

# HAVANA NIGHTS 2019

## Camp's Board-Hosted Fundraiser



### **Committee Members:**

Alita Bernal, Diana Gonzalez, Anna Saucedo, and Tracie Vargas

### **Goal of Event:**

- \$20,000 in revenue (net)
- 150 Guests maximum
- Participation of every Board member through ticket sales, attendance not required; hoping however, for increased attendance, considering event is on a Saturday this year

### **Fundraising Plan:**

- Increased ticket price - \$150/\$275 for two
- Last year's vendors still on board:
  - Rental Company
  - Beverage (some new from Azteca beer partnership)
  - Entertainment + Lighting
- Food RFPs – Connections needed, possible in-kind?
- Traditional Sponsorship Opportunities
  - \$1,500, \$2,500, \$5,000 levels
  - Prospects in place:
    - City National Bank—Alma Banuelos and Sal Mendoza
    - Bank of California—Leticia Aguilar
- Press Coverage Opportunities
  - Local Pasadena Press—Alma Banuelos has contacts
  - Univision?

# Second Annual HAVANA NIGHTS

A Fundraiser Hosted by  
Camp Ronald McDonald for Good Times'  
Board of Trustees



Saturday, August 10, 2019 at  
The Historic Ibarra Estate in Pasadena  
6:30pm—10:00pm

## SPONSORSHIP OPPORTUNITIES



## ABOUT CAMP RONALD MCDONALD FOR GOOD TIMES

**Camp Ronald McDonald for Good Times®** offers a cost-free, medically-supervised, residential camp experience to any child who has or has had cancer, on or off treatment, from infancy through high school graduation. In addition, siblings of the patient and the parents of young cancer patients can also attend.

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** offers a variety of residential camping opportunities for cancer patients, their siblings and parents all year long!

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*“We feel that cancer should not take away the opportunity for a child to experience the fun, laughter and joy of life.”*

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## ABOUT THE EVENT - “Havana Nights”

2019 is the second annual Board-hosted **Havana Nights** where friends and family of **Camp Ronald McDonald for Good Times®** get together for some fun and good food *Havana style*. Under the summer stars of Pasadena, at the historic Ibarra Estate, aperitivos, mojitos, and salsa dancing abound while raising funds to send SoCal children with cancer and their families for a cost-free, medically supervised healing camp experience.





## WHAT YOUR SPONSORSHIP SUPPORTS

**Summer Sleep Away Camp** - Summer Camp is open to all patients and siblings who are at least 9 years old. Campers are allowed to attend Summer Camp until they graduate high school. Summer camp sessions are 5 nights/6 days in length offering a wide variety of different activities that are fun and challenging which allow campers to explore their creativity, discover new skills and refine existing talents. At Camp, we take pride in our ability to include every camper, regardless of their treatment or ability, in all the fun! By the end of Camp, youth leave having recaptured critical childhood experiences and empowered knowing they can tackle any challenge that comes their way.

**Family Camp** - Family Camp is a three day, two night camp experience for children with cancer ages 0-8 and their family. It's a chance for families to relax and reconnect amongst themselves and form new bonds, receive support and build friendships with other families who understand what it means to maintain relationships and raise children during the treatment and procedures for cancer. Nearly 60% of our camper population is Latino, so Camp also provides three Spanish language Family Camps— *Campamento Familiar*— to meet the cultural and linguistic needs of our families. As the only Spanish language child oncology camp in the nation, *Campamento Familiar* fills a critical need in the Latino community.

**Wilderness Outdoor Leadership Program (W.O.L.P.)** -Designed to aid campers 15 – 18 in their transition to young adulthood. W.O.L.P. fosters group and individual goal-setting and leadership skills under the guidance of specially trained adult counselors. Some of the unique W.O.L.P. activities include leadership exercises, an overnight backpacking trip and an opportunity for our W.O.L.P. campers to direct activities for our younger campers. W.O.L.P. campers also attend Winter Camp (4days/3 nights) to further support their development in adolescence.

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*“The financial hardship and day-to day stress that childhood cancer imposes on a family make experiences like Family Camp a luxury. For most of our families it’s the only family vacation they’ll have this year.”*

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## SPONSORSHIP LEVELS

### Title Sponsor—\$5,000

- 10 tickets
- Two minute speaking opportunity during program
- Logo placement on the podium
- Custom branded gobos with your logo
- Exclusive social media mention
- Logo on event webpage

### Gold Sponsor—\$2,500

- 5 tickets
- Logo placement on the cocktail napkins
- Custom sign on the bar with your logo
- Exclusive social media mention
- Logo on event webpage

### Silver Sponsor—\$1,500

- 3 tickets
- Logo placement on appetizer napkins
- Custom sign on the food stations
- Mention on social media

**Communication Outreach:** Facebook (5,000+ fans and followers); Instagram(3,000+ followers); Printed Newsletter (2,500+ households); Monthly E-newsblasts (5,000+ individuals).

Sponsorship Level: \_\_\_\_\_

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

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

Payment Method:

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

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

Billing address: \_\_\_\_\_

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

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

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

Check: Please make checks payable to: Camp Ronald McDonald

Please send me an invoice \_\_\_\_\_

### DEADLINES:

Please send a high resolution logo by July 26, 2019

Send to: Camp Ronald McDonald for Good Times

1250 Lyman Place, Los Angeles, CA 90029

