

SHINEgala

A night at home together



Ronald
McDonald
House®
PASADENA

Dear Friend of the House,

This year has been unlike any other, and it has reminded us of what's really important—family, health, and home. For families traveling far away from home to receive life-changing medical care for their ill child, the need for a welcoming “home-away-from-home” is greater than ever. The Ronald McDonald House Pasadena has remained open because it is essential to keep families close in times of need. **But we have been hard hit by the economic impact of the global crisis, and there is an urgent need for your help to keep our House SHINING for years to come.**

We hope you will join us this year for our SHINE at Home gala, a celebration you can enjoy from the comfort of your own home. On **Saturday, October 17th, 2020**, we will engage more than 300 philanthropists, corporate partners, and community leaders in a virtual movement highlighting the impact Ronald McDonald House Pasadena has on families and our community. Join us in honoring **Shriners for Children Medical Center** for their invaluable partnership and remarkable medical care for children.

As a sponsor, you will receive the following benefits:

- Instill hope in a family who is facing the most difficult life challenge—the illness of a child
- An exclusive SHINE at Home Kit delivered to your house, and to your “guests”
- Recognition of your support on social media, online, and in print
- Ensure the Ronald McDonald House Pasadena can continue to SHINE for years to come

Gather up your family, enjoy the special treats that will be delivered in your SHINE at Home Kit, and join us virtually. Traditionally, our annual gala has raised funds to cover nearly 50% of our operating costs each year. Your continued support is critical to keeping the lights on.

In order for your generous support to be recognized on our printed materials, *we request your response by August 21, 2020*. Please feel free to contact Hilary Manners, Development Manager at (626) 204-0410, if you have any questions. We are excited to celebrate with you in a unique way and to feel the impact of community-driven support.

Sincerely,

Wendy Dougherty
SHINE Gala Committee Chair

Mara Leong-Maguinez
Executive Director

2020 Gala Committee

Wendy Dougherty, *Chair*

Suzanne Brugge

Linda Carr

Andrea Fetterman

Jacqueline Ficht

Katy Hartman-Mart

Patricia Kalish

Cynthia Lloyd

Ann Moore

Andrew Nay

Britta Piotrowski

Susan Ratliff

Kera Saenz de Maturana

Janet Sedgwick

Lydia Valenta

Susan Weise

Valerie Gumbiner Weiss

Kathryn Winslow

2020 Board of Trustees

Carl Everett, *Board Co-Chair*

C. Megan Foker, *Board Co-Chair*

Scott Olmsted, *Treasurer*

Peter R. Giulioni, *Secretary*

Christopher Allen

Nitin Chawla

Commander Art Chute

Scott Delphey

Christopher Dougherty

Christopher Felton

Geoff Johansing

Bob Knuth

Lou Lazatin

Paul Pernecky

William A. Smith II

Kathryn Winslow

Mara Leong-Maguinez,
Executive Director

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Sponsorship Opportunities

\$25,000 • EXCLUSIVE PRESENTING SPONSOR

Sponsorship includes:

- Twenty (20) SHINE at Home Kits delivered to you and up to 19 additional households*
- Full page ad in Tribute Book on outside back cover
- All benefits associated with VIP Tickets
- Exclusive Presenting Sponsor recognition on website
- Hand delivered auction items*
- Press coverage in local media outlets
- Invitation to RMH Pasadena annual Donor Appreciation Reception
- Opportunity to include a video message from sponsor in virtual event
- Opportunity to gift or sample your product in SHINE at Home Kits

\$15,000 • DIAMOND SPONSOR

Sponsorship includes:

- Fifteen (15) SHINE at Home Kits delivered to you and up to 14 additional households*
- Full page ad in Tribute Book with premiere placement
- All benefits associated with VIP Tickets
- Logo placement/name recognition on website
- Hand delivered auction items*
- Press coverage in local media outlets
- Invitation to RMH Pasadena annual Donor Appreciation Reception
- Opportunity to include a video message from sponsor in virtual event
- Opportunity to gift or sample your product in SHINE at Home Kits

\$10,000 • PLATINUM SPONSOR

Sponsorship includes:

- Fifteen (15) SHINE at Home Kits delivered to you and up to 14 additional households*
- Full page ad in Tribute Book
- All benefits associated with VIP Tickets
- Logo placement/name recognition on website
- Hand delivered auction items*
- Press coverage in local media outlets
- Invitation to RMH Pasadena annual Donor Appreciation Reception
- Opportunity to include a video message from sponsor in virtual event

\$5,000 • GOLD SPONSOR

Sponsorship includes:

- Ten SHINE at Home Kits delivered to you and up to nine additional households*
- Half page ad in Tribute Book
- All benefits associated with VIP Tickets
- Logo placement/name recognition on website

\$3,500 • SILVER SPONSOR

Sponsorship includes:

- Ten SHINE at Home Kits delivered to you and up to nine additional households*
- Quarter page ad in Tribute Book
- All benefits associated with VIP Tickets
- Name recognition on website

\$1,000 • BRONZE SPONSOR

Sponsorship includes:

- Two SHINE at Home Kits delivered to you and one additional household*
- Name recognition in Tribute Book
- All benefits associated with VIP Tickets

\$250 • VIP Ticket

- One SHINE at Home Kit delivered to you**
- Access to our virtual event
- Early access to our online auction

Together we create a community where children and their families embrace life and healing with a sense of hope, enthusiasm, courage and joy by keeping families close to each other and the care they need.

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Additional Opportunities

UNDERWRITING

All levels receive recognition in invitation (if contribution is received by **August 21, 2020**) and name recognition in the Tribute Book. *No event tickets provided.*

- Wine \$5,000
- Sweet Treat \$2,500
- Tribute Book \$1,500
- Invitation \$1,000
- Online Auction Website \$750
- Kit Packaging \$500
- Delivery of Home Kits \$250

TRIBUTE BOOK ADVERTISEMENT

Final tribute book measures 7" w x 9" h (full color). All artwork must be received by **September 18, 2020**.

- Full Page (6.5" w x 8.5" h) \$1,000
- Half Page (6.5" w x 4.125" h) \$600
- Quarter Page (3.125" x 4.125" h) \$300
- Business Card (3.125" w x 1.9375" h) \$200

Artwork Specifications: Please provide PDF, TIFF, JPEGs, or EPS file typed. All ads are full color, 300DPI resolution.

Payment Information

DONOR / COMPANY NAME (as you would like it to appear)

CONTACT NAME (if donor is a company)

STREET

CITY

STATE

ZIP

EMAIL

PHONE NUMBER

Sponsorship Level: \$25,000 \$15,000 \$10,000 \$5,000 \$3,500 \$1,000 VIP Ticket \$250

Underwriting Level \$ _____ Tribute Book Advertisement \$ _____ **TOTAL ENCLOSED \$** _____

Payment Method: Visa MasterCard Amex Check made payable to *Ronald McDonald House Pasadena*

NAME ON CARD

CREDIT CARD NUMBER

EXPIRATION MONTH / YEAR SECURITY CODE (CVV)

SIGNATURE

Please send completed form & payment to:
Hilary Manners, *Development Manager*
Ronald McDonald House Pasadena
763 S. Pasadena Ave., Pasadena, CA 91105
(626) 204-0410 • hmanners@rmhsc.org

Thank you for your contribution to help keep families close!

All giving amounts are tax deductible excluding \$50 per SHINE at Home Kit. Federal Tax ID # 95-3167869