



Ronald McDonald  
House Charities®  
Eastern Iowa & Western Illinois



# BUSINESS

## PARTNERSHIPS



730 Hawkins Dr.  
Iowa City, IA 52246  
Phone: 319-500-RMHC (ext. 102)  
[Development@rmhc-eiwi.org](mailto:Development@rmhc-eiwi.org)  
[www.rmhc-eiwi.org](http://www.rmhc-eiwi.org)

The Stonebraker Family

# BUSINESS

## PARTNERSHIPS



### Partnerships with RMHC-EIWI Support Families

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

Through the Ronald McDonald House and Ronald McDonald 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 receiving medical care for a child.

### Partnerships with RMHC-EIWI are socially responsible

RMHC-EIWI is a local charity serving families through our House in Iowa City and our 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.



The Phillips Family



# BUSINESS

## PARTNERSHIPS



### Special Event Sponsorship Opportunities

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

- Red Shoe Run/Walk (May 5, 2024)
- "Fore the Families" of RMHC-EIWI (June 3, 2024)
- Bubble Walk (June 15, 2024)

### Ronald McDonald House Sponsorships

Naming opportunities are available at the Ronald McDonald House of Iowa City.

### 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

— **Contact Heather Croskrey,** —

Chief Development Officer, for more information at 319-500-RMHC (ext. 102)

or

— **Contact Kate Grabe,** —

Development Coordinator, for event sponsorship at 319-500-RMHC (ext. 104)

**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
- Casserole Club
- Wish List drives
- Service Project day at the Ronald McDonald House to help with cleaning, special projects, and organizing

— **Contact our Volunteer Manager** —

at 319-500-RMHC (ext. 105) to learn more about all the great team building/volunteering opportunities we have available.



The Recker Family

# RED SHOE RUN/WALK

## RMHC-EIWI SPONSORSHIP

SUNDAY  
MAY 5, 2024

- 40th 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 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](http://www.rmhc-eiwi.org/run).



## SPONSORSHIP OPPORTUNITIES

	Titlle Sponsor \$10,000 1 Only	Race Sponsor \$5,000	Zone Sponsor \$3,500	Cheer Zone Sponsor \$1,000	Cart Sponsor \$500
Logo prominently located on front of all race t-shirts					
"Presented by" language on all promotional items					
Company logo on all race bibs and finish line					
Number of included race entries	30	15	10	2	1
Specific race sponsor language used on event marketing items					
Number of on-course signs with company logo replaced along race route	20	6	4	1	
Opportunity for representative to speak at start of event					
Company banner/sign prominently placed at the specific zone sponsored (Kids Zone, Food Zone, Family Reunion, etc.) - Specifics TBD with the sponsor.					
Company banner sign prominently displayed at one cheer zone					
Opportunity to staff one cheer zone along route					
Company logo on website ( <a href="http://www.rmhc-eiwi.org">www.rmhc-eiwi.org</a> )					
Opportunity to place product in each participant's swag bag					
Logo included on event golf carts					



# FORE THE FAMILIES OF RMHC-EIWI

## RMHC-EIWI SPONSORSHIP

MONDAY  
JUNE 3, 2024

- 23rd Annual Fore the Families golf outing.
- Co-hosted by Iowa City Thursday Noon Rotary Club.
- This golf outing has raised more than \$1 million since its inception in 2002.
- Registration capped at 144 golfers. This event sells out fast!
- Registration cost is \$700/team (\$175/person).



## SPONSORSHIP OPPORTUNITIES

	Presenting \$10,000 *limit 1	Meal \$7,500 *limit 1	Albatross \$5,000	Birdie \$3,500	Hole \$1,000	Friend \$500
Company logo on website (www.rmhc-eiwi.org)						
Recognition in event program						
Opportunity to place item in each participant's swag bag						
Hole sponsorship with signage on hole						
Opportunity to have a tent and run a game on that hole						
Company logo on 3 on-course specialty signs						
Opportunity to have an information booth at registration						
Social media promotion as a sponsor of the event						
Company logo placed in each participant's golf cart						
Opportunity to have an information booth on the course in a prominent spot crossed multiple times by golfers						
Logo on all event signage						
"Presented by" language on all promotional items						
Speak at the start of the event						
Speak at dinner						
Info booth at dinner						
Hand out prizes at dinner						
Company information in each lunch bag						
Signage at dinner						

# BUBBLE WALK

## RMHC-EIWI SPONSORSHIP

SATURDAY  
JUNE 15, 2024

- 4th 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 2023 event had over 250 people in attendance
- Event includes games, activities, prizes and lots of bubbles!



## SPONSORSHIP OPPORTUNITIES

	Bubble Sponsor \$5,000	Activity Sponsor \$3,500	Family Sponsor \$1,000	Friend Sponsor \$500
Recognition on RMHC social media				
Company logo on website (www.rmhc-eiwi.org)				
Opportunity to place product in each participant's bag				
Signage at event promoting sponsorship				
One Bubble Station customized to your logo and business				
Opportunity to have information booth at event				
Logo displayed on all event signage and on give aways at CR Downtown Farmers Market				
"Presented by" language on all promotional items				

2024

# EVENT SPONSORSHIP

## REGISTRATION FORM



## Keeping families close®

Thank you for considering your sponsorship gift to RMHC-EIWI.  
Please review our 2024 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: The 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#

### RETURN THIS FORM TO:

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

Yes! Sign me up.

### RED SHOE RUN/WALK

- ☐ **\$10,000** - Title Sponsor
- ☐ **\$5,000** - Race Sponsor
- ☐ **\$3,500** - Zone Sponsor
- ☐ **\$1,000** - Cheer Zone Sponsor
- ☐ **\$500** - Cart Sponsor

### FOR THE FAMILIES

- ☐ **\$10,000** - Presenting Sponsor
- ☐ **\$7,500** - Meal Sponsor
- ☐ **\$5,000** - Albatross Sponsor
- ☐ **\$3,500** - Birdie Sponsor
- ☐ **\$1,000** - Hole Sponsor
- ☐ **\$500** - Friend Sponsor

### BUBBLE WALK

- ☐ **\$5,000** - Bubble Sponsor
- ☐ **\$3,500** - Activity Sponsor
- ☐ **\$1,000** - Family Sponsor
- ☐ **\$500** - Friend Sponsor

### TOTAL AMOUNT

\$



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

**Kate Grabe**

Development Coordinator

730 Hawkins Dr.  
Iowa City, IA 52246



[rmhc-eiwi.org](http://rmhc-eiwi.org)

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