LOVE

Laughter • hope • friendship • courage • togetherness

Bravery • warmth • sharing

Stories • kindness

Comfort • smiles • triumphs • compassion

Memories • strength • family

Hospitality • celebrations • hugs

Ronald McDonald House Charities®
of the Capital Region

GALA SPONSORSHIP OPPORTUNITIES

Updated April 2022
The Albany Ronald McDonald House first opened its doors on June 30, 1982. Since then, more than 20,000 families have experienced the warm embrace of “The House That Love Built,” and each year, the depth and breadth of services offered by Ronald McDonald House Charities grows.

On Thursday, June 30, 2022, we will celebrate 40 YEARS OF LOVE with a one-of-a-kind, anniversary gala at the Albany Capital Center. Your investment as a sponsor will help ensure that children and families facing serious health challenges in our community receive all the love and support that have come to define RMHC of the Capital Region over the last 40 years.

$40,000 • EXCLUSIVE PRESENTING SPONSOR **SOLD OUT**  
Could provide 500 families a 1-night stay at the Ronald McDonald House  
Sponsorship includes:  
• Two tables (up to 20 guests) with VIP distinguished seating  
• Live speaking opportunity during program  
• Inclusion in video presentation  
• Event journal: full-page color ad on back or inside front cover  
• Presenting sponsor recognition with logo throughout event  
• Logo recognition on all promotional efforts, including invitations, online & social media  
• 4 bottles of sparkling wine at your tables  
• Logo featured on step & repeat banner  
• Invitation to pre-event Donor Appreciation Reception with RMHC-CR families

$25,000 • DIAMOND SPONSOR (3 of 4 available)  
Could provide 750 visits to the Ronald McDonald Family Room  
Sponsorship includes:  
• One table (up to 10 guests) with VIP superior seating  
• Opportunity to introduce one of four Distinguished Service Awards  
• Event journal: full-page color ad  
• Logo recognition on award-related signage  
• Logo recognition on all promotional efforts, including invitations, online & social media  
• 3 bottles of sparkling wine at your table  
• Logo featured on step & repeat banner  
• Invitation to pre-event Donor Appreciation Reception with RMHC-CR families
$15,000 • PLATINUM SPONSOR (5 of 6 available)
Could provide 50 nights of meals for up to 25 families at the Ronald McDonald House through the Love is Served meal program

Sponsorship includes:
• One reserved table (up to 10 guests)
• Logo placement/name recognition throughout event
• Event journal: half-page color ad
• Logo recognition on all promotional efforts, including invitations, online & social media
• 2 bottles of sparkling wine at your table
• Invitation to pre-event Donor Appreciation Reception with RMHC-CR families

$10,000 • GOLD SPONSOR
Could provide 1,500 visits from the RMHC-CR Hospitality Cart

Sponsorship includes:
• 6 reserved seats
• Logo recognition on video screens and event signage
• Event journal: quarter-page color ad
• Name recognition on all promotional efforts, including invitations, online & social media
• Invitation to pre-event Donor Appreciation Reception

$5,000 • SILVER SPONSOR
Could provide a one-week stay at the Ronald McDonald Family Retreat in Lake George

Sponsorship includes:
• 4 reserved seats
• Name recognition on video screens and event signage
• Event journal: quarter-page color ad
• Name recognition on all promotional efforts, including invitations, online & social media

$2,500 • BRONZE SPONSOR
Could bring H.O.P.E. to 80 new families in the neonatal ICU

Sponsorship includes:
• 2 reserved seats
• Name recognition throughout event, online & on social media
• Event journal: eighth-page color ad

$2,500 • TABLE SPONSOR

Underwriting Opportunities
Please see reverse

All underwriters recognized by name on invitation, throughout event and in event journal. No tickets included.
Yes, we want to support Ronald McDonald House Charities® of the Capital Region as a sponsor of the 40 Years of Love anniversary gala on June 30, 2022.

Sponsor Name: ____________________________

(to be listed on event materials)

Contact Name: ____________________________

Email: ____________________________

Phone: ____________________________

☐ Diamond Sponsor..................................................$25,000
☐ Platinum Sponsor..................................................$15,000
☐ Gold Sponsor..................................................$10,000
☐ Silver Sponsor..................................................$5,000
☐ Bronze Sponsor..................................................$2,500

Underwriting Opportunities

☐ After Party...................$5,000
☐ Treat a Family.............$2,500
☐ Auction.........................$2,000
☐ Valet.............................$2,000
☐ Prize Pull......................$1,500
☐ Video..............................$1,500
☐ Dress a Family..............$1,000

Journal Ads

☐ Full Page.......................$1,000
☐ 5” wide x 8” high, full color
☐ Half Page.......................$500
☐ 5” wide x 4” high, full color
☐ Quarter Page...............$250
☐ 5” wide x 2” high OR 2.5” wide x 4” high, full color
☐ Eighth Page...............$125
☐ 5” wide x 1” high OR 2.5” wide x 2” high, full color

☐ Payment enclosed (please make checks payable to RMHC-CR)

☐ Please send invoice to: ____________________________

Please respond no later than May 20, 2022 to be included in event journal.

Please return to Ronald McDonald House Charities of the Capital Region:
139 S. Lake Avenue, Albany, NY 12208  ♥  snigra@rmhcofalbany.org