

HAUTE
FOR THE HOUSE

Saturday, February 20, 2027
11 am - 2:30 pm

InterContinental Hotel Cleveland
9801 Carnegie Avenue | Cleveland, OH 44106



**Ronald
McDonald
House®**
Northeast Ohio



Saturday, February 20, 2027 | 11 am - 2:30 pm

InterContinental Hotel Cleveland

9801 Carnegie Avenue | Cleveland, OH 44106



Haute for the House, benefiting Ronald McDonald House® Northeast Ohio, returns for a fourth year, with amazing fashion, specialty cocktails, irresistible auctions, fabulous raffles, vendors and more!

The day will feature an exclusive, cutting-edge fashion show created and produced by Kent State University School of Fashion students, faculty, and alumni. This will be a day to celebrate fashion, friends, families, and of course, fun!



We could not have this type of impact without our generous event sponsors and attendees.

Annual Impact



Over

25,000

families served



Over

1,200

families through House programs



Over

4,000

volunteer hours



Over

4,700

families in Ronald McDonald House Family Room programs



Over

1,800

Star Program families



Over

12,000

Ronald McDonald House Resource Link visitors



Over

118,000

lunches and dinners

+ continental breakfast, snacks, fresh fruit, baked goods, coffee, tea, milk, juice

SPONSORSHIP OPPORTUNITIES

\$15,000: Luxe Lead

(one available)

- Exclusive recognition as lead sponsor. Haute for the House, presented by **[your company name]**, to benefit Ronald McDonald House Northeast Ohio will be displayed on all printed event collateral, including invitation, program and signage
- Your name or logo on all event communications, including website, social media (Facebook, Instagram and LinkedIn), press releases, advertising, e-blasts, and e-newsletters
- Link to your company website from the Ronald McDonald House NEO and Haute for the House websites
- Opportunity to provide a 30-second video or have a company representative address the audience during the seated program
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Two reserved VIP tables and fashion show seating for a total of 20 guests and 20 swag bags

\$10,000: Posh Platinum

- Name and/or logo in event public relations, advertising, press releases, and collateral including programs, signage, and invitation
- Prominent recognition on event website, e-blasts, and social media (Facebook, Instagram and LinkedIn)
- Link to your company website from the RMHC NEO and Haute for the House websites
- On-stage verbal recognition during the seated program
- Opportunity to place a premier item in swag bag (event appropriate items only)
- One reserved VIP table and fashion show seating for a total of 10 guests and 10 swag bags



MARKETING STRATEGY

Event Program – Printed program distributed to all 300+ guests

Save-the-Date and Invitation – Save-the-date e-blast and mailed invitation sent to 5k+ Ronald McDonald House NEO supporters

Event Page – Ronald McDonald House NEO event page featuring up-to-date information and links to event and partner websites

Social Media – Campaigns across RMHC NEO's platforms to reach our audience of 26k+ with engaging event content

E-Blasts – Sent to 29k+ Ronald McDonald House NEO donors, friends, and volunteers

\$5,000: Glitzy Gold

- Name and/or logo in event public relations, advertising, programs, and signage
- Recognition on event website, e-blasts, and social media
- Link to your company website from the Ronald McDonald House NEO and Haute for the House websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Eight (8) VIP tickets with reserved seats and swag bags

\$2,500: Stylish Silver

- Name and/or logo in event public relations, advertising, programs, and signage
- Recognition on event website, e-blasts, and social media
- Link to your company website from the RMHC NEO and Haute for the House websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Four (4) VIP tickets with reserved seats and swag bags

\$1,000: Swanky Supporting

- Logo placement in event programs and signage
- Recognition on event website, e-blasts, and social media
- Link to your company website from the RMHC NEO and Haute for the House websites
- Two (2) VIP tickets with reserved seats and swag bags



2027 SPONSORSHIP FORM

☐ **Yes!** I would like to participate in Haute for the House on
February 20, 2027:

- ☐ **\$15,000: Luxe Lead Sponsor**
- ☐ **\$10,000: Posh Platinum Sponsor**
- ☐ **\$5,000: Glitzy Gold Sponsor**
- ☐ **\$2,500: Stylish Silver Sponsor**
- ☐ **\$1,000: Swanky Supporting Sponsor**

Name for Sponsor Recognition Purposes:

Contact Name: _____

Address: _____

City, State, ZIP: _____

Email: _____

Phone: _____

Social Media Handles for Sponsor Recognition:



Website URL for Sponsor Recognition:

☐ Unable to attend but here is a donation to
Ronald McDonald House NEO: \$ _____

☐ Send invoice

☐ Check enclosed (payable to Ronald McDonald
House Northeast Ohio)

\$ _____

☐ Charge my credit card

Name as it appears on card:

CC#: _____

Expiration Date:

CVV: _____ Zip Code (for card): _____

Signature: _____

Please return to:

Katie Spring at kspring@RMHCneo.org or mail to:

Ronald McDonald House Northeast Ohio

10415 Euclid Ave., Cleveland, OH 44106

by Wednesday, January 20, 2027

Your commitment now can be paid next year!
Accepting sponsorship pledges that can be paid in
2027.

Ronald McDonald House NEO is a tax-exempt Section 501(c)(3) Ohio not-for-profit corporation, the contributions to which are tax-deductible. The Ronald McDonald House NEO EIN is 34-1269123.