

Ronald McDonald House New York's

Virtual 28th Annual Gala

Monday, November 16, 2020



Ronald
McDonald
House®
New York

28th Annual Gala Event Honorees

Daniel S. Glaser
President & CEO, Marsh &
McLennan Companies

Kevin H. Kelly
Executive Advisor,
Aquiline

David Prieser
CO-CEO, Houlihan Lokey

2020 Legacy Award Honoree

Richard O'Reilly, MD, Claire, L. Tow Chair in Pediatric Oncology Research, Memorial Sloan Kettering, RMH-NY Founding Board Member

SPONSOR TO SUPPORT

Ronald McDonald House New York provides temporary housing for families battling pediatric cancer so that children can be close to the life-saving treatment and support they need. Support our mission today by getting involved with our first-ever virtual gala.

○ Gala Co-Branded Naming - \$500,000

Exclusive Gala Co-Branded Naming, e.g. X Company Presents the 28th Annual Gala of Ronald McDonald House New York – This co-branding opportunity would appear in all communication and promotional materials as the brand name of the event, in all sponsor recognition, Gala Co-Branded Naming logo featured in all marketing materials, e-journal, dedicated social media posts, All Party Room Access plus VIP Cocktail Party participants allotted: 50 participants will receive VIP kits, unlimited access to pre-event Journal Reception Room.

○ Gala Underwriter - \$250,000

Exclusive Gala Underwriter, highlighted in welcome, Gala Underwriter Sponsor logo in marketing materials, e-journal front-cover ad, dedicated social media post, All Party Room Access plus VIP Cocktail Party participants allotted: 25 participants will receive VIP kits, unlimited access to Pass-Coded Entry to VIP Room and to pre-event Journal Reception Room.

○ VIP Reception Room Underwriter - \$200,000

Exclusive VIP Cocktail Party Room Underwriter, highlighted in welcome, sponsor recognition, VIP Reception Room Sponsor logo in marketing materials, e-journal back-cover ad, In-home Cocktail kit sponsor, dedicated social media post, branded count-down clock. VIP Cocktail Party participants allotted: 20 participants will receive VIP kits, unlimited access to Pass-Coded Entry to VIP Room and to pre-event Journal Reception Room.

○ Journal Reception Room Underwriter - \$175,000

Exclusive Journal Reception Room Underwriter, this is the main landing page for all participants, highlighted in welcome, sponsor recognition, Journal Reception Room Sponsor logo in marketing materials, branded count-down clock, dedicated social media post, VIP Cocktail Party participants allotted: 20 participants will receive VIP kits, unlimited access to Pass-Coded Entry to VIP Room and to pre-event Journal Reception Room.

○ Celebrity Underwriter - \$150,000

Exclusive Celebrity Underwriter, highlighted in welcome, sponsor recognition, Celebrity Underwriter Sponsor logo in marketing materials, Platinum ad in e-journal, exclusive Celebrity Swag materials, dedicated social media post, VIP Cocktail Party participants allotted: 15 participants will receive VIP kits, unlimited access to Pass-Coded Entry to VIP Room and to pre-event Journal Reception Room.

○ Technology Underwriter - \$150,000

Exclusive Technology Underwriter, highlighted in welcome, sponsor recognition, Technology Underwriter Sponsor logo in marketing materials, Platinum ad in e-journal, dedicated social media post, VIP Cocktail Party participants allotted: 15 participants will receive VIP kits, unlimited access to Pass-Coded Entry to VIP Room and to pre-event Journal Reception Room.

○ After Party Underwriter - \$150,000

Sponsor recognition, prominent logo in marketing materials, Platinum ad in e-journal, dedicated social media post, 10 After Party Kits, unlimited After Party participants, unlimited access to Pass-Coded Entry to VIP Room and pre-event Journal Reception Room.

Keeping Families Close



UNLIMITED EVENT OPPORTUNITIES

VIP Level Co-Sponsors - \$100,000

Sponsor logo in marketing materials, Platinum ad in e-journal, VIP Cocktail Party participants allotted: 10 participants receive-in-advance VIP Kits, unlimited access to Pass-Coded Entry to VIP Room and pre-event Journal Reception Room.

Leadership - \$50,000

Prominent logo placement in marketing materials, Gold-Level full page ad placement in e-journal, unlimited access to Pass-Coded Entry to VIP Room and pre-event Journal Reception Room.

Benefactor - \$25,000

Prominent logo placement in marketing materials, Silver-Level full page ad placement in e-journal, unlimited access to Pass-Coded Entry to VIP Room and pre-event Journal Reception Room.

Patron - \$15,000

Sponsor Recognition in marketing materials, Bronze-Level full page ad in e-journal, unlimited access to Pass-Coded Entry to VIP Room and pre-event Journal Reception Room.

Investor - \$10,000

Sponsor Recognition in marketing materials, full page ad in e-journal, unlimited access to Journal Reception Room

Friend - \$5,000

Recognition in marketing Materials, half page ad in e-journal, unlimited access to Journal Reception Room.

Journal Full page Ad - \$2,500

Unlimited access to Journal Reception Room.

Journal Half Page Ad - \$1,500

Unlimited access to Journal Reception Room.

**Journal ad specifications registration are available at
www.rmh-newyork.org/AnnualGala.**

**For additional ad information, please contact Nicole Battista at
212-639-0203 or nbattista@rmh-newyork.org.**

Solicitor: _____ Contact Name: _____
Company: _____ Journal Listing Name: _____
Billing Address: _____ City: _____ State: _____ Zip Code: _____
Credit Card #: _____ Security Code: _____ Expiration Date: ____/____
Email address: _____ Phone Number: _____ Is this a corporate donation? _____

How To Register

Online

www.rmh-newyork.org/events/AnnualGala

Email

rmartin@rmh-newyork.org

Mail

28th Annual Gala
Ronald McDonald House New York
405 East 73rd Street | New York, NY 10021

Further Information:

Rick Martin
(212) 639-0206
rmartin@rmh-newyork.org