

wear 
your
stripes
#forRMHCC



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2022 Partnership Packet Information

For more information please contact:

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Keeping families close

About Us: Since 1989, Ronald McDonald House of the Carolinas has served over 12,000 families from the Upstate, our surrounding states, and beyond our country's borders with the support of community partners like your organization. We are proud to keep families with sick children together and near the care and resources, they need. The best medicine for a child is family. It gives them the support, love, and comfort they need to face the unexpected. No child should have to go through recovery alone. When most of the world shut down through COVID-19, our House continued to operate with safety measures in place. All fundraising efforts will help support and continue the mission of the House as it goes through a year of recovery after COVID-19.

About Wear Your Stripes Campaign: The Wear Your Stripes #for RMHCC is a week long social media and community campaign that generates awareness while fundraising for RMHCC. Participate as an individual, team, family, company or organization by wearing the iconic red and white stripe socks as a conversation generation and share photos on social media to encourage donations.

THANK YOU 2021 AMBASSADORS & SPONSORS!

As we kick off our 5th Wear Your Stripes for the Ronald McDonald House Charities of the Carolinas Campaign, we would like to thank last year's 2021 participants, community partners, and corporate partners. Our campaign crushed our \$30,000 goal last year raising over **\$35,000** in just 6 short days.

RAISING THE BAR FOR 2022!

Entering our 5th year of Wear Your Stripes, we have set a goal of raising \$45,000 and obtaining at least, 25 ambassadors.

Partnership Opportunities

PRESENTING STRIPES PARTNER

\$4,000 (\$2000 Corporate Gift + \$2000 Fundraising)

ONE OPPORTUNITY AVAILABLE

- Company logo listed as "Presenting Stripes Sponsor" on:
 - All event related materials (programs, flyers, ads, posters, etc.)
 - Event Website, RMHCC website
 - Donation Page
 - 6 Social media post (Twitter, Facebook, LinkedIn, Instagram)
 - Event Thank You E-Mail
 - Campaign Sponsor Sign
 - Welcome card to guest checking into the House during the campaign week
- Speaking opportunity at the Launch Party Event
- Opportunity to record a kick off video for the participants and community
- Company toolkit for internal fundraising during the week
- Recognition in all media and press releases
- Recognition for providing dinner for families for 3 nights during the campaign week
- 2 uses of the Community Room to host meetings
- Rights to use RMHCC logo on your website and social media platforms with messaging relating to our partnership.

LAUNCH PARTY | AFTER PARTY PARTNER

\$2500 (\$1500 Corporate Gift + \$1000 Fundraising)

ONE OPPORTUNITY AVAILABLE

- Company logo listed as "After Party Sponsor" on:
 - After Party Program, Flyers
 - Event Website, RMHCC website
 - 3 Social media post (Twitter, Facebook, LinkedIn, Instagram)
 - Event Thank You E-mail
 - Campaign Sponsor Sign
- Speaking opportunity at the After Party event
- Opportunity to record a video inviting participants and community to the After Party,
- Opportunity to provide giveaways to participants at the After Party
- Company Toolkit for internal fundraising
- Recognition in all media and press releases
- Recognition for providing dinner for families for 2 nights during the campaign week
- Rights to use RMHCC logo on your website and social media platforms with messaging relating to our partnership

STRIPES PARTNER

\$1000

- Company logo listed as "Stripe Partner" on:
 - Event website, RMHCC website
 - Social media post (Twitter, Facebook, LinkedIn, Instagram)
 - Event Thank You E-Mail
 - Campaign Sponsor Sign
 - Welcome card to guest checking into the House during the campaign week
- Rights to use RMHCC logo on your website and social media platforms with messaging relating to our partnership

SMILE PARTNER

\$500

- Company logo listed as "Smile Partner" on:
 - Event website, RMHCC website
 - Social media post (Twitter, Facebook, LinkedIn, Instagram)
 - Event Thank You E-Mail
 - Campaign Sponsor Sign
- Rights to use RMHCC logo on your website and social media platforms with messaging relating to our partnership

SOCK PARTNER

\$250

- Company name listed as "Friend of the House Sponsor" on:
 - Event Website
 - Social media post (Twitter, Facebook, LinkedIn, Instagram)
 - Event Thank You E-Mail
- Rights to use RMHCC logo on your website and social media platforms with messaging relating to our partnership

All partnerships come with the benefit of selecting an individual or team to represent your company and participate in the campaign.

Partnership commitment deadline is June 24, 2022

Past Examples





Partnership Commitment Form

PLEASE REPLY BY FRIDAY, JUNE 24, 2022

CONTACT NAME _____ COMPANY _____

ADDRESS _____

PHONE _____ EMAIL _____

WEBSITE _____

SOCIAL MEDIA CHANNELS _____

SIGNATURE _____ DATE _____

Sponsorship Levels

- ☐ Presenting \$4000
- ☐ Celebration \$2500
- ☐ Stripe \$1000
- ☐ Smile \$500
- ☐ Sock \$250

**Reach out to Michael Lanier to discuss
custom partnership packages**

Payment Information

- ☐ My check is enclosed
- ☐ Please invoice me
- ☐ Bill my credit card: ☐ Visa ☐ MasterCard ☐ American Express
- ☐ I will pay online during the campaign week (RMHCC will send link the week of)

CARD # _____ EXP. DATE _____ CVV _____



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Contact Michael Lanier, Development Manager
at mlanier@rmhccarolinas.com 864.235.0506

Form Receive Date: _____ Logo Received: _____ Thanked Date: _____
Payment Date: _____ Arreva Date: _____ GG Entered Date: _____