



Ronald McDonald
House Charities®
Central Indiana

2022 PARTNER & SPONSOR
opportunities



Ronald McDonald House®



OUR MISSION

We provide a supportive *home away from home* for families of children receiving medical care at Riley Hospital for Children at Indiana University Health and other area hospitals.

IMPACT

Based on three year average (2017, 2018, 2019)



\$3.3 Million

Saved by Families in Out-of-Pocket
Lodging & Meal Expenses



6,313

Volunteers Serving RMHCCIN



5,532

Families Served



1,138

Meals Served



18,876

Overnight Stays at Limestone House

WHAT WE DO

Ronald McDonald House

There is no time more difficult for a family than when a child is diagnosed with a life-threatening illness or injury. Ronald McDonald House provides a place to call home so families can stay near their hospitalized child. We welcome families regardless of where they live, for as long as they need to stay. When families can stay together without worrying about basic needs, they can concentrate on what matters most – helping their child heal.

Ronald McDonald Family Rooms

Families with children admitted to Riley Hospital for Children at Indiana University Health have access to two Family Rooms. On the first floor of Riley's Outpatient Center is a quiet place for a well-deserved break for parents, grandparents and other family members, offerings meals, snacks and beverages daily. In Riley's Maternity Tower, our Family Room offers resting spaces, snacks and drinks, a beauty bar to pamper new moms, and a state-of-the-art HydroMassage® table.

Meals That Heal

When a pediatric medical crisis happens, families are facing one of life's biggest challenges, compounded by staggering medical expenses. The cost of eating in the hospital cafeteria quickly adds up, making vending machine snacks or inexpensive fast food the only option. Our *Meals That Heal* program ensures that families have access to free healthy meals prepared by our Executive Chef and culinary volunteers, pantry staples, and snacks whenever they need them.

Volunteers: The Heart of our House

A corps of active volunteers helps our operations run smoothly. They perform housekeeping and maintenance tasks, welcome weary family members to our family rooms inside the hospital, and offer their time and talents at fundraising events. In addition, they build friendships with each other and the families at the House. Learn more about these opportunities at www.rmhccin.org/get-involved.



RMHC BRAND AWARENESS



- + 94% of individuals recognize the Ronald McDonald House Charities name, and 53% recognize it by its logo alone.
- + Ronald McDonald House Charities reports a 15% brand equity uplift for partnering brands.
- + Ronald McDonald House Charities of Central Indiana generated more than 42 million media impressions in 2021.

ANNUAL PARTNERSHIP *opportunities*

"Our deepest gratitude goes out to RMHC. We are so grateful to get to stay at such an awesome place of comfort during our most difficult times. RMHC not only provided us shelter, but in addition a place of warmth, rest, safety, peace and assured ease during our son's medical treatments. We will forever be indebted to you."

-The Singleton Family

LEVEL: *Founder*

\$20,000

PARTNER BENEFITS:

- Complimentary sponsorship of a guest room at Limestone House for one year and recognition as an Adopt-A-Room Partner
- Membership as a corporate member of the **Heart of the House**, major gift society
- Corporate spotlight or full-page ad in the biannual *Heart and Hearth* magazine
- Corporate spotlight in monthly e-newsletter
- Two mentions on RMHCCIN LinkedIn newsfeed or Facebook page
- Inclusion on VIP list to receive House information and notifications of special donor events and activities
- Complimentary subscription to *Heart and Hearth* magazine
- Permission to include RMHCCIN on company material as official charity

NAME/LOGO RECOGNITION:

- Listing as Founder on the annual donor wall at the Limestone House
- Listing as a Founder in the annual RMHCCIN Community Report
- Logo recognition on CCTVs at all RMHCCIN locations
- Logo inclusion on Our Partners corporate donor web page

VOLUNTEER OPPORTUNITIES:

- A guided House tour upon request*
- Priority consideration for corporate volunteer opportunities*
- Two *Meals That Heal* volunteer opportunities*

**Dependent on current health & safety protocols.*

SPECIAL EVENT BENEFITS:

- Choice between one foursome at the annual Swing for Kids Golf Tournament or four tickets to the Taste Gala

For questions or to further discuss annual partnership options, please contact Stacy Clark at sclark@rmhccin.org.

LEVEL: *Leader*

\$10,000

PARTNER BENEFITS:

- Complimentary sponsorship of a guest room at Limestone House for one year and recognition as an Adopt-A-Room Partner
- Membership as a corporate member of the **Heart of the House**, major gift society
- Corporate spotlight in monthly e-newsletter or half-page ad in the biannual *Heart and Hearth* magazine
- Two mentions on RMHCCIN LinkedIn newsfeed or Facebook page
- Inclusion on VIP list to receive House information and notifications of special donor events and activities
- Complimentary subscription to *Heart and Hearth* magazine
- Permission to include RMHCCIN on company material as official charity

NAME/LOGO RECOGNITION:

- Listing as a Leader on the annual donor wall at the Limestone House
- Listing as a Leader in the annual RMHCCIN Community Report
- Logo recognition on CCTVs at all RMHCCIN locations
- Logo inclusion on Our Partners corporate donor web page

VOLUNTEER OPPORTUNITIES:

- A guided House tour upon request*
- Priority consideration for corporate volunteer opportunities*
- Two *Meals That Heal* volunteer opportunities*

**Dependent on current health & safety protocols.*

"Thank you so much for the kindness and hospitality you showed our family during a recent stay. It was such a relief to not have to worry about accommodations, which allowed us to focus on our son's recovery."

-The Cahillane Family

"Riley Hospital
for Children
saved my child's
life, but Ronald
McDonald
House saved
mine."

-The Murphy Family

LEVEL: *Benefactor*

\$7,500

PARTNER BENEFITS:

- Membership as a corporate member of the **Heart of the House**, major gift society
- Two mentions on RMHCCIN LinkedIn newsfeed or Facebook page
- Inclusion on VIP list to receive House information and notifications of special donor events and activities
- Complimentary subscription to *Heart and Hearth* magazine
- Permission to include RMHCCIN on company material as official charity

NAME/LOGO RECOGNITION:

- Listing as a Benefactor on the annual donor wall at the Limestone House
- Listing as a Benefactor in the annual RMHCCIN Community Report
- Logo recognition on CCTVs at all RMHCCIN locations
- Logo inclusion on Our Partners corporate donor web page

VOLUNTEER OPPORTUNITIES:

- A guided House tour upon request*
- Priority consideration for corporate volunteer opportunities*
- One *Meals That Heal* volunteer opportunity*

**Dependent on current health & safety protocols.*

LEVEL: *Advocate* \$5,000

PARTNER BENEFITS:

- Membership as a corporate member of the **Heart of the House**, major gift society
- One mentions on RMHCCIN LinkedIn newsfeed or Facebook page
- Invitations to exclusive House and Giving Society events
- Complimentary subscription to *Heart and Hearth* magazine

NAME/LOGO RECOGNITION:

- Listing as an Advocate on the annual donor wall at the Limestone House
- Listing as an Advocate in the annual RMHCCIN Community Report
- Logo recognition on CCTVs at all RMHCCIN locations
- Name inclusion on Our Partners corporate donor web page

VOLUNTEER OPPORTUNITIES:

- A guided House tour upon request*
- Priority consideration for corporate volunteer opportunities*
- One *Meals That Heal* volunteer opportunity*

*Dependent on current health & safety protocols.

PARTNER: *Friend* \$2,500

PARTNER BENEFITS:

- Membership as a corporate member of the **Heart of the House**, major gift society
- Invitations to exclusive House and Giving Society events
- Complimentary subscription to *Heart and Hearth* magazine

NAME/LOGO RECOGNITION:

- Listing as a Friend on the annual donor wall at the Limestone House
- Listing as a Friend in the annual RMHCCIN Community Report
- Logo recognition on CCTVs at all RMHCCIN locations
- Name inclusion on Our Partners corporate donor web page

VOLUNTEER OPPORTUNITIES:

- A guided House tour upon request*
- Priority consideration for corporate volunteer opportunities*

*Dependent on current health & safety protocols.

For questions or to further discuss annual partnership options, please contact Stacy Clark at sclark@rmhccin.org.

"Thank you so much for donating for a room so my husband and I could stay and be close to our baby girl. It means more to us than you will ever know!"

-The Navarro Family

ADOPT-A-ROOM PARTNER

The Adopt-A-Room partnership opportunity is a year-long sponsorship of a guest room or extended stay apartment at our Limestone House. The program directly impacts the lives of families who call the room home while their child receives essential medical care.

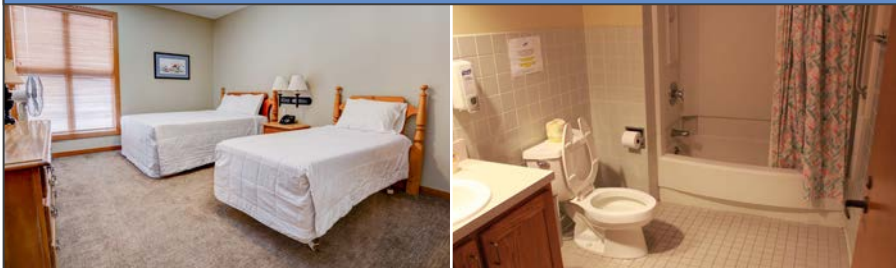
It costs us \$100 per night to support each family. Some guests choose to make a small donation as a thank you for their stay. Your support ensures we can serve all families with a hospitalized child.

BENEFITS OF SPONSORSHIP:

- Tax deductible donation credit - no goods or services deduction.
- Recognition on the door of your sponsored room and in the lobby at the Limestone House.
- Recognition in RMHCCIN's Community Report and on RMHCCIN.org.
- Thank you notes from the families that stay in your room.

For questions or to further discuss adopting a room, please contact Lyle Peacock at lpeacock@rmhccin.org.

GUEST ROOM - \$5,000



Our hotel-style guest rooms sleep up to four people. Each room includes a small refrigerator, lamps with USB ports and canvas wall prints of the Indianapolis skyline. Although the average length of stay is 12 nights, some families stay for one night, but many stay for several months.

EXTENDED STAY APARTMENT - \$7,500



Our extended stay apartments are used by families who need to stay at the House for a lengthy period in private living quarters while their child recovers from transplant surgery or undergoes chemotherapy treatment. Apartments include a living room, full-size kitchen, large bath, and bedroom that sleeps up to four people.

RECOGNITION



Name on adopted room/apartment door.



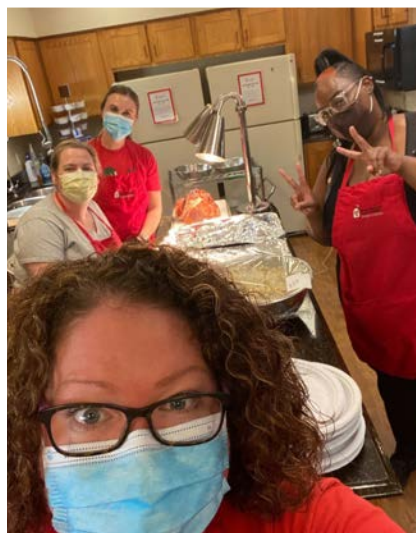
Name on Adopt A Room sign in Limestone House lobby.



When families are hurting, a simple meal can provide a wealth of comfort. Providing meals is essential to creating a home away from home for parents who often return to the House exhausted after a long day at the hospital.

We invite corporate groups to join us and create a wonderful home-cooked meal for our guest families under the guidance of our House chef, Vlad "Chef V" Bora. Simply select a date, make a small monetary donation, and then Chef V will gather ingredients, prepare the menu and get the kitchen ready for your arrival! On your scheduled day, all you will need to do is show up ready to cook! Participating in the Meals that Heal program provides a wonderful team building experience that makes a big impact for families in the community.

For questions or to further discuss the meals that heal program, please contact Lyle Peacock at lpeacock@rmhccin.org.



EVENT SPONSORSHIP *opportunities*



Swing for Kids Golf Tournament

May 23, 2022 | 10:00am
The Bridgewater Club - Carmel, IN

Our annual golf outing is one you don't want to miss. Join us in 2022 at a challenging Pete Dye designed 18-Hole Championship Course at The Bridgewater Club. As you compete for the title, you'll be assisting RMHCCIN to raise funds to continue our mission of keeping families together by providing a supportive home away from home for families of children receiving medical care at Indianapolis-area hospitals.

Eagle Sponsor | \$7,000

- 1 Foursome
- Logo recognition in E-invite
- Logo on print, electronic collateral
- Logo recognition on event website
- Logo recognition on House social media
- Logo on event signage
- Opportunity to provide pre-approved logoed item to all players
- Logo recognition in powerpoint at reception
- Logo recognition in E-newsletter

\$3,500 without foursome. The full amount of the \$3,500 sponsorship is tax deductible to the extent allowed by law plus approximately an additional \$2,000 per foursome.

Hospitality Zone Sponsor | \$6,000

- 1 Foursome
- Name recognition in E-invite
- Logo recognition on event website
- Logo recognition on House social media
- Logo on event signage at hospitality zone
- Logo recognition in powerpoint at reception
- Name recognition in E-newsletter

\$2,500 without foursome. The full amount of the \$2,500 sponsorship is tax deductible to the extent allowed by law plus approximately an additional \$2,000 per foursome.

Beverage Cart Sponsor | \$5,000

- 1 Foursome
- Name recognition in E-invite
- Logo recognition on event website
- Logo recognition on House social media
- Logo on event signage on beverage cart
- Logo recognition in powerpoint at reception
- Name recognition in E-newsletter

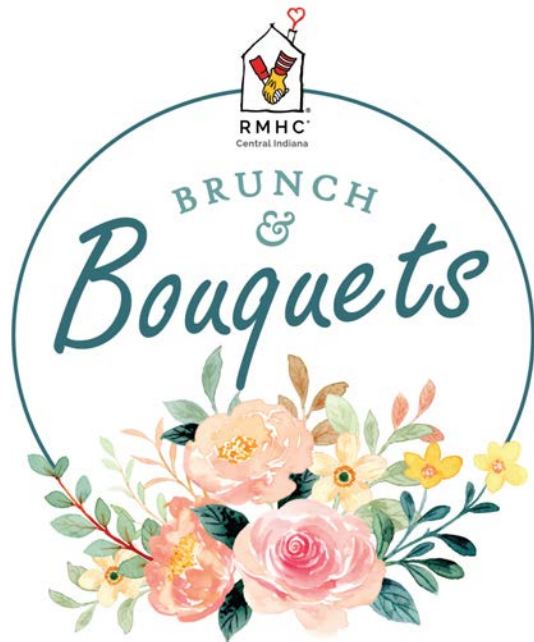
\$1,500 without foursome. The full amount of the \$1,500 sponsorship is tax deductible to the extent allowed by law plus approximately an additional \$2,000 per foursome.

Hole Sponsor | \$500

- Logo on event signage at designated hole

Individual Golfer | \$1,000 Foursome | \$4,000

For questions or to further discuss event sponsorship opportunities, please contact Robin Chalmers at rchalmers@rmhccin.org.



Brunch & Bouquets

Date: March 19, 2022 | 10:00 am

Indiana Landmarks Center - Indianapolis, IN

Our 2022 Spring event will include brunch and a fun, interactive, hands-on event. Guests will have the opportunity to connect with leaders in our community who have a focus on philanthropy and a passion for helping families.

Gold Sponsor | \$2,000

- 10 Complimentary tickets
- Logo recognition in E-invite
- Logo on print, electronic collateral
- Logo recognition on event website
- Recognition on House social media
- Logo on event signage
- Opportunity to provide pre-approved logoed item for guest swag bag
- Informational table at event to interact with guests
- Logo recognition in E-newsletter

Silver Sponsor | \$1,000

- 6 Complimentary tickets
- Name recognition in E-invite
- Name on print, electronic collateral
- Logo recognition on event website
- Recognition on House social media
- Name on event signage
- Opportunity to provide pre-approved logoed item for guest swag bag
- Logo recognition in E-newsletter

Bronze Sponsor | \$500

- 4 Complimentary tickets
- Name recognition in E-invite
- Name on print, electronic collateral
- Logo recognition on event website
- Recognition on House social media
- Name on event signage
- Opportunity to provide pre-approved logoed item for guest swag bag
- Logo recognition in E-newsletter

For questions or to further discuss event sponsorship opportunities, please contact Robin Chalmers at rchalmers@rmhccin.org.

The word "Taste" is written in a large, bold, yellow cursive font. The letters are thick and the script is fluid, with the 'T' having a large loop and the 'e' ending in a small tail.

Taste

November 4, 2022 | 7:00 pm
AMP at 16 Tech - Indianapolis, IN

Join us for an in person, refreshed version of our annual Taste Gala at The AMP at 16 Tech. Sample food from various vendors of their vibrant culinary community. Mix and mingle with other community philanthropist while hearing stories of impact from families served by RMH.

Platinum Sponsor | \$10,000

- 2 Tables (16 guests)
- 16 VIP area access passes
- Logo recognition on invitation
- Logo recognition on event website
- Logo recognition on House social media
- Logo on event signage
- Recognition from podium
- 1/2 Page recognition in event program
- Recognition in slideshow presentation
- Logo inclusion in IBJ post-event ad
- Logo in Heart & Hearth magazine

Gold Sponsor | \$7,500

- 1 Table (8 guests)
- 8 VIP area access passes
- Logo recognition on event website
- Logo recognition on House social media
- Logo on event signage
- Recognition from podium
- Logo recognition in event program
- Recognition in slideshow presentation
- Logo inclusion in IBJ post-event ad
- Logo in Heart & Hearth magazine

Silver Sponsor | \$5,000

- 1 Table (8 guests)
- 8 VIP area access passes
- Name recognition on event website
- Name recognition on House social media
- Name on event signage
- Name recognition in event program
- Recognition in slideshow presentation
- Name inclusion in IBJ post-event ad
- Name in Heart & Hearth magazine

Bronze Sponsor | \$2,500

- 1 Table (8 guests)
- Name recognition on event website
- Name recognition on House social media
- Name on event signage
- Name recognition in event program
- Recognition in slideshow presentation
- Name inclusion in IBJ post-event ad
- Name in Heart & Hearth magazine

For questions or to further discuss event sponsorship opportunities, please contact Robin Chalmers at rchalmers@rmhccin.org.



Family Celebration

Date TBD | Summer

Location TBA

This family friendly event is a celebration of hope, healing and all things RMH. There will be food, activities for kids, a chance to donate your pop tab collection and the RMHCCIN annual meeting. This event will be one sure not to miss for families, volunteers, RMH board members and key donors.



HOME FOR THE
HOLIDAYS
OPEN HOUSE

Deck the Halls Tree Decorating Competition

Date TBD | December

Ronald McDonald House at Limestone

We invite groups and businesses to enter our annual Tree Decorating Competition. Use your creative mind and co-workers to produce a holiday tree unique to what the holiday spirit means to your organization. Share the decorated tree pictures online with friends and encourage them to vote. Each vote is a donation to further the mission of RMH. The tree with the most votes will be named the winner of the Golden House Trophy.

Home for the Holidays

Date TBD | December

Ronald McDonald House at Limestone

Open to all our corporate and community partners, our annual holiday celebration open house is to say "thank you" for the support throughout the year. Experience the Ronald McDonald House at its finest as you stroll through our merry halls while enjoying food and beverage stations along the way. Revel in the cheer by sharing your wish list with Santa and interacting with the families we serve. This is also where we will announce the winner of the Deck the Halls Tree Decorating contest and present them with the coveted trophy.

