



Ronald McDonald  
House Charities®  
Central Indiana

# 2024 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 Children's Health and other area hospitals.

## 2022 IMPACT



**\$3.3 Million**

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



**8,783**

Hours Donated by Volunteers



**5,000**

Families Served



**32,547**

Individual Meals Prepared



**10,337**

Overnight Stays

# 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 Children's 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.

## **Feeding Families**

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 programs ensure that families have access to free healthy meals, 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](http://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 **125 million** media impressions in 2023.

# 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
- 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 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 Sarah Wood at [swood@rmhccin.org](mailto:swood@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 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 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  
Children's  
Health 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 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
- 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.

## LEVEL: *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
- 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 Sarah Wood at [swood@rmhccin.org](mailto:swood@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, but no family is ever asked to pay for their stay. 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 Sarah Wood at [swood@rmhccin.org](mailto:swood@rmhccin.org).*

## GUEST ROOM - \$5,000



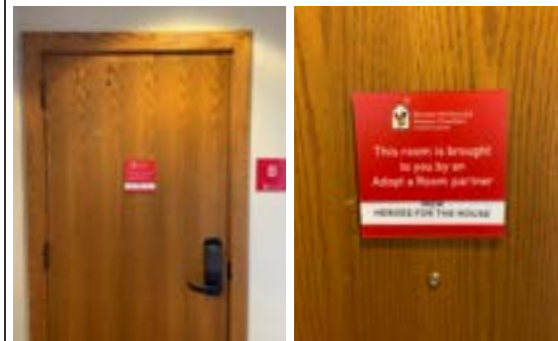
Our hotel-style guest rooms sleep up to four people. Each room includes a small refrigerator, lamps with USB ports and canvas wall prints of the Indianapolis skyline. Although the average length of stay is 40 nights, some families stay for one night, but many stay for several months.

## 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.

# FEEDING FAMILIES

When families are hurting a simple meal or snack can provide a wealth of comfort. We feed families in all three of our locations and offer breakfast, lunch and dinner. The need for grab-and-go snacks has increased significantly as we have seen tremendous growth in the use of our Family Room spaces. Corporate partners can volunteer to serve meals, underwrite meals or be a bite-size snack sponsor.



## VOLUNTEER

Your group can visit our Riley First Floor Family Room or our House on Limestone Street to prepare and serve at tasty home-made meal. Options available to provide your own ingredients or purchase ingredients in advance through RMHCCIN.

## PROVIDE DINNER OR LUNCH

Partners may offer to cater and serve lunch or dinner at one of our locations.



## BITE SIZE SPONSOR | \$1,500 (LIMITED TO 12 OPPORTUNITIES AT EACH LOCATION)

Be the snack sponsor for the month at either the RMH on Limestone Street or one of our Ronald McDonald Family Rooms in the Hospital. Sponsor will be recognized in the snack bar area with name and logo for the period of one (1) month. Support will underwrite the purchase of snacks that are free and accessible to all families.

*For questions or to further discuss how to feed our families, please contact Sarah Wood at [swood@rmhccin.org](mailto:swood@rmhccin.org).*

# EVENT SPONSORSHIP *opportunities*



## Brunch & Blingo

**Date: March 16, 2024 | 10:00 am**  
**The Conservatory at Evergreen**

Get excited for our 7th annual Brunch Women's event  
Presented by Worley Erhart-Graves Financial Advisors on  
March 16 at 10 a.m.

Blingo offers attendees the chance to play bingo to win  
fabulous jewelry and other prizes and participate in our fun  
bag pull. The event also features a brunch buffet, a mimosa  
bar, sweet treats and more to support RMHCCIN.



## Gold Sponsor | \$3,000

- 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
- Two additional bingo cards for each guest
- One additional drink ticket for each guest

## Silver Sponsor | \$2,000

- 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
- Two additional bingo cards for each guest
- One additional drink ticket for each guest

## Bronze Sponsor | \$1,000

- 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
- Two additional bingo cards for each guest

*For questions or to further discuss event sponsorship opportunities, please contact Sarah Wood at [swood@rmhccin.org](mailto:swood@rmhccin.org).*



## Swing for Kids Golf Tournament

**May 20, 2024 | 10:00am**  
**The Bridgewater Club - Carmel, IN**

Our annual golf outing is one you don't want to miss. All 32 teams are sure to fill up quickly. Join us in 2024 for our 37th annual, 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 Sarah Wood at [swood@rmhccin.org](mailto:swood@rmhccin.org).

# Taste

## Taste

**November 2024**

**Location to be Announced**

Join us for our annual Taste Gala. Gather for drinks, dinner and our famous wine and jewelry pulls. Spend the evening mixing and mingling with other community philanthropists while hearing stories of impact from families served by RMHCCIN.

## **Platinum Sponsor | \$10,000**

- 2 Tables (16 guests)
- 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 in *Heart & Hearth* magazine

## **Gold Sponsor | \$7,500**

- 1 Table (8 guests)
- 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 in *Heart & Hearth* magazine

## **Silver Sponsor | \$5,000**

- 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 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 in *Heart & Hearth* magazine

*For questions or to further discuss event sponsorship opportunities, please contact Sarah Wood at [swood@rmhccin.org](mailto:swood@rmhccin.org).*



[www.rmhccin.org](http://www.rmhccin.org)



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