



SPONSORSHIP OPPORTUNITIES

November 7, 2015 - IX Art Park

Benefiting

The Ronald McDonald House of Charlottesville

Contact: Rita Ralston, Executive Director, Ronald McDonald House of Charlottesville

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July 10, 2015

Dear Friends,

The mission of the Ronald McDonald House of Charlottesville is to provide low-cost lodging for pediatric patients and their families while the child is receiving intensive medical treatment at the University of Virginia Children's Hospital. The House offers an affordable, calm, comfortable haven – a home away from home – for its guests. For exhausted parents, who are already stressed by the illness of their child, it is a place where families can relax, eat together, and find support from parents who are in similar situations.

We would like to ask you to consider sponsoring our newest fall fundraising event - **Rocktoberfest** – which will take place at The Ix Art Park in Charlottesville on Saturday, November 7. While our goal is to raise money to support the Ronald McDonald House of Charlottesville, with four live bands on two outdoor stages and the opportunity to sample all the best barbecue and beer that Central Virginia has to offer, this event is ***not your typical charity fundraiser***.

We are pleased to offer a sponsorship package that includes a variety of branding opportunities at many different levels. We invite you to promote your company for a great cause, as well as help the Ronald McDonald House of Charlottesville in our fundraising efforts, by supporting us through your donation.

Thank you for taking time to review our Rocktoberfest Sponsorship Packet. If you are interested in becoming a sponsor please do not hesitate to contact us.

Sincerely,

Rita Ralston

Executive Director, Ronald McDonald House Charities of Charlottesville

rralston@rmhcharlottesville.org

(434) 295-1885



Not Your Typical Fundraiser

EVENT PROFILE

With four incredible live bands on two outdoor stages and the opportunity sample all the best barbecue Central Virginia has to offer, Rocktoberfest is **not your typical charity fundraiser**. Capturing all the coolness you *thought* you embodied in your 80's and 90's rock concert days, this casual and fun event supports the work of the Ronald McDonald House of Charlottesville, helping to provide comfort, care and a nurturing "home-away-from-home" to the families of critically ill or injured children. **And it totally rocks.**

DATE:

Saturday, November 7, 2015
Main Event, 6:00pm – 10:00pm
VIP Party, 10:00pm – 12:00am

VENUE:

The Ix Art Park, Charlottesville, VA
Expected attendance: 1,000+

TARGET MARKET:

Charlottesville area professionals, business leaders, business owners and community residents
Ages: 22 - 65

About the Ronald McDonald House of Charlottesville

When a child is hospitalized, the love and support of a family is as powerful as the strongest medicine. But helping a sick child fight an illness takes an emotional toll on a family. Adding a financial strain can make it almost unbearable. For countless families, the Ronald McDonald House of Charlottesville (RMH of Cville) becomes the home they never thought they would need. In an effort to lessen the burden, reduce stress, keep the family intact and enhance the quality of life for these families, RMH of Cville provides affordable housing in a home-like atmosphere so they can focus on the most important thing – the healing of their child.

RMH of Cville's 19-guest suite house is located near University of Virginia Children's Hospital and provides families comfort, care, and support so they can stay close to their hospitalized children and be actively involved in their care. Families are asked to pay just \$15 per night to stay at RMH of Cville, although the actual cost to house a family is \$90 and no family is ever turned away for inability to pay. Typically, the House hosts between 800 to 1,000 family stays each year, where a "stay" can be for one night or up to many, many months. It provides a fully equipped communal kitchen, play room, wi-fi, a library (new in 2015!), a large hearth room for dining and socializing, and a laundry room with all needed supplies. The House is staffed 24 hours per day, 365 days per year. As a non-profit 501 (c)(3) organization, the House looks to individuals, organizations, and businesses for donations to support its overall operations. Events, such as **Rocktoberfest**, are crucial to our funding plan.

Thank you, in advance, for your support.



Sponsorship Levels

Rock Star Sponsor - \$5,000 (2 available)

- 10 VIP tickets (\$1500 value) – includes 10 Meal tickets, 20 drink tickets, access to VIP Lounge, entrance to late night VIP Party, VIP Parking and Check-in
- One Reserved table in VIP Lounge
- 10 VIP Swag Bags
- Company Promotion
 - Logo on Stage signage
 - Verbal recognition from stage
 - Social media mentions
 - Opportunity to place promotional item in event “swag bag”
 - Inclusion in RMH of Cville e-newsletter (2000+ recipients)
 - Logo on:
 - Event Invitations
 - Event marketing materials
 - Event website
 - RMH of Cville website
 - Event Welcome Banner

Backup Singers Sponsor - \$2500

- 6 VIP tickets (\$900 value) – includes 6 meal tickets, 12 drink tickets, VIP Swag, access to VIP Lounge, entrance to late night VIP Party, VIP Parking and Check-in
- One Reserved table in VIP Lounge
- 6 VIP Swag Bags
- Company Promotion
 - Logo on VIP Lounge Signage
 - Opportunity to place promotional item in event swag bag
 - Social media mentions
 - Inclusion in RMH of Cville e-newsletter (2000+ recipients)
 - Logo on:
 - Event Invitations
 - Event marketing materials
 - Event website
 - RMH of Cville website
 - Event Welcome Banner

Groupie Sponsors - \$1000

- **Groupie Cup Sponsor**
- **Groupie T-Shirt Sponsor (Up to 8 may choose this sponsorship)**
- **Groupie Koozie Sponsor**
- **Groupie Swag Bag Sponsor**

Each of the above Groupie Sponsorships includes:

- 4 VIP tickets (\$600 value) - includes 4 meal tickets, 8 drink tickets, access to VIP Lounge, entrance to late night VIP Party, VIP Parking and Check-in
- Logo on chosen promotional item
- Opportunity to place promotional Item in event "swag bag"
- Social media mentions
- Logo on:
 - Event website
 - RMH of Cville website
 - Event Welcome Banner

Fans - \$500

- 2 VIP Event Tickets (\$300 value) - includes 2 meal tickets, 4 drink tickets, access to VIP Lounge, entrance to late night VIP Party
- Opportunity to place promotional item in event swag bag
- Logo or Name on:
 - Event website
 - RMHC website

Individual Tickets

Rocktober VIP Ticket – admission for 1 to main event, access to VIP Lounge, late night VIP Party, 1 dinner ticket, 2 drink tickets

- Presale - \$125 – prior to October 31
- Non-presale/Door Sales - \$150 – after October 31
- Includes VIP Parking and Check-in

Rocktober Main Event Ticket – admission for 1 to main event, 1 dinner ticket, 2 drink tickets

- Presale - \$45 – prior to October 31
- Non-presale/Door Sales - \$50 – after October 31

CVILLE'S ROCKTOBERFEST SPONSORSHIP COMMITMENT FORM

MY COMPANY/ORGANIZATION WOULD LIKE TO SUPPORT PEDIATRIC FAMILIES BY SPONSORING THE RONALD MCDONALD HOUSE OF CHARLOTTESVILLE'S ROCKTOBER EVENT AT THE FOLLOWING LEVEL:

- \$5000 ROCKSTAR SPONSOR
- \$2500 BACK UP SINGERS SPONSOR
- \$1000 GROUPIE SPONSOR (CUP, KOOZIE, T-SHIRT OR SWAG BAG)
- \$500 FAN
-
- I DO NOT WISH TO PARTICIPATE, HOWEVER, PLEASE ACCEPT MY DONATION OF \$_____

THANK YOU FOR YOUR SUPPORT!

To help us achieve our goal for ensuring maximum exposure for your company, we request that you provide us with the following information. Upon receipt of the Sponsorship Commitment Form a Ronald McDonald House of Charlottesville will contact you with your official Cville Rocktoberfest Sponsorship Information Packet.

Company/Organization: _____

Company Representative: _____

Address: _____

City, State, Zip Code: _____

Phone: _____ E-Mail: _____

Payment Options

- Please invoice me at the above address
- Check payable to the Ronald McDonald House of Charlottesville enclosed
- Credit Card: ____ Mastercard ____ Visa

Card # _____

Expiration Date: _____ Code: _____

Billing Address: _____

Signature: _____