

# BECOME A SPONSOR FOR OUR 2<sup>ND</sup> ANNUAL



MARCH 3, 2022

## FROM OUR HOUSE TO YOURS TELETHON

Become a sponsor at our 2nd Annual *From Our House to Yours* Telethon that airs live, all day on March 3, 2022. Our 2020 telethon raised over \$185,000 that directly impacted families who have a sick or injured child receiving treatment at Valley Children's Hospital.

Ronald McDonald House Charities Central Valley is a "home away from home" that provides comfort, support and resources to families who must travel away from home for the medical care their child needs. We are located just steps away from Valley Children's Hospital—named one of the Best Children's Hospitals in the nation for various specialties. In 2020, our House was able to provide resources and overnight stays for 1898 families. Our success would not be possible without the help of our sponsors and volunteers.

## 2020 IN REVIEW



**1,898**  
OVERNIGHT STAYS  
PROVIDED TO FAMILIES



**219**  
FAMILIES TURNED AWAY,  
DUE TO LACK OF SPACE



**70**  
CHILDREN  
SERVED IN 2020



**54**  
HOTELS FROM THE HEART  
FAMILIES SERVED



**9**  
COUNTIES SERVED  
IN CALIFORNIA



**135**  
DAY ROOM  
FAMILIES SERVED



**1000**  
STEPS FROM VALLEY  
CHILDREN'S HOSPITAL  
TO THE RONALD  
MCDONALD HOUSE

WITH YOUR HELP  
RONALD MCDONALD HOUSE  
CHARITIES CENTRAL VALLEY  
CAN SUPPORT FAMILIES IN NEED!



# WHY A TELETHON?

While we have continued our work of keeping our guest families close throughout the pandemic, social distancing and our concern for the health and safety of our beloved supporters and volunteers is prompting us to again substitute our annual Red Heart Ball gala with a virtual, televised fundraiser in March. We do so with a successful track record, as last year's telethon raised over \$185,000 for our guest families!

RMHC Central Valley's 2nd Annual **From Our House to Yours** Telethon will broadcast on KSEE24 and stream online on Thursday, March 3, 2022. Our telethon will allow us to continue to raise the funds we typically raise during our beloved Red Heart Ball, so that we can continue serving families whose children are receiving lifesaving medical attention at Valley Children's Hospital. The telethon will also provide airtime to focus on our generous donors and feature their volunteer work and businesses that are the champions and patrons of RMHC Central Valley.

Your sponsorship of the telethon will allow RMHC Central Valley to continue to provide shelter, food and resources to thousands of families who find themselves in one of the hardest times in their life. It is only with the support of community leaders like you that we can truly make a difference in the lives of these families.

## FROM OUR HOUSE TO YOURS TELETHON SPONSORSHIP OPPORTUNITIES

### PRESENTING SPONSOR

#### \$20,000 SPONSORSHIP

All benefits from the lower level sponsorships PLUS:

- Opportunity for on-air check presentation during prime time viewing
- Opportunity to give away product as incentive during the telethon

### DIAMOND SPONSOR

#### \$10,000 SPONSORSHIP

All benefits from the lower level sponsorships PLUS:

- Opportunity to have a featured segment on Central Valley Today on KSEE24
- Professionally recorded video showcasing your impact in the community to air on KSEE24 and be published on RMHC Central Valley's social media
- Opportunity to have your company logo featured in The Business Journal

### GOLDEN SPONSOR

#### \$5,000 SPONSORSHIP

All benefits from the lower level sponsorships PLUS:

- Company logo featured on [yourcentralvalley.com](http://yourcentralvalley.com) and [rmhccv.org/telethon](http://rmhccv.org/telethon)

### SILVER SPONSOR

#### \$3,000 SPONSORSHIP

All benefits from the lower level sponsorships PLUS:

- Sponsorship recognition plaque

### BRONZE SPONSOR

#### \$1,500 SPONSORSHIP

- Sponsor recognition in **From Our House To Yours** Telethon pre-and post-promotional materials
- Company logo featured on [rmhccv.org/telethon](http://rmhccv.org/telethon) and on RMHC Central Valley's social media
- Company logo featured on phone bank set signage during telethon