

SHINEgala

October 16, 2021



Ronald
McDonald
House®
PASADENA

August 9, 2021

Dear Friend of the House,

Families caring for a critically ill child demonstrate remarkable resiliency and perseverance. As we all look forward to the future, we are excited to join together to celebrate strength and new growth. **We hope you will join us this fall for our annual SHINE Gala, back in person and more fun than ever!**

On **Saturday, October 16th, 2021**, we will gather together philanthropists, corporate partners, and community leaders for a festive celebration raising funds to support children and families as they heal. Join the party at the beautiful **Annandale Golf Club** to celebrate our honoree, **Carl Everett**, former Ronald McDonald House Pasadena Board Chair and community advocate, for his years of dedication and service. For those who prefer to celebrate from home, an option to receive a SHINE celebration kit and view a virtual livestream will be available.

We hope you will consider becoming a sponsor or underwriter for this meaningful event. Together, we will provide a home-away-from-home to keep families with critically ill children close to each other and their needed medical care.

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
- Prime seating for you and your guests at our exclusive event and unlimited virtual access
- Recognition of your support on social media, online, and in print
- Ensure Ronald McDonald House Pasadena can continue to SHINE for years to come

In order for your generous support to be recognized on our printed materials, [we request your response by August 18, 2021](#). Please feel free to contact Development Manager Hilary Manners at (626) 204-0410, if you have any questions. We are excited to celebrate the resiliency of our families and community with you!

Sincerely,

Wendy Dougherty
2021 Gala Committee Co-Chair

Meredith Petersen
2021 Gala Committee Co-Chair

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Wendy Dougherty, *Co-Chair*
Meredith Petersen, *Co-Chair*

Cory J. Benz
Andrea Fetterman
Jacqueline Ficht
Patricia Kalish
Ann Moore
Andrew Nay
Kim Oblak
Britta Piotrowski
Susan Ratliff
Kera Saenz de Maturana
Janet Sedgwick
Lydia Valenta
Susan Weise
Valerie Gumbiner Weiss

2021 Board of Trustees

Peter R. Giuliani, *Board Chair*
Geoff Johansing, *Board Co-Chair*
Scott Olmsted, *Treasurer*
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Daniel Timmons
Kathryn Winslow
Mara Leong-Maguinez,
Executive Director

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Sponsorship Opportunities

\$25,000 • EXCLUSIVE PRESENTING SPONSOR

Sponsorship includes:

- Two tables for 10 with VIP distinguished seating
- Unlimited virtual access to Gala
- Full page ad on inside cover of the Tribute Book
- Early online access to the auction
- Exclusive Presenting Sponsor recognition on website
- VIP Auction Checkout
- Two exclusive social media placements
- Table side sparkling wine service
- VIP Auction Checkout
- Press coverage in local media outlets
- Invitation to RMH Pasadena annual Donor Appreciation Reception
- Opportunity to include a 45 second video message during the event
- Verbal recognition during the event

\$15,000 • DIAMOND SPONSOR

Sponsorship includes:

- Table for 10 with VIP superior seating
- Unlimited virtual access to Gala
- Full page ad in Tribute Book with premiere placement
- Early online access to the auction
- Logo placement/name recognition on website
- Highlight on social media
- Two bottles of sparkling wine at table
- VIP Auction Checkout
- Press coverage in local media outlets
- Invitation to RMH Pasadena annual Donor Appreciation Reception
- Opportunity to include a 30 second video message during the event.

\$10,000 • PLATINUM SPONSOR

Sponsorship includes:

- Table for 10 with VIP premier seating
- Unlimited virtual access to Gala
- Full page ad in Tribute Book
- Early online access to the auction
- Logo placement/name recognition on website
- Highlight on social media
- One bottle of sparkling wine at table
- VIP Auction Checkout
- Press coverage in local media outlets
- Invitation to RMH Pasadena annual Donor Appreciation Reception.

\$5,000 • GOLD SPONSOR

Sponsorship includes:

- Table for 10 with premier seating
- Unlimited virtual access to Gala
- Half page ad in Tribute Book
- Early online access to the auction
- Logo placement/name recognition on website
- Highlight on social media

\$3,500 • SILVER SPONSOR

Sponsorship includes:

- Table for 10 with select seating
- Quarter page ad in Tribute Book
- Early online access to the auction
- Name recognition on website

\$1,000 • BRONZE SPONSOR

Sponsorship includes:

- Two seats at the gala with select seating
- Name recognition in Tribute Book
- Early online access to the auction

\$250 • Individual Ticket

- One seat at the Gala
- Early online access to the auction

\$150 • Virtual Ticket

- Virtual access to Gala
- One at home celebration kit

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 20, 2021**) and name recognition in the Tribute Book. *No event tickets provided.*

- Valet \$5,000
- Entertainment \$2,500
- Tribute Book \$1,500
- Invitation \$1,000
- Volunteer Meals \$750
- Centerpieces \$500

TRIBUTE BOOK ADVERTISEMENT

Final tribute book measures 7" w x 9" h (full color). All artwork must be received by **September 19, 2021**.

- 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 type. All ads are full color, 300DPI resolution.

Commitment Form

To confirm sponsorship commitment, please check the appropriate box below

TABLE SPONSORSHIPS

- Presenting Sponsor (\$25,000)
- Diamond Sponsor (\$15,000)
- Platinum Sponsor (\$10,000)
- Gold Sponsor (\$5,000)
- Silver Sponsor (\$3,500)
- Bronze Sponsor (\$1,000)

TICKETS AND ADDITIONAL OPPORTUNITIES

For each ticket, \$150 is not tax-deductible

- Individual Ticket(s) _____ (\$250)
- Virtual Ticket(s) _____ (\$150)
- Underwriting Level _____
- Tribute Book _____
- We are unable to attend, but would like to contribute \$ _____

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

CONTACT NAME (If donor is a company)

STREET

CITY

STATE

ZIP

EMAIL

PHONE NUMBER

Payment Method: Visa MasterCard Amex Check made payable to *Ronald McDonald House Pasadena*
Or visit www.rmhcsc.org/shinegala to pay online

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@rmhcsc.org

In the case that unforeseen circumstances do not permit this event to take place, your contribution will be considered a donation.
Tax ID # 95-3167869