



## Keeping Families Close

When a child is facing illness or injury, the power of having family nearby is beyond measure. Research shows that a family presence in the hospital helps children heal and cope better.\* This belief both drives and defines Ronald McDonald House Charities of Kentuckiana (RMHCK).

RMHCK creates, finds, and supports programs that directly improve the health and well-being of children and their families. **With your help, we provide compassionate care and resources to children and families being served by local hospitals.** We know we will not be able to make the medicine taste better or erase the pain of a much-needed treatment. Yet, since 1984, we have kept thousands of families together, **regardless of their ability to contribute to the cost of their accommodations.**

Ronald McDonald House Charities of Kentuckiana is a non-profit, donor-and-volunteer-supported organization and we are committed to:

- **enabling patient- and family-centered care** and ensuring families the opportunity to become fully active and supportive in their child's medical care
- **enhancing the hospital experience** for children and their families
- supporting **improved access to quality medical care** for children
- bolstering a family's psychological wellbeing **by keeping them together**, and
- fostering the opportunity for families to **feel support and give support** to other families

The reality of having a child sick and in the hospital can be incredibly overwhelming to parents and siblings. Thanks to people like you and other RMHCK partners, RMHC of Kentuckiana is able to provide these families stability in the midst of unthinkable circumstances. Together, with your commitment, we will embrace more families in the future and continue to keep families close.

\* Franck et al., *Families, Systems, & Health* (2013)

# McDazzle 15<sup>th</sup> Annual Red Tie Gala

Presented by McDonald's Restaurants of Kentuckiana

Saturday, March 4, 2017 | Grand Ballroom, Galt House Hotel | 6 p.m. - Midnight



This year, Ronald McDonald House Charities of Kentuckiana (RMHCK) is celebrating 15 years of McDazzle and we invite you to join us for a special night!

McDazzle: A Red Tie Gala is the premiere annual fundraising event for Ronald McDonald House Charities of Kentuckiana. Each year more than 500 business and community leaders, our family of friends and supporters, and dedicated partners come together for a meaningful night to help families and their children in a time of need. Our Red Tie Gala features an exciting live and silent auction, a delicious three-course meal, complimentary beverages, a cork pull, music, and dancing. The evening's highlight is one of our guest families telling their story of how Ronald McDonald House Charities of Kentuckiana played a key role in their lives, leading to hope and healing.

## March 4, 2017:

Morning	Mobile bidding opens
6:00 p.m.	Cocktails and Hors d'oeuvres
7:30 p.m.	Dinner
8:15 p.m.	Silent Auction closes
8:30 p.m.	Share a Night (Guest family speaking) and Live Auction
10:00 p.m. - Midnight	Music and Dancing

In the past fifteen years, through this event, we have raised almost \$3 million to sustain our mission. Your sponsorship provides you and your guests the opportunities listed in the following pages while investing in the assurance that our House is filled with more than help; it is filled with hope. Thank you for considering being a part of this signature event, supporting our mission, keeping families close.

**Your McDazzle sponsorship contact:**  
Sara Silletto | Director of Development  
502-561-7659 | sara@rmhck.org



McDazzle presented by McDonald's Restaurants of Kentuckiana

2017 SPONSORSHIP BENEFITS	Bronze \$2,000	Silver 3,000*	Gold \$5,000	Host Sponsorship \$7,500	Mobile Bidding \$10,000	Platinum \$10,000	Presenting \$15,000
<b>Exclusivity</b>							
Exclusive sponsorship and first right of refusal				•	•		•
<b>Naming Rights</b>							
Naming rights of McDazzle 2017 and prominent "Presented by [Company Name]" on all materials							•
<b>Guest Accommodations</b>							
Table for Ten <i>includes hors d'oeuvres, three-course meal, open bar, live and silent auctions, and dancing</i>	One table	One table	One VIP table	One VIP table	Two VIP tables	Two VIP tables	Three VIP tables
Complementary wine service at your table(s)			•	•	•	•	•
<b>Address the Audience</b>							
Opportunity to speak on stage at event							•
<b>Promotion/Recognition</b>							
Company name/logo displayed on all printed materials, including press releases, invitation, advertising, and marketing materials		•	•	•	•	•	•
Opportunity to place promotional item in each guest gift bag (approx. 300)		•	•	•	•	•	•
Recognition in event program	Company listed	Quarter-page	Half-page	Half-page	Half-page	Full-page	Full-page
Special recognition on McDazzle signage						•	•
Verbal recognition at event					•	•	•
Company name and website link on our website (www.rmhc-kentuckiana.org) for one year		•	•	•	•	•	•
Recognition in RMHCK Partner listing at Ronald McDonald House and three Ronald McDonald Family Rooms	•	•	•	•	•	•	•
Invitations to 2017 McDazzle Sponsor Appreciation Party, RMHCK Partner Party, and Year-End Luncheon.	•	•	•	•	•	•	•
<b>Exclusive Benefits to Specific Sponsorships</b>							
Company logo featured on "control screen" of mobile bidding device for maximum and instant exposure to 500+ guests					•		•
Customized sponsor page on device to provide guests with information about your company's services and/or special offers					•		•
Company featured as Host of the 2017 McDazzle Sponsor Appreciation Party to be held after gala. (This does not confirm hosting event on your property.)				•			•
<b>Nights of Family Accommodation</b>	<b>25</b>	<b>37</b>	<b>62</b>	<b>93</b>	<b>125</b>	<b>125</b>	<b>187</b>

RESERVED

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## NON-EXCLUSIVE SPONSORSHIPS

**Bronze Sponsor - \$2,000**

*= 25 Nights of Family Accommodation*

**Silver Sponsor - \$3,000\***

*= 37 Nights of Family Accommodation*

\*\$2,500 Silver Sponsorships will be honored when paid in full by October 1

**Gold Sponsor - \$5,000**

*= 62 Nights of Family Accommodation*

**Platinum Sponsor - \$10,000**

*= 125 Nights of Family Accommodation*

## EXCLUSIVE SPONSORSHIPS

**Host Sponsor - \$7,500**

*=93 Nights of Family Accommodation*

**Mobile Bidding Sponsor - \$10,000**

*= 125 Nights of Family Accommodation*

**Presenting Sponsor - \$15,000**

*= 187 Nights of Family Accommodation*

**Individual Tickets - \$200**    No. of tickets \_\_\_\_\_

*= 2 Nights of Family Accommodation*

Yes, I would like to donate an auction package.

Yes, I would like to donate a service in-kind.

We are unable to attend. Please accept our donation of \_\_\_\_\_.

In honor/memory of \_\_\_\_\_.

## CONTACT INFO

Person or Organization (as it should appear in printed material)

Address

City

State

Zip

Telephone

Email

Authorized signature

Date

## METHOD OF PAYMENT

Check Enclosed (make payable to RMHC of Kentuckiana)

Please Invoice Me

Credit Card Payment

For security purposes, please call Shelley Meredith, our Controller, at 502-561-7660 to complete credit card transaction over the phone.

## MAIL DONATION OR DROP OFF AT:

Ronald McDonald House Charities of Kentuckiana

550 S. 1<sup>st</sup> St.

Louisville, KY 40202

