



CASUAL FOR KIDS

FRIDAY, APRIL 28TH



KEEPING

FAMILIES



TOGETHER

Sponsorship Guide 2023



Ronald McDonald
House Charities®
Northwest Florida

5200 Bayou Boulevard, Pensacola, FL 32503
850.477.2273 | rmhc-nwfl.org



SPONSORSHIP GUIDE 2023

	SPONSORSHIP BENEFITS	Presenting SPONSORED \$5,000	Swag Bag Sponsor \$3,000	T-shirt Sponsor \$2,500	Social Media Sponsor \$1,500	Friend Sponsor \$500
VISIBILITY	Printed on 1,500 t-shirts	♥		♥		
	Printed on swag bags	♥	♥			
	Promotional item included in swag bags	♥	♥			
RECOGNITION	Mentioned on: • website • social media • newsletter	♥	♥	♥	♥	♥
	Short video featured on social media	♥			♥	
EXTRA GOODIES	Number of t-shirts	5	4	4	2	1
	Number of swag bags	2	4	1	1	1
	First right of renewal 2023	♥	♥	♥	♥	♥
	Number of nights your sponsorship provides families	50	30	25	15	5

QUESTIONS ABOUT SPONSORSHIP?

Contact Kathryn Coaker, Mission Partnership Manager, at
850.477.22.73 or kathryn@rmhc-nwfl.org



Event Package Sponsorships:

Casual for Kids + Firecracker 5k

PACKAGE DETAILS

T-shirt Package Sponsor

Sponsorship: \$3,500 | Package Savings: \$500

VISIBILITY

- Logo printed on 1,500 Casual for Kids t-shirts
- Logo printed on 750 Firecracker 5K t-shirts

RECOGNITION

- Mentioned on RMHC website, social media, and newsletter

GOODIES

- 4 Casual for Kids t-shirts and swag bags
- 4 Firecracker 5K race entries and t-shirts

Social Media Package Sponsor

Sponsorship: \$2,500 | Package Savings: \$500

VISIBILITY

- Short video featured on RMHC social media

RECOGNITION

- Mentioned on RMHC website, social media, and newsletter
- Company banner displayed at Firecracker 5K

GOODIES

- 2 Casual for Kids t-shirts and swag bags
- 2 Firecracker 5K race entries and t-shirts

Questions about Event Package Sponsorships?

Contact Kathryn Coaker, Mission Partnership Manager, at
850-477-2273 or kathryn@rmhc-nwfl.org.



Sponsorship Commitment

- _____ \$5,000 Presenting Sponsor
- _____ \$3,000 Swag Bag Sponsor
- _____ \$2,500 T-shirt Sponsor
- _____ \$1,500 Social Media Sponsor
- _____ \$500 Friend Sponsor

Sponsor Information:

Contact Person: _____

Company: _____

Phone Number: _____

Mailing Address: _____

Email Address: _____

Payment Information: (please select one)

☐ Full payment is enclosed.

(Please make checks payable to Ronald McDonald House Charities)

☐ Please send an invoice.

Donation:

Though unable to sponsor at one of the listed levels, I would like to make a contribution of \$ _____ toward this event in support of RMHC of Northwest Florida.

Please return completed form to Kathryn Coaker, Mission Partnership Manager.

Email: kathryn@rmhc-nwfl.org

