"(h) |
| <input type="checkbox"/> Inside Front Cover (exclusive opportunity) | \$2,000 | 8"(w) x 10.5"(h) |
| <input type="checkbox"/> Full Page Ad | \$1,000 | 8"(w) x 10.5"(h) |
| <input type="checkbox"/> Half Page Ad | \$750 | 8"(w) x 5.125"(h) |
| <input type="checkbox"/> Quarter Page Ad | \$300 | 3.875"(w) x 5.125"(h) |
| <input type="checkbox"/> Business Card Ad | \$300 | 3.5"(w) x 2"(h) |
| <input type="checkbox"/> Please Design My Ad | \$50 | Be sure to provide your logo |

Deadline for inclusion in the following collaterals:

Invitation - Sponsor Logo must be received by Friday, July 31st

Program Book - Provide PDF art only, all ads are full color, 133 dpi and due by Friday, September 25th

For further information - Contact Melissa Malone, Event Manager at 323.644.3082 or mmalone@rmhsc.org

If paying by check make payable to:

Los Angeles Ronald McDonald House

Mail, Fax or E-Mail Sponsorship To:

Mac Tonight Gala – LARMH
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