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Thursday, February 8, 2024

6:30 - 9:30 PM

InterContinental Hotel Cleveland  
9801 Carnegie Avenue | Cleveland, OH 44106

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*to benefit*



Ronald McDonald  
House Charities®  
Northeast Ohio

Thursday, February 8, 2024 | 6:30 - 9:30 PM

InterContinental Hotel Cleveland

9801 Carnegie Avenue | Cleveland, OH 44106



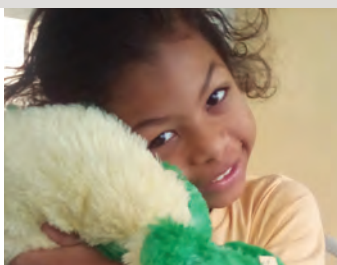
**Haute for the House**, benefiting Ronald McDonald House Charities® of Northeast Ohio, premieres Thursday, February 8, 2024, with amazing fashion, specialty cocktails, irresistible auctions, fabulous raffles, and more! The evening will feature an exclusive, cutting-edge fashion show created and produced by Kent State University School of Fashion students, faculty, and alumni. This will be a night to celebrate fashion, friends, families, and of course, fun!



Ronald McDonald House Charities of Northeast Ohio, Inc. **enhances the healthcare experience for families and children through comfort, care, and supportive services.** Each year, thousands of families whose children are receiving medical care throughout Northeast Ohio are served through our programs. Find more information at [RMHCneo.org](https://RMHCneo.org). **In 2022:**



Ronald McDonald House® programs in Akron and Cleveland hosted **948 families** for a total of **18,462 nights**.



Ronald McDonald Family Room® programs in four hospitals served **3,743 families**, with **21,126 visits**.



Our Care Mobile provided dental visits and health education information to **1,040 families**, right in their communities.



RedTreehouse.org, the Ronald McDonald Family Resource Link, had **17,391 unique visitors**.



Our outpatient STAR Center served **288 children** in just three months.



Our family meal program provided **59,323 lunches and dinners**, daily continental breakfast and countless snacks.

**We could not have done this without our generous event sponsors and attendees.**

# SPONSORSHIP OPPORTUNITIES

## \$15,000: Luxe Lead

*(one available)*

- Exclusive recognition as lead sponsor. Your company will be credited on all event collateral (including save-the-date, invitation, programs and signage), as Haute for the House, presented by [your company name], to benefit Ronald McDonald House Charities of Northeast Ohio
- Your name or logo on all event communications, including event website, social media campaigns (Facebook, Instagram and LinkedIn), press releases, advertising initiatives, e-blasts, and e-newsletters
- Link to your company website from the RMHC 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 placement in event public relations and advertising initiatives, press releases, and event collateral including programs, signage, save-the-date and invitation
- Prominent recognition on event website, e-blasts, and social media campaigns (Facebook, Instagram and LinkedIn) reaching followers of RMHC NEO
- 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 at event

**Save-the-Date and Invitation** – Save-the-date e-blast and mailed invitation postcard sent to RMHC NEO's supporters. Expected audience: 5,000+

**Event Page** – RMHC NEO's event page will be updated with event and sponsor information and include links to appropriate sponsor webpages

**Social Media** – Social media campaigns across RMHC NEO's platforms will reach our audience of 24,500+ with engaging event content

**E-Blasts** – E-blasts will be sent to a network of over 28,500 RMHC NEO donors, friends, and volunteers

## \$5,000: Glitzy Gold

- Name and/or logo placement in event public relations and advertising initiatives, event programs, and signage
- Recognition on event website, e-blasts, and social media campaigns
- 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)
- Eight (8) VIP tickets with reserved seats and swag bags

## \$2,500: Stylish Silver

- Name and/or logo placement in event public relations and advertising initiatives, event programs, and signage
- Recognition on event website, e-blasts, and social media campaigns
- 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 campaigns
- 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



## 2024 SPONSORSHIP FORM

**Yes!** I would like to participate in Haute for the House  
on February 8, 2024:

- ☐ **\$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  
RMHC NEO: \$ \_\_\_\_\_

☐ Send invoice

☐ Check enclosed (payable to Ronald McDonald  
House Charities of Northeast Ohio)  
\$ \_\_\_\_\_

☐ Charge my credit card \$ \_\_\_\_\_

Name as it appears on card:

\_\_\_\_\_

CC#: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CVV Code: \_\_\_\_\_

Signature: \_\_\_\_\_

Please return to:

Katie Spring

kspring@RMHCneo.org or by mail to:

Ronald McDonald House Charities®  
of Northeast Ohio

10415 Euclid Ave., Cleveland, OH 44106

by Friday, January 5, 2024

Your commitment now can be paid next year!

Accepting sponsorship pledges that can be paid in 2024.



**Ronald McDonald  
House Charities®**  
Northeast Ohio

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