



**1ST ANNUAL
FROM OUR HOUSE TO YOURS TELETHON**
HELP US RAISE MONEY TO SUPPORT OUR FAMILIES IN NEED.

Presented by



**February 10, 2021
Sponsorship Opportunities 2021**



2021 Sponsorship Packages

Greetings!

Thank you for considering a sponsorship of the First Annual "From Our House To Yours" Telethon presented by KSEE24 benefitting Ronald McDonald House Charities® (RMHC®) of the Central Valley, Inc. The Telethon will air live from the station on Wednesday, February 10, 2021 from 5 a.m. to 11 p.m.

Your sponsorship will help further the mission of RMHC to support children throughout the Central Valley. In case you are not familiar with the work of RMHC, we are a non-profit, 501(c)(3) corporation that creates, finds and supports programs that directly improve the health and well-being of children and their families.

We support nine counties: Kern, Tulare, Fresno, Madera, Mariposa, Stanislaus, Merced, Kings and San Luis Obispo.

Due to the tremendous impact that the COVID-19 pandemic has put on major fundraisers, we need our community's support now more than ever. It is with heavy hearts that we have decided to cancel this year's Red Heart Ball. While there are currently no cases of the community spread of COVID-19 at the Ronald McDonald House, we are taking every precaution to ensure the safety and wellbeing of our donors, volunteers and staff. As health officials warn against large gatherings of people.

As an exciting new way to partner with our community we present to you the From Our House To Yours Telethon benefitting Ronald McDonald House Charities of the Central Valley. Included in our sponsorship package are additional benefits targeted specifically to a new audience through this radio partnership. Benefits, depending on sponsorship level, are on-air, digital, and via social media.

We hope you will consider joining us as we continue to raise much-needed funds for the families who have a sick or injured child receiving treatment at Valley Children's Hospital. Enclosed you will find detailed information on all of the programs that are serving seriously ill children and their families, in addition to various sponsorship opportunities for the Telethon.

Please contact Alene Mestjian if you have any questions. Thank you for your support!

Sincerely,



Alene Mestjian
Director of Development and Communication
alene@rmhccv.org
559-447-6793



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About The Ronald McDonald House Charities of the Central Valley (RMHC®)

RMHC is a non-profit, 501(c)(3) that creates, finds, and supports programs that directly improve the health and well-being of children and their families.

Our Programs strive to meet the demand for more space, resources and support for growing families who seek food, shelter and peace of mind during a difficult time. As the organization moves into 2020, the House is at 100 percent capacity every night, yet requests for shelter and food pour in from families who need our support. It is the House's goal to expand our services in the future, to ensure no family is ever turned away when they reach out for help.

There is a minimal donation requested of families who stay at the House. However, many are not in a position to contribute financially, so our success relies on the support of donors, sponsors and volunteers who work tirelessly to deliver all the comforts of home for these families at no cost to them.

We are so thankful to work with passionate people who donate in-kind services, food and cleaning supplies, valuable time, and financial support to create a "Home Away from Home!"

The Day Room – The Day Room at the Ronald McDonald House is a space where families can take a mental and physical break from the stress they are under. Families who have a child that is hospitalized can use the space for up to four hours per day to take care of simple needs. In 2019, **640 families** used the Day Room to rest, eat, do laundry, take a shower, and get a break from the intense environment surrounding the care of their hospitalized child.



The Spare Room – The Spare Room at the Ronald McDonald House is the bedroom inside the Day Room where families can spend the night from 8pm to 8am. Many families who use this room typically have an early morning appointment at the hospital. This allows them to come in from out of town a day early, stay overnight, then head over to the hospital first thing in the morning, refreshed and ready to take on the day. Other guests utilize the Spare Room until one of the regular guest rooms of the House becomes available. In 2019, the House was able to accommodate an additional **162 families** overnight in this room.



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The Adopt A Room Program- The Adopt A Room a single annual donation, a business or family becomes one of just 18 exclusive room sponsors. Your generous gift allows numerous families to stay with us completely free of charge, no matter how long their child is in the hospital. We offer 18 hotel-like guest suites for families who need a place to stay for a single night, several weeks or sometimes even months! Each room features two queen beds, satellite TV, Wi- Fi and a private bathroom with access to shared spaces like kitchens, laundry rooms, a living room, a playroom and outdoor garden. Through this program, **753 families** stayed in our guest suites in 2019.



The Meals From The Heart Program- At The Ronald McDonald House the Meals From The Heart program invites volunteers to the House to prepare, cook and serve breakfast, lunch or dinner to our guest families. Just as salt and pepper are staples in any kitchens, our Meals from The Heart partners are essential when it comes to caring for our families! After preparing a delicious meal, the volunteers make a point to stay and eat with the guest families. Typically, family members have spent their day talking to doctors and nurses about their sick child and dealing with stress and worry. Sitting down to a warm home cooked meal with someone that lends an empathetic ear is so comforting to someone with a critically ill child. Our volunteers are honored to share those moments and offer their quiet support. Along with providing warm meals and the comfort of companionship for the families, our volunteers help alleviate the financial burden of feeding up to 150 people each day. Through this program, we were able to serve **543 meals** in 2019.

Hotels From The Heart Program- With just 18 bedrooms, the Ronald McDonald House is at 100 percent capacity every night, which means some families are turned away because the House is unable to accommodate them. In an effort to minimize that situation, we created the Hotels From the Heart program in 2016. We partner with local hotels in Fresno who offer us discounted rates to place families for short term stays. Through this partnership, we were able to serve an additional **75 families** in 2019. Without this program, many of these families would have been forced to sleep in their cars or in cramped hospital rooms. Others may have had to stay home completely, missing valuable time with their sick or injured child.



Presenting Sponsor
\$20,000 Sponsorship

Benefits to Sponsoring the Telethon:

- Company logo featured as the Presenting Sponsor of the “From Our House To Yours” Telethon pre-and post- promotion materials
 - Logo featured on yourcentralvalley.com and rmhccv.org
 - Logo featured in all social media campaigns
 - Logo featured on “Thank You” commercials and “Thank You” letters to all donors who participate in the Telethon
- Opportunity to give testimonial and be featured on Central Valley Today program on KSEE24
- Company logo featured on shared promotional announcements to air on KSEE24
- Opportunity for on-air check presentation during prime time viewing
- Opportunity to give away products as an incentive during the Telethon
- Representatives from company to participate in Facebook Live with RMHCCV
- Company logo featured on local McDonald’s restaurants marketing
- Company logo featured as part of ad in The Fresno Bee and The Business Journal

Diamond Sponsor (3 available)
\$10,000 Sponsorship

Benefits to Sponsoring the Telethon:

- Company logo featured as the Diamond Sponsor of the “From Our House To Yours” Telethon pre-and post- promotion materials
 - Logo featured on yourcentralvalley.com and rmhccv.org
 - Logo featured in all social media campaigns
 - Logo featured on “Thank You” commercials and “Thank You” letters to all donors who participate in the Telethon
- Opportunity to give testimonial and be featured on Central Valley Today program on KSEE24
- Company logo featured on shared promotional announcements to air on KSEE24
- Opportunity to give away products as an incentive during the Telethon
- Representatives from company to participate in Facebook Live with RMHCCV
- Company logo featured as part of ad in The Fresno Bee and The Business Journal



Golden Giver (10 available)
\$6,000 Sponsorship

Benefits to Sponsoring the Telethon:

- Company logo featured as the Golden Giver Sponsor of the “From Our House To Yours” Telethon pre-and post- promotion materials
 - Logo featured on rmhccv.org and social media campaigns
 - Logo featured on “Thank You” letters to all donors who participate in the Telethon
 - Logo featured on phone bank set signage during Telethon
- Representatives from company to participate in Facebook Live with RMHCCV

Silver Supporter
\$3,000 Sponsorship

Benefits to Sponsoring the Telethon:

- Company logo featured as the Silver Supporter Sponsor of the “From Our House To Yours” Telethon pre-and post- promotion materials
 - Logo featured on rmhccv.org and social media campaigns
 - Logo featured on phone bank set signage during Telethon
- Representatives from company to participate in Facebook Live with RMHCCV

Bronze Supporter
\$1,500 Sponsorship

Benefits to Sponsoring the Telethon:

- Company logo featured as the Bronze Supporter Sponsor of the “From Our House To Yours” Telethon pre-and post- promotion materials
 - Logo featured on rmhccv.org and social media campaigns
 - Logo featured on phone bank set signage during Telethon



Sponsorship Commitment Form

Please type or print all information exactly as it should appear on materials.

- I would like to participate as a Presenting Sponsor (\$20,000)
- I would like to participate as a Platinum Partner (\$10,000)
- I would like to participate as a Golden Giver (\$6,000)
- I would like to participate as a Silver Supporter (\$3,000)
- I would like to participate as a Bronze Supporter (\$1,500)

Company/Organization name: _____

Contact name: _____

Contact phone: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

Name to be listed for all sponsorship mentions:

Important Dates & Deadlines

To receive all sponsor benefits, please submit your information by the following dates:

Sponsorship commitment form:	December 21, 2020
Company logo (for sponsors \$3,000 and above):	January 8, 2021
Preferred volunteer time (optional):	January 25, 2021
All sponsor payments due:	February 10, 2021

Commitment form, brochure, payment and any other materials should be mailed to:

**The Ronald McDonald House Charities of the Central Valley
9161 Randall Way, Madera, CA 93636**



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Our Families

Your Telethon Sponsorship will directly impact the thousands of families who are served every year by the Ronald McDonald House Charities of the Central Valley.



The Gonzalves Family

The Gonzalves Family found themselves at RMHCCV on two separate occasions. Their daughter, Emalie, was born with a severe jaw and breathing disorder and was rushed to Valley Children's Healthcare for treatment. Three years later, their youngest, Ella, was born at 26 weeks, weighing in at just one pound. "Without the House, we would have had to travel 60 miles back and forth or stay at a hotel. "Coming from the intensity of the NICU and coming to RMHC where everyone is serene and kind and reassuring... you don't feel like you're alone — you feel like you have people in your corner," said RMHCCV alumni mom, Kalli Gonzalves.



The Aniaga Family

"When we got the call from the Ronald McDonald House letting us know that we were going to have a room available to us that night, it was a huge relief." Greyson entered the world 16 weeks earlier than expected," said RMHCCV alumni mom, Jennifer Aniaga. Jennifer and Greyson were rushed to Valley Children's Healthcare from Dinuba, Calif, over 40 miles away from home to receive further treatment. After 55 days of Greyson being confined to an incubator, the Aniaga family were finally able to hold their miracle baby. "We are beyond thankful for the Ronald McDonald House and the assistance the House provided when we needed it the most."



The Quiroz Family

Jakyra and Jorge are both in the military. Originally from Florida, the family is stationed in Lemoore as they serve our country. Their youngest son, Jiari, was born in the Central Valley with Hypoplastic Left Heart Syndrome and was flown to Valley Children's Hospital to have open heart surgery. RMHCCV was able to provide housing for the Quiroz family while Jiari had multiple open-heart surgeries. "We thank the House for the care and compassion they gave us while Jiari was in the hospital. Being able to stay near the hospital, eliminating our need to drive back and forth from Lemoore, was life-changing," said RMHCCV alumni mom Jakyra Quiroz.



Thank you for your support of the first annual
FROM OUR HOUSE TO YOURS TELETHON
Help us raise money to support our families in need



Please send all correspondence and sponsorship contributions to:
Alene Mestjian
Ronald McDonald House Charities of the Central Valley
9161 Randall Way
Madera, CA 93636



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