



Ronald
McDonald
House®
Scranton

Keeping families close™



SPONSORSHIP OPPORTUNITIES

FALL + WINTER 2024

KEEPING FAMILIES CLOSE
WHEN THEY NEED IT MOST.

Our Fall + Winter Events

SHOW YOUR STRIPES 5K

The Show Your Stripes 5k is an event that we have been hosting for over 35 years to bring awareness to the mission of the Ronald McDonald House. Participants run or walk in support of each family who were served through our programs. We are hoping that in the coming years we continue to fill Nay Aug Park with red and white stripes.



MERRY & BRIGHT FAMILY NIGHT



For the first time ever in 2022, we launched a new annual event: Merry & Bright Family Night: An Evening on the Stourbridge Line. This event allows us the opportunity to engage families who have stayed with us from Wayne & Pike counties, and also offer sponsors the option of covering the cost of families who have utilized our services to attend. The past two years have been filled with family, friends, and all things merry & bright. Both years we filled the train, and we hope to do the same in 2024.

Sponsorship Options

ANY RMH EVENT UNDERWRITER \$10,000 SPONSORSHIP

Sole Underwriter Recognition for RMH Event of Your Choice

Choices Include: Show Your Stripes 5k -or- Merry & Bright Family Night

- RECOGNITION AS PRESENTING SPONSOR ON ALL ADVERTISING MATERIALS
- ELITE PRESENTATION ON ALL LAMAR ADVERTISING BILLBOARDS
- ELITE PRESENTATION ON ALL ENCORE OUTDOOR ADVERTISING BILLBOARDS
- PROMINENT LOGO PLACEMENT IN ALL FOX56, CW38 AND MYTV TELEVISION ADS
- PROMINENT LOGO PLACEMENT IN ALL DIGITAL & PRINT ADS
- FULL EXPOSURE ON ALL SOCIAL MEDIA PROMOTION
- FULL EXPOSURE ON ALL EMAIL PROMOTION TO THOUSANDS OF ADDRESSES
- LOGO ON ALL 11X14 PROMOTIONAL POSTERS
- LOGO ON ALL EVENT REGISTRATION PAGES
- LOGO ON COVER OF ALL EVENT PROGRAMS
- PROMOTION ON EVENT DAY SPONSOR BOARDS
- FULL PAGE AD IN 5K RACE DIGITAL BOOKLET
- RECOGNITION IN END OF YEAR BOOKLET AS A LEGACY DONOR
- PARTICIPATION IN SPECIFIC EVENT

*ADVERTISING PLATFORMS VARY DEPENDING ON THE EVENT.

*we are
better
together*

NEW

MORE ADVERTISING EXPOSURE FOR LESS!

AMBASSADOR OF LOVE \$8,000 SPONSORSHIP

Prominent Exposure on both RMH Events

Including: Show Your Stripes 5k + Merry & Bright Family Night

- PRESENTATION ON ALL LAMAR ADVERTISING BILLBOARDS
- PRESENTATION ON ALL ENCORE OUTDOOR ADVERTISING BILLBOARDS
- PROMINENT LOGO PLACEMENT IN ALL FOX56, CW38 AND MYTV TELEVISION ADS
- PROMINENT LOGO PLACEMENT IN ALL DIGITAL & PRINT ADS
- FULL EXPOSURE ON ALL SOCIAL MEDIA PROMOTION
- FULL EXPOSURE ON ALL EMAIL PROMOTION TO THOUSANDS OF ADDRESSES
- LOGO ON ALL 11X14 PROMOTIONAL POSTERS
- LOGO ON ALL EVENT REGISTRATION PAGES
- LOGO ON COVER OF ALL EVENT PROGRAMS
- PROMOTION ON EVENT DAY SPONSOR BOARDS
- FULL PAGE AD IN 5K RACE DIGITAL BOOKLET
- PARTICIPATION IN SPECIFIC EVENTS

SPONSOR OF HOPE \$5,000 SPONSORSHIP

Exposure on both RMH Events

Including: Show Your Stripes 5k + Merry & Bright Family Night

- PRESENTATION ON ALL LAMAR ADVERTISING BILLBOARDS
- PRESENTATION ON ALL ENCORE OUTDOOR ADVERTISING BILLBOARDS
- PROMINENT LOGO PLACEMENT IN ALL FOX56, CW38 AND MYTV TELEVISION ADS
- PROMINENT LOGO PLACEMENT IN ALL DIGITAL & PRINT ADS
- FULL EXPOSURE ON ALL SOCIAL MEDIA PROMOTION
- FULL EXPOSURE ON ALL EMAIL PROMOTION TO THOUSANDS OF ADDRESSES
- LOGO ON ALL 11X14 PROMOTIONAL POSTERS
- LOGO ON ALL EVENT REGISTRATION PAGES
- LOGO ON COVER OF ALL EVENT PROGRAMS
- PROMOTION ON EVENT DAY SPONSOR BOARDS
- FULL PAGE AD IN 5K RACE DIGITAL BOOKLET
- PARTICIPATION IN SPECIFIC EVENTS

**ASK
ABOUT
PAYMENT
OPTIONS**

SHOW YOUR STRIPES 5K SPONSORSHIP LEVELS

Diamond Sponsor - \$5,000

- ELITE PRESENTATION ON ALL BILLBOARDS
- PROMINENT LOGO PLACEMENT IN ALL FOX 56, CW38, AND MYTV ADS
- LOGO IN ALL DIGITAL & PRINT ADS
- FULL EXPOSURE ON ALL SOCIAL MEDIA PROMOTION
- FULL EXPOSURE ON ALL EMAIL PROMOTION TO THOUSANDS OF ADDRESSES
- LOGO ON ALL 11X14 PROMOTIONAL POSTERS
- LOGO ON COVER OF EVENT PROGRAM
- PROMOTION ON EVENT DAY SPONSOR BOARDS
- FULL PAGE AD IN 5K RACE DIGITAL BOOKLET

Platinum Sponsor - \$2,500

- PRESENTATION ON ALL BILLBOARDS
- LOGO IN ALL FOX 56, CW38, AND MYTV ADS
- LOGO IN ALL DIGITAL & PRINT ADS
- EXPOSURE ON ALL SOCIAL MEDIA PROMOTION
- EXPOSURE ON ALL EMAIL PROMOTION TO THOUSANDS OF ADDRESSES
- LOGO ON ALL 11X14 PROMOTIONAL POSTERS
- LOGO ON COVER OF EVENT PROGRAM
- PROMOTION ON EVENT DAY SPONSOR BOARDS
- FULL PAGE AD IN 5K RACE DIGITAL BOOKLET

Gold Sponsor - \$1,000

- PROMOTION ON ALL DIGITAL & PRINT ADS
- MENTION ON SOCIAL MEDIA PROMOTIONS
- MENTION IN EMAIL PROMOTION TO THOUSANDS OF ADDRESSES
- LOGO ON ALL 11X14 PROMOTIONAL POSTERS
- MENTION IN EVENT PROGRAM
- PROMOTION ON EVENT DAY SPONSOR BOARDS
- HALF PAGE AD IN 5K RACE DIGITAL BOOKLET

Silver Sponsor - \$500

- MENTION IN ALL DIGITAL & PRINT ADS
- MENTION ON ALL 11X14 PROMOTIONAL POSTERS
- MENTION IN EVENT PROGRAM
- MENTION ON EVENT DAY SPONSOR BOARDS
- HALF PAGE AD IN 5K RACE DIGITAL BOOKLET

Bronze Sponsor - \$250

- MENTION ON ALL 11X14 PROMOTIONAL POSTERS
- MENTION ON EVENT DAY SPONSOR BOARDS
- QUARTER PAGE AD IN 5K RACE DIGITAL BOOKLET



MERRY & BRIGHT FAMILY NIGHT SPONSORSHIP LEVELS

Charter Sponsor - \$5,000

- UNDERWRITER OF THE TRAIN CHARTER
- ELITE PRESENTATION ON DIGITAL BILLBOARDS
- LOGO IN ALL FOX56, CW38, AND MYTV TELEVISION ADS
- LOGO IN ALL DIGITAL & PRINT ADS
- FULL EXPOSURE ON SOCIAL MEDIA PROMOTION
- LOGO ON ALL 11X14 PROMOTIONAL POSTERS
- PROMOTION ON EVENT DAY SPONSOR BOARDS

Conductor Sponsor - \$2,500

- SPONSOR OF WELCOME BAGS, GIVEAWAYS, & ACTIVITIES
- LOGO ON DIGITAL BILLBOARDS
- MENTION IN ALL FOX56, CW38, AND MYTV TELEVISION ADS
- PROMOTION ON ALL DIGITAL & PRINT ADS
- LOGO ON ALL 11X14 PROMOTIONAL POSTERS
- LOGO ON SOCIAL MEDIA PROMOTION
- PROMOTION ON EVENT DAY SPONSOR BOARDS

Holiday Cheer Sponsor - \$1,000

- SPONSOR OF FOOD TRUCKS & HOT CHOCOLATE CART
- MENTION ON SOCIAL MEDIA PROMOTIONS
- MENTION IN ALL DIGITAL & PRINT ADS
- LOGO ON ALL 11X14 PROMOTIONAL POSTERS

All Aboard Sponsor - \$500

- SPONSOR OF ADVERTISING MATERIALS & PROMOTIONAL COSTS
- MENTION ON 11X14 PROMOTIONAL POSTERS
- MENTION ON SOCIAL MEDIA PROMOTIONS

Family Sponsor - \$100

- COVER THE COST OF A FAMILY OF 5 TO ATTEND THE EVENT



Thank you

Your support over the last year has been so impactful in the lives of the families we serve. We hope that in providing even more opportunities for impact that you will consider partnering with us once again in 2024, not only to allow us opportunities to showcase your dedication to our community, but to make a difference in the lives of the families we serve as well. We look forward to another season of keeping families close when they need us most. Thank you again for your part in making this possible.





INTERESTED IN SUPPORTING OUR EVENTS?

Choose the sponsorship
option that works best for you.

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SPONSORSHIP COMMITMENT DEADLINES

Ambassador of Love.....	July 26, 2024
Sponsor of Hope.....	July 26, 2024
Show Your Stripes 5k.....	July 26, 2024
Merry & Bright Family Night.....	October 25, 2024

Thank you for
SUPPORTING OUR MISSION.

Business: _____

Contact Name: _____

Contact Email: _____

Address: _____

Phone Number _____

Sponsorship Package*: _____

*If Choosing to Underwrite one of our events, please indicate which event below:

Amount: _____

Check Included: _____ **Send Invoice:** _____ **Send Payment Plan Options:** _____

Please return this form to:

Ronald McDonald House of Scranton

332 Wheeler Avenue, Scranton, PA 18510

or email your sponsorship confirmation to emily@rmhscranton.org



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