



2025

ANNUAL SPONSORSHIP OPPORTUNITIES



**Ronald McDonald
House Charities®**
Intermountain Area

Thank You!

Your partnership with us will make a lasting impact on families with seriously ill or injured children. This packet contains all you need to know about how to get involved. It includes details about our signature events—the Spirit of Children Gala and our annual Golf Tournament—as well as an exciting new event in Utah County. You'll also learn about our Adopt-A-Room program, the Stock Our Shelves initiative, and other unique opportunities for individuals, foundations, and corporations.

Together, we can continue providing comfort, care, and hope—keeping families close when they need it most.

EARNING YOUR TRUST



We strive to earn your trust each year. In 2024, we once again received a 4-Star ranking for nonprofit accountability and excellence from Charity Navigator—the highest possible ranking.

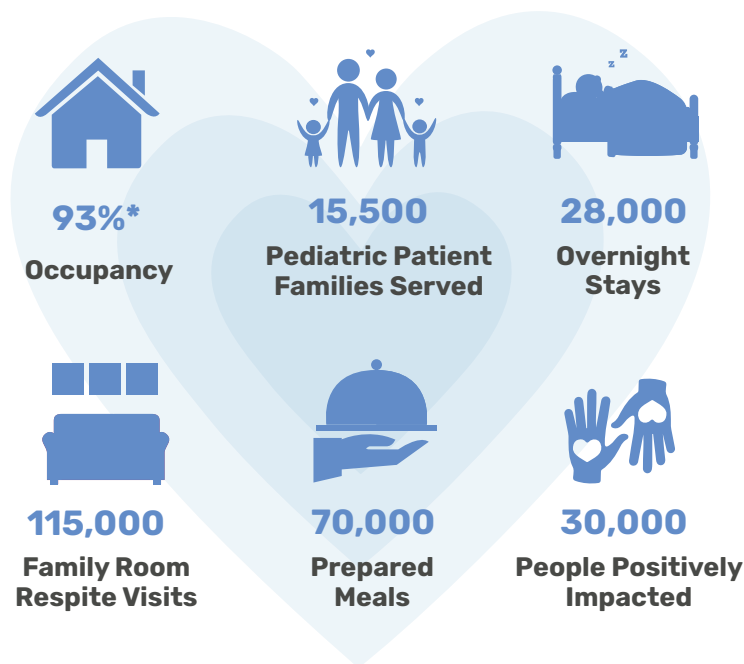


For the sixth straight year we've been recognized as one of Utah's Top Workplaces by the Salt Lake Tribune.



We achieved the Platinum Seal of Transparency on Candid (formerly Guidestar), the world's largest source of nonprofit info. This puts us in the top 0.1% of charities nationally in terms of transparency.

AVERAGE ANNUAL IMPACT



*With average occupancy above 90% at our Ronald McDonald House and Ronald McDonald Family Rooms, RMHC is often at capacity and can't serve all the pediatric patient families who need support. Your contributions help us grow.

Expanding Our Reach: New Family Room in Lehi



In February 2024 our newest Family Room opened at the Miller Family Campus of Intermountain Primary Children's Hospital in Lehi, Utah. Hundreds of families have already found respite in this beautiful space's overnight rooms, kitchen and dining room, and shower and laundry facilities.



Coming in 2025: New Family Room in Taylorsville



Our next Family Room is slated to open in Fall 2025 at the Intermountain Primary Children's Hospital Wasatch Canyons Behavioral Health Campus.



SPIRIT OF CHILDREN GALA

Saturday, April 5, 2025
The Grand America Hotel

We invite you to join us for the RMHC Spirit of Children Gala—one of Salt Lake City's premiere fundraising events. In 2025, we are excited to welcome up to 1,200 attendees to raise over \$1M in support of our mission.

Sponsors of this flagship event have raised funds each year to directly support pediatric patients and their families. In fact, thanks to our donors and sponsors, the 2024 Spirit of Children Gala raised an inspiring amount of support equivalent to covering the full cost of 11,200 nights!

Gala Sponsorship Package Recognition and Benefits

All Gala sponsorship levels include the following proportional recognition and benefits, unless otherwise noted:

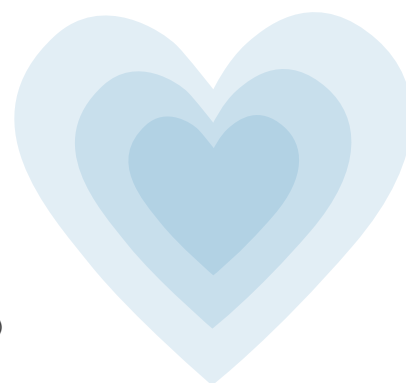
- Guest table(s) for 10 guests each with proportional placement relative to the main stage
- Sponsor name, logo, and/or advertisement of proportional sizes based on sponsorship level in our event program
- On-screen and signage recognition
- Recognition in the RMHC Annual Report
- Sponsorships at the \$15,000 level and above receive recognition on the RMHC Gala webpage

For more detailed information, please visit rmhcslc.org/event/gala.



SAVE THE DATE!
SPIRIT OF CHILDREN GALA
SATURDAY, APRIL 5, 2025
THE GRAND AMERICA HOTEL

Sponsorship Opportunities



GUARDIAN OF LIGHT SPONSOR – \$100,000

- Two tables of 10 guests each with premier placement
- Special presentation prior to "Helping Hands" portion of the Gala
- Recognition for "Helping Hands" \$100,000 Grant Match
- Sponsor name, logo, and advertisement in event program (2-page spread)
- On-screen and emcee recognition with sponsor name on signage near stage

MISSION SPONSOR – \$65,000*

- Two tables of 10 guests each with premier placement
- Recognition for "Helping Hands" \$10,000 Challenge
- Prominent logo placement throughout the Gala's "Mission Walk"
- Sponsor name, logo, and advertisement in event program (2-page spread)
- On-screen and emcee recognition with sponsor name on signage near stage

* Mission also includes:

- Pro Sponsorship of RMHC Annual Golf Tournament with two foursome entries
- Adopt-A-Room sponsor recognition on a guest room at the Ronald McDonald House or Family Room for one year

GRATITUDE SPONSOR – \$35,000[‡]

- Two tables of 10 guests each with premier placement
- Recognition during silent auction with logo displayed on mobile bidding site
- Sponsor name, logo, and advertisement in event program (2-page spread)
- On-screen and emcee recognition with sponsor name on signage near stage

‡ Gratitude also includes:

- Ace Sponsorship of RMHC Annual Golf Tournament, including one foursome entry and logo on attendee gifts
- Adopt-A-Room sponsor recognition on a guest room at the Ronald McDonald House or Family Room for one year

JOY SPONSOR – \$25,000[§]

- One table for 10 guests with primary placement
- Recognition during silent auction with logo displayed on mobile bidding site
- Sponsor name, logo, and advertisement in event program (one page)
- On-screen and emcee recognition with sponsor name on signage near stage

§ Joy also includes:

- Adopt-A-Room sponsor recognition on a guest room at the Ronald McDonald House or Family Room for one year

LAUGHTER SPONSOR – \$15,000

- One table for 10 guests with prominent placement
- Recognition on evening photo memorabilia
- Sponsor name, logo, and advertisement in event program (one page)
- On-screen and emcee recognition with sponsor name on signage near stage

HEART SPONSOR – \$10,000

- One table for 10 guests with preferred placement
- Recognition as the Heart Sponsor with logo on table signage
- Sponsor name, logo, and advertisement in event program (half page)
- On-screen and emcee recognition with sponsor name on signage

STRENGTH SPONSOR – \$5,000

- One table for 10 guests with preferred placement
- Sponsor name, logo, and advertisement in event program (half page)
- On-screen and signage recognition

37th ANNUAL RMHC GOLF TOURNAMENT

August 2025

Hidden Valley Country Club

The RMHC Golf Tournament is one of the most anticipated fundraising events held along the Wasatch Front. Our popular scramble format ensures that participants of all levels enjoy a great day of golf while supporting families with seriously ill or injured children.

The tournament includes dazzling prizes and opportunity drawings. Breakfast, lunch, snacks, and beverages are also included for each player.

Each sponsorship, unless otherwise noted, includes green fees, cart, golf apparel, team souvenir photo for each golfer, gift bag, and meals for a foursome. The RMHC Golf Tournament sells out every year, so secure your sponsorship today!

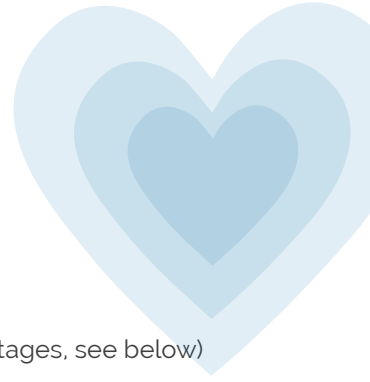
For updates, visit rmhcslc.org/events/golf, or contact Stephanie Stevens, Director of Development, at stephanie@rmhslc.org.



"I am overwhelmed at the compassion and empathy of those who serve these precious patients and their families. Thank you for your continued hospitality."

- RMHC Guest -

Sponsorship Opportunities



TITLE SPONSOR – \$10,000 (1 available)

- Two foursomes (including all green fees, carts, food, beverages)
- Prominent recognition on all printed and digital general tournament signage
- Two complimentary Player Packets (one for each foursome; provides in-game advantages, see below)
- RMHC player jackets for both foursomes
- Four seats at our 2026 Spirit of Children Gala

PRO SPONSOR – \$7,500

- Two foursomes (including all green fees, carts, food, beverages)
- Prominent recognition on all golf carts, the putting contest, exclusive hole sponsorship, and the "Buy-A-Drive" prize
- RMHC player jackets for both foursomes

ACE SPONSOR – \$5,000

- One foursome (including all green fees, carts, food, beverages)
- Prominent logo recognition on golf attendee gifts
- RMHC player jackets

CHAMPION SPONSOR – \$4,000

- One foursome (including all green fees, carts, food, beverages)
- Prominent logo placed on the First and Second Flight Prize Category, as well as on either the commemorative photo frame or the golfer gift bag, both provided to each golfer (first-come, first-served)
- RMHC player jackets

FAMILY SPONSOR – \$3,000

- One foursome (including all green fees, carts, food, beverages)
- Prominent signage recognition at choice of meal: Breakfast, Snacks and Beverages, or Lunch
- RMHC player jackets

EAGLE SPONSOR – \$2,500 (27 available)

- One foursome (including all green fees, carts, food, beverages)
- Exclusive hole sponsorship with signage. Includes option for physical presence (such as a table) at hole

Early Bird Player Packets may be purchased for \$200 any time before August 1st, 2025—a \$340 value!

Packets include: 8 mulligans, 2 frupps, 1 buy-a-drive, 1 buy-a-birdie, 1 free drop, 4 putting contest opportunities, and 4 opportunity drawing tickets.

NOTE: Sponsorships must be confirmed by July 1st, 2025 to secure recognition on golf items.

ADOPT-A-ROOM PARTNERSHIP PROGRAM

The Adopt-A-Room Partnership Program allows individuals, companies, or organizations to be annual sponsors of a room or area at the Ronald McDonald House or Ronald McDonald Family Rooms.



Partnership Impact

Funds raised through our annual Adopt-A-Room Partnership Program make a positive impact for pediatric patient families by providing vital resources and restorative care free of charge, including:

- Lodging accommodations for families in Ronald McDonald House Guest Bedrooms, or Ronald McDonald Family Room Overnight Retreat Rooms
- Access to laundry services, kitchen, showers, toiletries, and more at the Ronald McDonald House and the Ronald McDonald Family Rooms
- Access to activities and games at the Ronald McDonald House, including an indoor Playroom, an outdoor playground in the Backyard Park, craft-making in the Inspiration Room, workout equipment, video games, pinball, billiards, movie nights, other monthly activities, and much more
- A sense of community from being with other families going through similar experiences

Adopt-A-Room Benefits

The generosity of your Annual Adopt-A-Room partnership will be recognized in these ways:

- Prominent Signage
Your name on room sign in designated area and on our donor wall for the full year of sponsorship
- Website
Your family name, foundation name, or company name or logo on the RMHC website
- Impact Report
We'll provide you with annual statistics of the families we serve, with recognition of your support
- Social Media
Room adoptions are highlighted with photos and tags on RMHC social media platforms
- Thank You Photo
You'll receive an image of your signage that can be displayed in your home, office, or given as an honorarium
- In-Person Recognition
Schedule a personal tour to directly see the difference your gift makes (email danika@rmhslc.org to arrange)
- Home for Dinner
Take the opportunity to cook a meal for the families at the Ronald McDonald House or a Ronald McDonald Family Room
- Future Opportunities
You will receive first right of refusal for room adoption in subsequent years

Sponsorship Levels

\$25,000 PREMIERE ROOM

- Playroom, Extended Stay Suite, and Laundry Room at the Ronald McDonald House
- Kitchen and Dining Room at the Ronald McDonald House, along with "Stock Our Shelves" recognition

We can also help you create your own custom package.

\$15,000 PROMINENT GATHERING SPACE

- Kitchen or Dining Room at the Ronald McDonald House
- The Great Room at the Ronald McDonald House

\$10,000 RONALD MCDONALD HOUSE

- Extended Stay Suites
- Family Gathering Space
- Playroom
- Welcome Room
- Game Room
- Community Room
- Theater Room
- Laundry Room
- Red or Blue Cottage Sitting Areas

\$5,000 GUEST ROOM

- Guest Bedroom at the 75-room Ronald McDonald House
- Overnight Retreat Room at one of our Ronald McDonald Family Rooms at an Intermountain Primary Children's Hospital (SLC or Lehi) or University of Utah Hospital

Stock Our Shelves

\$5,000 STOCK OUR SHELVES SPONSORSHIP*

- Nourishing Meals & Pantry Supplies (Ronald McDonald House or Ronald McDonald Family Room PCH 3rd Floor or PCH Lehi)

\$2,500 STOCK OUR SHELVES SPONSORSHIP*

- Grab & Go Items and Snacks (Ronald McDonald Family Room at PCH 2nd Floor, 4th Floor; UofU NICU)

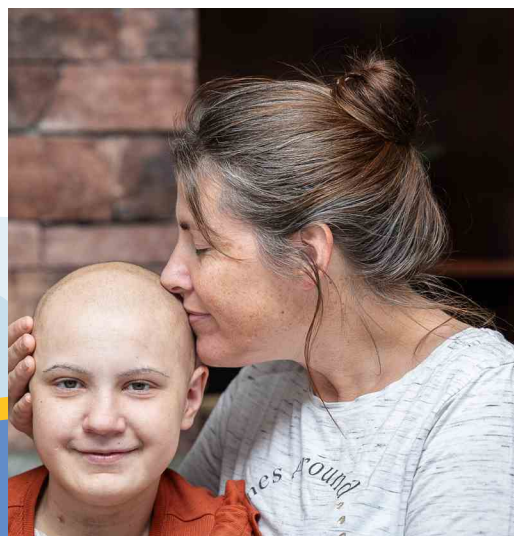
*Includes digital sign recognition with your name or logo displayed in select kitchen areas.

*For more information or to create your own custom package, please contact:

Danika Kimball, Campaign and Grant Manager
801-363-4663
danika@rmhslc.org

"The Ronald McDonald Family Room at Primary's allowed me to stay close to my daughter on some of her worst days and nights. Being able to step away, grab a quick bite, shower, or get a good night of sleep made a world of difference in our journey."

—Guest Family



Utah County Giving Opportunity

"Gathering for Good"

An Evening of Impact for Pediatric Patient Families
Sundance Mountain Resort – Saturday, October 18, 2025

We are thrilled to invite you to an evening dedicated to making a difference. Your presence at this first annual Utah County Gathering for Good event marks the beginning of what we hope will be a long and impactful tradition. This event will be a testament to the collective effort and generosity of our community, and we are excited to share this special occasion with you.

Since 1988 we have provided free lodging, food, and compassionate care for pediatric patient families from Utah County through our Salt Lake City programs. This year we are thrilled to be able to serve families closer to home with the opening of the new Intermountain Primary Children's Hospital, Miller Family Campus in Lehi. With your help, we hope to serve an additional 3,000 families in Utah County each year!

Sponsorship Opportunities:

Cornucopia Presenting Sponsor – \$30,000

- Two tables of 10 guests each with premier placement
- Recognition on program cover and advertisement in the event program (full-page)
- On-screen & emcee recognition with sponsor name on stage podium
- Annual digital display at Lehi Ronald McDonald Family Room
- Logo recognition on the RMHC event webpage

Harvest Challenge Sponsor – \$25,000

- Two tables of 10 guests each with premier placement
- Special on-stage presentation for Harvest Helping Hands Challenge
- Advertisement in the event program (full-page)
- On-screen & emcee recognition with sponsor name on signage near stage

Bloom Sponsors – \$10,000

- Two tables of 10 guests each with prominent placement
- Recognition on event photo memorabilia
- Recognition on-screen, and in event program (half-page)

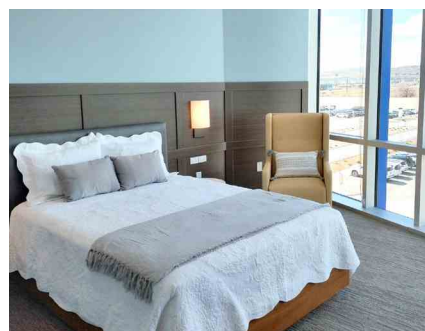
Budding Sponsors – \$5,000

- One table of 10 guests
- Recognition on-screen, logo on table signage, recognition on-screen, and in event program (quarter-page)

Sprout Sponsors – \$2,500

- One table of 10 guests
- Recognition on-screen, and in event program (quarter-page)

For more information to reserve your sponsorship today, please contact Kacie Pecor, Chief Development & Engagement Officer: kacie@rmhslc.org or 801-363-4663.



Annual Sponsorship Opportunities

We value your support and look forward to your partnership. Donations can be paid in one lump sum, divided between selected programs, or paid separately throughout the year. If you have any questions, please contact Vickie Moschetti, Chief Philanthropy Officer, at 801-363-4663, by email at vickie@rmhslc.org, or scan the QR code below.

Employee Engagement at Your Workplace

Ronald McDonald House Charities would love to share our mission with employees at your organization. We can happily work with you to plan an impactful employee service project, share options for employee giving programs, or offer presentations on the work we do and the impact you can have.

Giving Tuesday Donor Matches

Giving Tuesday happens each year just after Thanksgiving, Black Friday, Small Business Saturday, and Cyber Monday. It is one of the largest charitable giving days of the year. You or your organization can provide matching dollars or challenge grants to help us inspire our followers to raise money through our online and email campaigns.



To learn more, visit us at
rmhslc.org/sponsorship






**Ronald McDonald
House Charities®**
Intermountain Area

Contact Info

 801-363-4663

 hello@rmhslc.org

 935 E. South Temple
Salt Lake City, UT
84102