

2022

Business Partnerships



**Ronald McDonald
House Charities®**
Eastern Iowa & Western Illinois

730 Hawkins Dr. Iowa
City, IA 52246
Phone: 319-356-8302
jfield@rmhc-eiwi.org
www.rmhc-eiwi.org



Business Partnerships

Partnerships with RMHC-EIWI Support Families

The Business Partnership program gives your organization the opportunity to support the goal of RMHC-EIWI: keep families close to each other and the care they need, when they need it most.

Through the Ronald McDonald House and Family Rooms, we provide more than just a place to stay. RMHC-EIWI offers families home cooked meals, kitchen and laundry facilities, other essentials, and a place to just be a family while staying close to needed medical care. Your support can make the difference for a family with a critically ill or injured child.

Partnerships with RMHC-EIWI are socially responsible

RMHC-EIWI is a local charity serving families through our House and Family Rooms in Iowa City and Cedar Rapids. By partnering with us, you are able to demonstrate your company's commitment to families in need. We provide hands-on opportunities to become involved in services with immediate and demonstrated impact. From serving a meal to volunteering at a fundraiser, your employees will see firsthand the difference they are making in the lives of families and children.



Partnerships with RMHC-EIWI are good for business

The 2017 Cone Communications Corporate Social Responsibility Study found that 87% of consumers will purchase a product because a company supported a cause they cared about. RMHC-EIWI is a well-established and respected local charity with many loyal volunteers and donors who feel passionately about our mission and services. RMHC-EIWI is proud to be recognized as a 4-star rated charity with Charity Navigator.



Business Partnership Opportunities

Special Event Sponsorship Opportunities

Sponsorships are available for one or more of the following events. The sponsorships range from \$500 - \$10,000.

- Piano Celebration (April 23-24, 2022)
- Red Shoe Run/Walk (May 1, 2022)
- "Fore the Families" of RMHC-EIWI (June 6, 2022)
- Bubble Walk (June 18, 2022)

Share-A-Night

We offer businesses and individuals the opportunity to support the families staying with RMHC-EIWI by covering the cost to care for these families for the night.

- Ronald McDonald House of Iowa City: \$2,500
- Ronald McDonald Family Room: \$500

Keep our House a Home Refresh

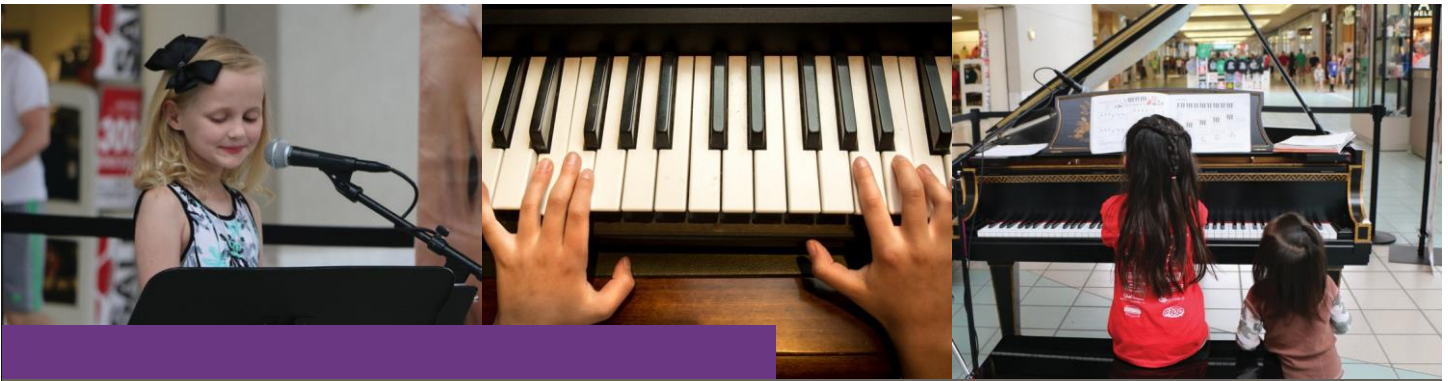
Naming opportunities are available as we embark on a remodel of the Ronald McDonald House of Iowa City.

Contact Heather Croskrey, Development Director, for more information at 319-384-5852

Looking for opportunities to get more involved? We have several ways that teams can help out throughout the year:

- Volunteer at an event
- Prepare/Cater a meal for families at our 3 locations
- Service Project day at the Ronald McDonald House to help with cleaning, special projects, and organizing
- Casserole Club
- Wish List drives

Contact our Family Program and Volunteer Coordinator at 319-356-4417 to learn more about all the great team building/volunteering opportunities we have available.



PIANO CELEBRATION

APRIL 23-24, 2022 | NORTHPARK MALL IN DAVENPORT

- Weekend-long event featuring over 500 piano students from the Quad Cities area raising awareness and donations for RMHC-EIWI.
- NorthPark Mall has an estimated 2,000 individuals walk through the mall each day.
- Event partners with "Piano for a Richer Life" to promote awareness of the benefits of piano study.
- Kids Helping Kids: Scott and Rock Island Counties are among the highest counties of residence for families served at the Ronald McDonald House of Iowa City.
- Together, Corporate sponsors and piano students have raised over \$425,000 for RMHC since the inaugural event in 2003.

SPONSORSHIP OPPORTUNITIES

	GRAND \$2,500	KEY \$1,000	FRIEND \$500
Company logo on participant t-shirt	X	X	
Company logo on participant certificates	X		
Company logo on program listing and event signage	X	X	
Company logo on RMHC-EIWI	X	X	
Social media recognition/promotion as sponsor on Piano Celebration's Facebook event page	X		
Company listed in event program	X	X	X
Recognition in RMHC-EIWI e-newsletter (circ. 8,500 households)	X	X	X

Your sponsorship of the 2022 Piano Celebration will associate your organization with families, teachers, community leaders, and professionals dedicated to music and the benefits of piano study.



RED SHOERUN/WALK

SUNDAY MAY 1, 2022

- 38th anniversary of the event.
- Over 1,000 participants and spectators expected to attend.
- Event includes a 5k race, as well as Ronald's Run 100-yard dash.
- Alumni Family Reunion. Past families come together for a free picnic!
- Join past and current RMHC-EIWI families and friends, community members from all over Eastern Iowa and Western Illinois, and racers from across the country for the 38th Annual Red Shoe Run.
- Event starts and finishes at Lower City Park in Iowa City.
- Additional race information and registration is available at www.rmhc-eiwi.org/run.

SPONSORSHIP OPPORTUNITIES

	TITLE SPONSOR \$10,000	RACE SPONSOR \$5,000 2 Available	ZONE SPONSOR \$3,500	CHEER ZONE SPONSOR \$1,000
Logo prominently located on front of all race t-shirts	X			
"Presented by" language on all promotional items	X			
Company logo on all race bibs and finish line	X	X		
Number of included race entries	30	15	10	2
Specific race sponsor language used on event marketing items		X		
Number of on-course signs with company logo placed along race route	20	6	4	1
Opportunity for representative to speak at event	X	X		
Company banner/sign prominently placed at the specific zone sponsored (Kids Zone, Food Zone, Family Reunion, etc.) - Specifics TBD with the sponsor.			X	
Company banner/sign prominently displayed at one cheer zone				X
Opportunity to staff one cheer zone along route	X	X	X	X
Company logo on website (www.rmhc-eiwi.org)	X	X	X	X
Recognition in RMHC-EIWI e-newsletter (circ. 8,500 households)	X	X	X	X
Opportunity to place product in each participant's swag bag	X	X	X	X



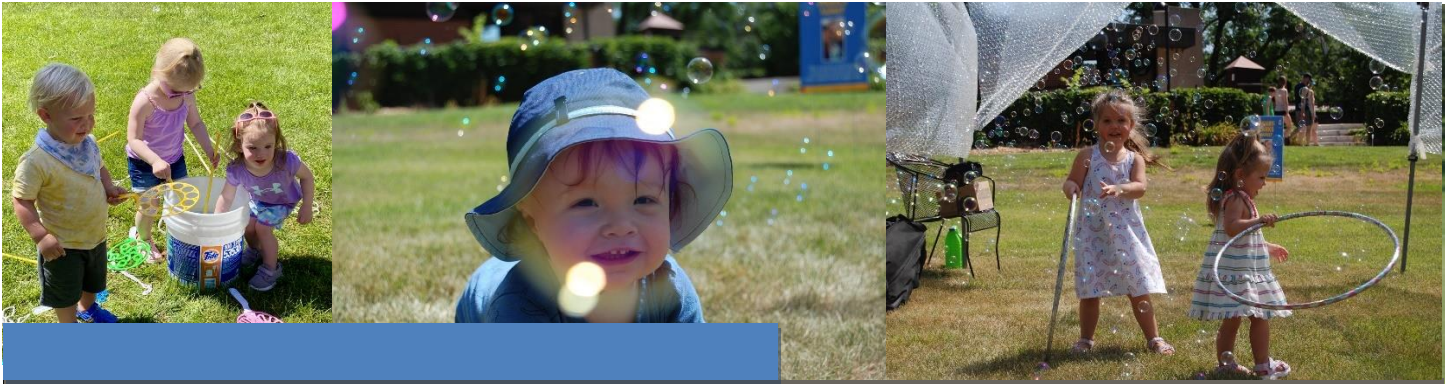
FOR THE FAMILIES OF RMHC-EIWI

MONDAY, JUNE 6, 2022

- 20th Annual Fore the Families golf outing.
- Co-hosted by Iowa City Thursday Noon Rotary Club.
- This golf outing has raised more than \$900,000 since its inception in 2002.
- Registration capped at 144 golfers. This event sells out fast!
- Registration cost is \$600/team (\$150 per person).

SPONSORSHIP OPPORTUNITIES

	PRESENTING \$10,000 <i>*Limit 1</i>	PLATINUM \$5,000	GOLD \$3,500	SILVER \$1,000	BRONZE \$500
Logo on all marketing materials with verbiage "presented by"	X				
Opportunity to speak at start of tournament	X				
Company logo displayed on all event signage	X				
Company logo on premium signage on course	X	X	X		
Hole sponsorship	X	X	X	X	
Color on-course signage provided by event organization	X	X	X		
Opportunity to have information booth with company banner	X	X	X	X	X
Opportunity to place product in each participant's swag bag	X	X	X		
Recognition in event program	X	X	X	X	X
Recognition in RMHC-EIWI e-newsletter (circ. 8,500 households)	X	X	X	X	X



BUBBLE WALK

SATURDAY JUNE 18, 2022

- 2nd Annual Bubble Walk Event
- This is a free, family-friendly event
- This event raises awareness for the Family Room at St. Luke's Hospital
- The 2021 event had over 300 people in attendance
- Event includes games, activities, prizes, and lots of bubbles!

SPONSORSHIP OPPORTUNITIES

	PRESENTING \$5,000 <i>*Limit 1</i>	BUBBLE Sponsor \$3,500	FAMILY Sponsor \$1,000	FRIEND Sponsor \$500
Logo on all marketing materials with verbiage "presented by"	X			
Opportunity to speak at start of event	X			
Logo displayed on all event signage	X			
Opportunity to have information booth at event	X			
Opportunity to place product in each participant's swag bag	X	X		
Recognition in RMHC-EIWI e-newsletter (circ. 8,500 households)	X	X	X	X
Company logo on website (www.rmhc-eiwi.org)	X	X	X	X



2022 EVENTSPONSORSHIP

Registration form

Keeping families close

Thank you for considering your sponsorship gift to RMHC-EIWI. Please review our 2022 spring event sponsorship opportunities and return this form upon completion.

CONTACT INFORMATION

BUSINESS NAME

ADDRESS

CITY

ST

ZIP

CONTACT PERSON

CONTACT EMAIL/PHONE

PLEASE NOTE: Jessica Field, Development Coordinator, will follow up on sponsorship and/or team information with the contact person listed above.

PAYMENT INFORMATION

☐ CHECK ENCLOSED

☐ SEND INVOICE

CC # (VISA/MC)

EXP. (MO/YR)

CVV#

Yes! Sign me up.

PIANO CELEBRATION

☐ **\$2,500** - Grand

☐ **\$1,000** - Key

☐ **\$500** - Friend

RED SHOE RUN/WALK

☐ **\$10,000** - Title Sponsor

☐ **\$5,000** - Race Sponsor

☐ **\$3,500** - Zone Sponsor

☐ **\$1,000** - Cheer Zone Sponsor

FOR THE FAMILIES

☐ **\$10,000** - Presenting

☐ **\$5,000** - Platinum

☐ **\$3,500** - Gold

☐ **\$1,000** - Silver

☐ **\$500** - Bronze

☐ **\$600** - Add Team

BUBBLE WALK

☐ **\$5,000** - Presenting Sponsor

☐ **\$3,500** - Bubble Sponsor

☐ **\$1,000** - Family Sponsor

☐ **\$500** - Friend Sponsor

TOTAL AMOUNT:

\$

RETURN THIS FORM TO:

Ronald McDonald House Charities of Eastern Iowa & Western Illinois jfield@rmhc-eiwi.org