

HEROES FOR HEALING

Benefiting Camp Ronald McDonald for Good Times

Join us for Camp's signature gala event re-imagined
to honor our 2021 heroes and
celebrate the hope and healing impact of our program.

November 14, 2021

SPONSORSHIP OPPORTUNITIES



*Providing cost-free, camp programs to children with cancer
and their families, free-of-charge, since 1982.*

ABOUT CAMP RONALD MCDONALD FOR GOOD TIMES

Since 1982, Camp Ronald McDonald for Good Times has offered medically-supervised camp programs for children with cancer and their families. During this time, citizens all over the world are experiencing quarantine, which is what our campers experience for 1 - 4 years during cancer treatment. One of the reasons Camp and our program makes such an impact is that often it is the first time the children we serve are out of quarantine and can experience a sense of childhood in a medically and psychologically safe environment created especially for them.

While in-person programming has not been possible, we've created fun and engaging programming for our Camp families to experience "Camp at Home" that includes ways for our campers, counselors and the community of families to connect, as it's needed now more than ever. We hope to continue our virtual programming elements to provide the healing impact of Camp to patients in the hospital and at RMHCSC houses, while continuing to provide our traditional, medically-supervised in-person year-round program.

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

About The Event - "Heroes for Healing" Gala

Heroes for Healing is Camp's signature gala re-imagined to highlight heroes from the community who are making a difference in the healing process of children with cancer and their families. Join us as we celebrate the hope and healing impact of our Camp program and honor our heroes.

The Gala is a celebration of our heroes and their dedication to raising funds and building awareness for Camp. Joined by friends, sponsors, and numerous camp supporters, attendees will enjoy a special evening as we shine a light on our year of programming that our community has helped bring to the homes of our campers and their families.



WHAT YOUR SPONSORSHIP SUPPORTS:

- **Summer 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 one week 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 empowered knowing they can tackle any challenge that comes their way.
- **Family Camp** - Family Camp is a weekend 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 to further support their development in adolescence.

"Everyone is looking for the silver linings right now, but Camp is more than a silver lining – it's a ray of sunshine. Camp at Home gave us an opportunity to forget we were stuck. It gave us a chance to not be isolated, and for Alanna to let go and just enjoy herself."



SPONSORSHIP OPPORTUNITIES

Title Sponsor - \$25,000

- Presenting sponsor with name recognition in mention of event and all print materials
 - Two tables of ten guests (20 guests total) with premier seating
- Full-page ad in program book with premium placement (i.e. back or inside front cover)
 - Custom :45 highlight video during event
 - Logo inclusion on screen and verbal recognition during event
 - Logo placement in e-newsletter (5k+ households)
 - Two exclusive social media placements (10k+ following)
 - Logo on event webpage

Heart of Gold Sponsor - \$15,000

- Two tables of ten guests (20 guests total) with premier seating
- Full page ad in program book with prominent placement (i.e. center page right or left)
- Custom :30 highlight video or ad during event
- Premium Signage displayed on the “step & repeat”
- Logo placement in e-newsletter (5k+ households)
- Exclusive mention on social media (10k+ following)
- Logo placement on event webpage

Rainbow of Hope Sponsor - \$10,000

- Two tables of ten guests (20 guests total) with premier seating
- Full page ad in event tribute journal with prominent placement (i.e. center page right or left)
- Logo placement in e-newsletter (5k+ households)
- Exclusive mention on social media (10k+following)
- Logo placement on event webpage

Ray of Sunshine Sponsor - \$5,000

- One table of ten guests with premier seating
- Half-page ad in program book
- Logo placement on event page
- Mention on social media (10k+ following)

Program & Ticket Sponsorships

Happy Camper Sponsor - \$2,500

- 4 tickets with preferred seating
- Half-page ad in program book
- Mention on social media (10k+ following)

Friend of Camp Sponsor - \$1,500

- 2 tickets with preferred seating
- Half-page ad in program book
- Mention on social media (10k+ following)

Program Book Advertising

Full Page Ad - \$1,000
Half Page Ad - \$500

Individual Tickets - \$250

Communication Outreach:

Facebook (6,000+ fans and followers); Instagram(4,600+ followers); E-Newsletter (5,000+ households)

Program Book Advertising:

Our event program book provides an opportunity for sponsors to pay tribute to our honorees, a camper, family, volunteer, or our organization, and communicate their message to a variety of community stakeholders. Artwork and/or text can be designed at your request. The tribute book will be printed in full color; each page will be 5.5 inches wide x 8.5 inches tall. All art/text must be received by October 22, 2021.

SPONSOR AND PAYMENT INFORMATION

Sponsorships

- Title Sponsor - \$25,000
- Heart of Gold Sponsor - \$15,000
- Rainbow of Hope Sponsor - \$10,000
- Ray of Sunshine Sponsor - \$5,000
- Happy Camper Sponsor - \$2,500
- Friend of Camp Sponsor - \$1,500

Individual Tickets

- I wish to purchase _____ ticket(s) at \$250 \$_____.

Program Book Advertising

- Full-page - \$1,000
- Half-page - \$500

Please specify how you will submit your artwork:

- I will email a JPEG(300 or higher DPI) or EPS of my logo and/or program book ad by October 22nd. Please email ad content to Jaime at jaimebyrneevents@gmail.com

Subtotal:

Contact Person/Company: _____

Name exactly as you wish it printed: _____

Address: _____

City/State/Zip: _____

Phone: _____ Email: _____

Billing Name: _____

Billing address: (if different than above) _____

City/State/Zip: _____

Payment Method:

- Credit card: please use our event website to purchase. <http://bidpal.net/heroesforhealing>
- Check: Please make checks payable to: Camp Ronald McDonald for Good Times
- Please send me an invoice

DEADLINES:

October 22nd– artwork for ads due

Send to: Camp Ronald McDonald for Good Times
1250 Lyman Place, Los Angeles, CA 90029

For additional information, please contact Jaime at jaimebyrneevents@gmail.com

