



SPONSORSHIP OPPORTUNITIES



RMHC[®]
of the Capital Region

Saturday
June 24, 2023

5K

Fun ♥ Run
& Birthday
Bash

Join Ronald McDonald House Charities[®] of the Capital Region on Saturday, June 24 in the City of Albany for a 5K race, followed by a special celebration of the 41st birthday of the Albany Ronald McDonald House!

EVENT DETAILS

The RMHC 5K Fun Run is open to all ages and abilities! Families are encouraged to run/walk together in support of the many children and families served by Ronald McDonald House Charities of the Capital Region.

Following the race, all participants will be welcomed to a fun-filled Birthday Bash, with delicious food, sweet treats, family activities and more!

DATE:

Saturday, June 24, 2023

TIME:

9:00 AM Registration

10:00 AM Race Start

10:00 AM-1:00 PM Birthday Bash

LOCATION:

Albany College of Pharmacy & Health Sciences
106 New Scotland Avenue, Albany, NY 12208

TO REGISTER, PLEASE VISIT:

rmhcofalbany.org/5K

TITLE SPONSOR • \$10,000 (one available)

Could support 80 families through a one-night stay at the Albany Ronald McDonald House

Benefits include:

- Logo featured prominently on event t-shirt
- Logo on branded race-day bibs worn by all 5K participants
- Logo in race packet distributed to all 5K participants
- Logo displayed on Birthday Bash signage
- Logo and hyperlink on event webpage
- Sponsor mentions in event email blasts and social media posts
- Verbal recognition as title sponsor during pre-race announcements
- Speaking opportunity and table display at post-race Birthday Bash
- Opportunity to participate in media coverage as appropriate
- Opportunity to display company signage at Start and/or Finish Line
- Opportunity to add branded promotional item and/or company information to participant race packets
- Up to twenty (20) complimentary 5K/Birthday Bash registrations



FINISH LINE SPONSOR • \$5,000

Could support 150 families at the Ronald McDonald Family Room

Benefits include:

- Logo on branded race-day bibs worn by all 5K participants
- Logo in race packet distributed to all 5K participants
- Logo displayed on Birthday Bash signage
- Logo and hyperlink on event webpage
- Sponsor mentions in event email blasts and social media posts
- Table display at post-race Birthday Bash
- Opportunity to display company signage at Finish Line
- Opportunity to add branded promotional item and/or company information to participant race packets
- Up to ten [10] complimentary 5K/Birthday Bash registrations

STARTING LINE SPONSOR • \$2,500

Could support 500 children with treats from the RMHC Comfort Cart

Benefits include:

- Name in race packet distributed to all 5K participants
- Name displayed on Birthday Bash signage
- Name and hyperlink on event webpage
- Sponsor mentions in event email blasts and social media posts
- Opportunity to display company signage at Starting Line
- Opportunity to add branded promotional item and/or company information to participant race packets
- Up to six [6] complimentary 5K/Birthday Bash registrations

BIRTHDAY SPONSOR • \$1,000

Could support one family's stay at the Ronald McDonald Family Retreat

Benefits include:

- Name in race packet distributed to all 5K participants
- Name displayed on Birthday Bash signage
- Name and hyperlink on event webpage
- Up to four [4] complimentary 5K/Birthday Bash registrations

UNDERWRITING OPPORTUNITIES • \$250-500

Please see reverse for options and details.

- All underwriters will be recognized by name on Birthday Bash signage and event webpage, and will receive complimentary entry to the post-race Birthday Bash (5K registration not included)

SPONSORSHIP COMMITMENT

Please respond by May 1, 2023 to receive all sponsor benefits.

- Yes, we want to support Ronald McDonald House Charities® of the Capital Region as a sponsor of the 5K Fun Run & Birthday Bash on June 24, 2023.

Sponsor Name: _____
(to be listed on event materials)

Contact Name: _____

Email: _____

Phone: _____

- Exclusive Title Sponsor.....\$10,000
 Finish Line Sponsor.....\$5,000
 Starting Line Sponsor.....\$2,500
 Birthday Sponsor.....\$1,000

Additional Underwriting Opportunities

- Family Fun.....\$500 *(includes 4 tickets to Birthday Bash)*
 Food & Beverage.....\$500 *(includes 4 tickets to Birthday Bash)*
 Decorations.....\$250 *(includes 2 tickets to Birthday Bash)*
 Race Packets.....\$250 *(includes 2 tickets to Birthday Bash)*
 Water Stations.....\$250 *(includes 2 tickets to Birthday Bash)*
- Payment enclosed (please make checks payable to RMHC-CR)
 Please send invoice to: _____

Please return to Ronald McDonald House Charities of the Capital Region:

Attn: Christine Dollard, Events Coordinator
139 S. Lake Avenue, Albany, NY 12208
cdollard@rmhcofalbany.org

To complete payment online, visit rmhcofalbany.org/5K