



# cows4camp

An Exhibition Benefiting  
Camp Ronald McDonald for Good Times®

made possible by the Newport Beach City Arts Commission

Now through June 2017

Public Parks and Libraries throughout Newport Beach City  
*(see attached exhibit for exact locations and image of sculptures)*

## Sponsorship Opportunities

### ABOUT THE NEWPORT BEACH CITY ARTS COMMISSION

Appointed by Newport Beach City Council, the City Arts Commission acts in an advisory capacity to the City Council in all matters pertaining to artistic, aesthetic and cultural aspects of the City. The Arts Commission actively encourages programs for the cultural enrichment of the community and performs such other duties relating to the arts as the City Council may require. The Arts Commission is pleased to be supporting Cows4Camp.

### ABOUT THE EXHIBITION AND CAMP RONALD MCDONALD FOR GOOD TIMES®

Early in 2016, Got Milk? completed a campaign called Milk Loves Art about the rich cultural heritage of California. The herd of 32 cow sculptures painted by artists from across the region were donated to Camp Ronald McDonald for Good Times®, a program of Ronald McDonald House Charities® of Southern California. The herd will be on display in various public parks and libraries throughout Newport Beach City through June 2017. The sculptures are available for pre-sale in advance online and live auction opportunities in 2017. All proceeds will support camp programs for children with cancer and their families.

Nothing can compensate for the anguish that childhood cancer inflicts, but since 1982, Camp Ronald McDonald for Good Times® has helped thousands of children and their family members recapture hope, enthusiasm, and love of life in a medically and psychologically safe environment created especially for them. Camp Ronald McDonald for Good Times® offers a variety of residential camping opportunities for cancer patients, their siblings and parents all year long!



# SPONSORSHIP OPPORTUNITIES

## Presenting Sponsor - \$5,000

- Recognition as Presenting Sponsor on print and digital media relating to exhibit
- Recognition as Presenting Sponsor at the Central Library for related events
- Invitation to opening media event
- Invitation to Public Art Exhibit in June 2017
- Logo on Newport Beach City Arts Commission and Camp Ronald McDonald for Good Times® webpages
- Two exclusive social media placements on City, Public Library, Arts Commission and Camp social media outlets (see media impression details below)
- Recognition in 2 e-blasts from Camp and Newport Beach Public Library (see media impression details below)

## Cow Underwriter - \$1,500 (while available!)

- Choice of cow (in order of confirmed sponsorship)
- Logo presence on display adjacent to cow sculpture
- Invitation to opening media event
- Invitation to Public Art Exhibit in June 2017
- Logo placement on Newport Beach City Arts Commission and Camp Ronald McDonald for Good Times® webpages
- Exclusive mention on City, Public Library, Arts Commission and Camp social media outlets

## Exhibit Sponsor - \$500

- Invitation to opening media event
- Invitation to Public Art Exhibit in June 2017
- Logo placement on Newport Beach City Arts Commission and Camp Ronald McDonald for Good Times® webpages
- Mention on City, Public Library, Arts Commission and Camp social media outlets

## All Sponsors will receive:

Company Logo or Name on exhibition materials, media releases and print publications.

## Media Impressions:

FaceBook (14,000+ fans) (Camp, City of Newport Beach, Arts Commission, Public Library)

Camp e-blasts (6,500+ subscribers)

Newport Beach Public Library e-blast (20,000+ subscribers)



Camp Ronald McDonald for Good Times®  
a program of Ronald McDonald House Charities® of Southern California  
1250 Lyman Place, Los Angeles CA 90029  
(310) 268-8488  
[www.rmhcsc.org/camp](http://www.rmhcsc.org/camp)



## SPONSOR AND PAYMENT INFORMATION

### Sponsorships

- ☐ Presenting Sponsor - \$5,000
- ☐ Cow Sponsor - \$1,500
- ☐ Exhibit Sponsor - \$500

Contact Person/Company: \_\_\_\_\_

Name exactly as you wish it printed: \_\_\_\_\_

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

City/State/Zip: \_\_\_\_\_

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

Payment Method:

- ☐ Please charge my credit card: \_\_\_\_\_ Visa \_\_\_\_\_ Mastercard \_\_\_\_\_ AmEx

Cardholder Name: \_\_\_\_\_

Billing address: (if different than above) \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Security Code #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ / \_\_\_\_\_ Authorized Signature: \_\_\_\_\_

- ☐ Check: Please make checks payable to: Camp Ronald McDonald for Good Times
- ☐ Please send me an invoice

**Mail to:** Camp Ronald McDonald for Good Times

1250 Lyman Place, Los Angeles, CA 90029

Email: [nring@rmhcsc.org](mailto:nring@rmhcsc.org)

Camp Ronald McDonald for Good Times® is a program of Ronald McDonald House Charities® of Southern California, a 501(c)3 non-profit organization. Tax ID: 95-3167869. All donations are tax-deductible to the fullest extent of the law. Please consult your tax advisor to determine whether this contribution is deductible.

**For additional information or payment by phone, please contact Nicole Ring**

(310) 268-8488 ext. 183 or [nring@rmhcsc.org](mailto:nring@rmhcsc.org)



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