



BENEFITING RONALD MCDONALD HOUSE CHARITIES®
OF NORTHEAST OHIO, INC.

2021 Sponsorship Opportunities



Ronald McDonald
House Charities®
Northeast Ohio

Get Pumped and Join us Virtually!

Wine Women & Shoes, benefiting Ronald McDonald House Charities® of Northeast Ohio, will take place **virtually** beginning October 18 and culminating on Thursday, October 21st with a very special program. This stellar event will include fine wines, a superb online auction, our legendary raffles and, of course, your favorite Shoe Guys! Host a home viewing party with a Watch Party Package full of pleasantries delivered right to your door! We have a variety of sponsorship options to fit your company's charitable giving strategy. With YOUR help, we can continue to keep families together and near the care their children need.

Virtual Broadcast

THURSDAY, OCTOBER 21 • 7:30 PM

Online Auction Starts

MONDAY, OCTOBER 18 • 9 AM



RMHC®
Northeast Ohio

MORE REASON TO WINE!

- Host your family and friends for the October 21 finale and purchase one of our carefully curated Watch Party Packages to get your party started!
- Our Shoe Guys never disappoint! Tune in to see what they have in store for you this year, and don't forget to submit your entry to win the Best in Shoe contest!
- Bid early and often in our online auction featuring a spectacular collection of items!
- Enter the Key-to-the-Cellar and KeyBank Key-to-the-Closet drawings for the chance to win thousands of dollars in luxury items or dozens of specially selected bottles of wine.



Ronald McDonald House Charities of Northeast Ohio, Inc. **enhances the healthcare experience for families and children through comfort, care and supportive services.** Each year, thousands of families whose children are receiving medical care throughout Northeast Ohio are served through our programs:



Ronald McDonald House® programs in Akron and Cleveland give families a welcoming place to stay so they can focus on caring for their children.

Ronald McDonald Family Room® programs in four Cleveland-area hospitals offer a space for families to rest and recharge just steps from their child's treatment room.



Ronald McDonald Care Mobile®, in partnership with UH Rainbow Babies & Children's, provides dental service to children ages 3-12 in underserved areas of Northeast Ohio.



Ronald McDonald STAR Center at Cleveland Clinic Children's Outpatient Center is a fun learning environment for children during siblings' outpatient visits.



RedTreehouse.org, the online Ronald McDonald Family Resource Link, supports the well-being of families and children with challenges, disabilities and health care needs.



[LEARN MORE AT WWW.RMHCNEO.ORG](http://WWW.RMHCNEO.ORG)

Sponsorship Opportunities

\$15,000 DIAMOND STILETTO PRESENTING SPONSOR

- You will be given the opportunity to have a company leader participate in the virtual event via a pre-recorded video, thank the audience and mention your business as the premier sponsor.
- Opportunity to have your video (up to 60 seconds) featured on event website and Ronald McDonald House Charities® of Northeast Ohio (RMHC® NEO) social media accounts
- Full page ad in the pre-event slide show
- Name or logo inclusion in event public relations and advertising initiatives, press releases and event collateral
- Prominent recognition on event website, attendee communication and social media
- Verbal recognition during live broadcast
- 10 Watch Party Packages, including wine, culinary treats and sweets, special gifts and more!

\$10,000 PLATINUM PUMP SPONSOR

- Opportunity to have your video (up to 60 seconds) featured on event website and RMHC NEO social media accounts
- Name or logo inclusion in press releases and all event collateral.
- Full page ad in the pre-event slide show
- Prominent recognition on website, attendee communication, and social media
- Verbal recognition during live broadcast
- 10 Watch Party Packages, including wine, culinary treats and sweets, special gifts and more!

\$5,000 GOLD GLADIATOR SPONSOR

- Opportunity to have your video (up to 60 seconds) featured on event website and RMHC NEO social media accounts
- Half page ad in the pre-event slide show
- Prominent recognition on website, attendee communication, and social media
- Verbal recognition during live broadcast
- 5 Watch Party Packages, including wine, culinary treats and sweets, special gifts and more!

\$2,500 SILVER SLINGBACK SPONSOR

- Prominent recognition on website, attendee communication, and social media
- Half page ad in the pre-event slide show
- Verbal recognition during live broadcast
- 2 Watch Party Packages, including wine, culinary treats and sweets, special gifts and more!

\$1,000 SUPPORTING SANDAL SPONSOR

- Recognition on event website and attendee communication
- Logo recognition in the pre-event slide show
- Verbal recognition during live broadcast
- 2 Watch Party Packages, including wine, culinary treats and sweets, special gifts and more!

\$500 BRONZE BOOT SUPPORTER

- Recognition on event website and attendee communication
- Name recognition during live broadcast



Marketing Strategy

SAVE THE DATE & INVITATION POSTCARDS

mailed to 5000+ RMHC NEO supporters.

EVENT WEBPAGES

Wine Women & Shoes website and RMHC NEO event page continually updated with event and sponsor information, sponsor links included on event website.

SOCIAL MEDIA ENGAGEMENT

Event posts across RMHC NEO social media channels, with an audience of 22,000+ followers.

VIRTUAL PROGRAM

October 21 live-streamed finale includes powerful stories, Shoe Guy fun, chances to win fabulous items and more opportunities to support RMHC NEO. Open to all registrants and includes sponsor recognition and messages at key points of the broadcast.

E-BLASTS

Sent to a network of 30,000+ RMHC NEO donors, friends and volunteers.

DON'T SEE WHAT YOU'RE LOOKING FOR?

Contact Katie Spring at kspring@rmhcnco.org to develop a customized sponsorship package.



Sponsor Commitment

**WE ARE EXCITED TO BE A PART OF THE EVENT ON OCTOBER 21, 2021
AND WOULD LOVE TO BE A SPONSOR AT THE LEVEL OF:**

- SOLD** ☐ \$15,000 DIAMOND STILETTO PRESENTING
☐ \$10,000 PLATINUM PUMP
☐ \$5,000 GOLD GLADIATOR
☐ \$2,500 SILVER SLINGBACK
☐ \$1,000 SUPPORTING SANDAL
☐ \$500 BRONZE BOOT SUPPORTER

Name for Sponsor Recognition Purposes: _____

Contact Name: _____

Address: _____

E-mail: _____ Phone: _____

☐ Unable to attend but here is a donation to RMHC NEO of \$ _____

☐ Check enclosed (made payable to RMHC NEO)

☐ Charge my credit card: AMEX Discover Mastercard VISA

☐ Send me an invoice for \$ _____

Card #: _____

Name on Card: _____

Signature: _____

**Return to Katie Spring at kspring@rmhcneo.org, fax to 216-229-0556, or by mail to:
Ronald McDonald House Charities of Northeast Ohio, 10415 Euclid Avenue, Cleveland, OH 44106**