

HOPE FOR THE HOLIDAYS

NOVEMBER 28 - DECEMBER 4



ABOUT THE BAKERSFIELD RONALD MCDONALD HOUSE

Founded in 2009, the Bakersfield Ronald McDonald House provides a "home away from home" for families who are caring for a sick child needing medical care at local hospitals. Last year, to help meet the growing need for our services, the House underwent a major renovation and expansion, more than doubling our original capacity. The House provides comfortable housing, Meals of Love and support services 24 hours/day, 365 days/year...free of charge, for as long as families need our help. Thank you for sharing our commitment to:

#KeepingFamiliesClose

PROGRAM

We're ringing in the holidays with a week-long celebration of the Bakersfield Ronald McDonald House, the friends that support us, and the family stories that inspire us. All proceeds to benefit families staying at the Bakersfield Ronald McDonald House who are caring for a critically sick or injured child.

NOV. 28 - HOLIDAY CONCERT

- Live online concert featuring local artists performing some of their favorite songs and holiday classics.
- Live Facebook streaming hosted by KGET
- Emcee'd by KGET's Kevin Charette and BRMH Director Scarlett Sabin

NOV. 29 - STUDIO 17 LIVE

- Bakersfield Ronald McDonald House feature segment on KGET's Studio 17 Live
- Virtual tour of the Bakersfield Ronald McDonald House
- Spotlight on families that have benefitted from the House

DEC. 4 - STUDIO 17 LIVE (WRAP-UP)

- Campaign wrap-up feature on Studio 17 Live
- Live interview with BRMH Director Scarlett Sabin



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SPONSORSHIP OPPORTUNITIES

The Bakersfield Ronald McDonald House and KGET invite local businesses and supporters to join us in supporting our "Hope for the Holidays" week: November 28 - December 4.

Partnership opportunities are available at the following levels, or contact us to customize a sponsorship plan that works for you.

PRESENTING SPONSOR (\$10,000)

- Digital presence on KGET.com-sponsored campaign page
- 85 :30sec tagged commercials featuring your business as sponsor with logo and audio mention on KGET and The CW Network in daytime, primetime and news programming.
- Live interview with emcees during Nov. 28 concert
- & More!

PLATINUM SPONSOR (\$7,500)

- Digital presence on KGET.com sponsored campaign page.
- 52 :30sec tagged commercials featuring your business as sponsor with logo and audio mention on KGET and The CW Network in daytime, primetime and news programming.
- & More!

GOLD SPONSOR (\$5,000)

- Digital presence on KGET.com-sponsored campaign page.
- 40 :30sec tagged commercials featuring your business as sponsor with logo and audio mention on KGET and The CW Network in daytime, primetime and news programming.

SILVER SPONSOR (\$3,000)

- Digital presence on KGET.com-sponsored campaign page.
- 22 :30sec tagged commercials featuring your business as sponsor with logo and audio mention on KGET and The CW Network in daytime, primetime and news programming.



AUDIENCE STATISTICS

- 3.5M page views/month (KGET.com)
- 10K daily household viewers (Studio 17 Live)



- 195K Facebook followers
- 25K daily household viewers (Evening News)

Partnership & Advertising Inquiries:

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