



**Ronald
McDonald
House®**
PASADENA

GALA 2017: An Enchanted Evening

SATURDAY, OCTOBER 28, 2017

Sponsorship Opportunities

All levels receive recognition in invitation (if contribution is received by July 31, 2017), 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 \$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
- 40 drink tickets

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
- Logo on website
- 10 drink tickets

GOLD \$5,000

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

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, 2017), program, printed and internet materials. No event tickets provided.

- | | | | |
|--|--|---|---|
| <input type="checkbox"/> Dinner \$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 | |
| <input type="checkbox"/> Valet \$5,000 | <input type="checkbox"/> Invitation \$1,000 | <input type="checkbox"/> Opportunity Raffle \$250 | \$_____ (amount) |

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 15, 2017.

- | | |
|---|---|
| <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) \$50 |
| <input type="checkbox"/> Quarter Page (3.125" wide x 4.125" high) \$300 | |

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 Victoria Kemp, Special Events Manager at vkemp@rmhsc.org (626) 204-0410



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Program Advertising Rates & Specifications

FINAL program SIZE 7" X 9" - FULL color

AD SIZE	COST
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)	\$50.00

Full Page
6.5" x 8.5"

Half Page
6.5" x 4.125"

Quarter Page
3.125" x 4.125"

Eighth Page
3.125" x 1.9375"

BOOK DIMENSIONS:
14" x 9" flat,
folds to 7" x 9" finished

ARTWORK DUE SEPTEMBER 15, 2017

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: Victoria Kemp at vkemp@rmhsc.org**

Thank you for your contribution to the Pasadena Ronald McDonald House

Tax ID 95-3167869

Victoria Kemp, Special Events Manager
763 South Pasadena Avenue; Pasadena, CA 91105
Phone: (626) 204-0410 Fax: (626) 585-1688