



Ronald McDonald
House Charities®
of the Philadelphia Region, Inc.



10TH ANNUAL
CHANGE THE LUCK OF A CHILD TELETHON
— sponsorship package 2019 —

Greetings!

Thank you for considering a sponsorship of the Tenth Annual CBS3 "Change the Luck of a Child" Telethon benefitting Ronald McDonald House Charities® (RMHC®) of the Philadelphia Region, Inc. The Telethon will air live from the station on Tuesday, March 26, 2019 from 6 a.m. to 8 p.m.

Your sponsorship will help RMHC further its mission to support children throughout Southeastern Pennsylvania, Southern New Jersey, and Delaware. 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.

Locally, we support four Ronald McDonald Houses, 17 Ronald McDonald Family Rooms, and the St. Christopher's Foundation for Children Ronald McDonald Care Mobile.

During last year's 14-hour televised fundraiser, more than \$1.1 million was raised to benefit local children. Due to the tremendous outpouring of support from our sponsors and donors, the 2019 Telethon will again be on-air all day— offering the greatest value to our sponsors and generating maximum awareness of the remarkable work of RMHC in our community.

An exciting new partnership has been established with B101.1. Included in this year's 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 "Change The Luck" of children throughout the region. 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 your local Ronald McDonald House leader should you have any questions. Thank you for your support!

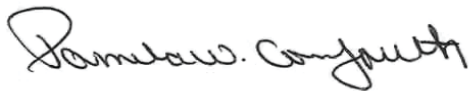
Sincerely,



Donna Abbozinio
RMHC of the Philadelphia Region



Teddy Thomas, President
Ronald McDonald House of Southern New Jersey



Pam Cornforth, President & CEO
Ronald McDonald House of Delaware



Susan Campbell, CEO
Philadelphia Ronald McDonald House



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Ronald McDonald House Charities (RMHC®) Background

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. In the Philadelphia Region, RMHC supports the following programs:



Ronald McDonald Houses - Located in Philadelphia (Chestnut Street and Front & Erie Avenue), Camden, and Wilmington, our four local Houses provide a "home-away-from-home" each night for 137 families of seriously ill children receiving treatment at nearby hospitals.



Ronald McDonald Family Rooms® - Launched in 1992 and now in 248 locations throughout the world, Ronald McDonald Family Rooms offer all the comforts of home where families can eat, sleep, and relax, while being only steps away from their children. The Family Room staff and volunteers provide comfort, support, and friendship for the families while they endure the most difficult times of their lives. Currently Ronald McDonald Family Rooms are located in 17 area hospitals throughout the Greater Philadelphia Region.

Ronald McDonald Care Mobile®

The Ronald McDonald Care Mobile® operated by St. Christopher's Foundation for Children is a mobile dental unit that delivers diagnostic, preventative and restorative dental care at no cost to qualified children. Children qualify for the program if their families are unable to find a Medicaid provider or cannot afford to pay for dental services.



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"Change the Luck of a Child" 2018 Telethon Recap

On Tuesday, March 28, 2018, Ronald McDonald House Charities (RMHC®) of the Philadelphia Region joined CBS3 to host the Ninth Annual "Change the Luck of a Child" Telethon, presented by The Philadelphia Ronald McDonald House Board of Directors, Capital One, ShopRite, Beneficial Bank, Nemours/Alfred I. duPont Hospital for Children, Tri-State Toyota Dealers Association, and P.J. Whelihan's, and many others.

More than \$1.1 million was raised to benefit the children and families in the Greater Philadelphia Region, and we couldn't have done it without the support of our sponsors and partners.



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Presenting Sponsor **\$25,000 Sponsorship**

Benefits Prior to the Telethon

- Company featured as a Presenting Sponsor of the "Change the Luck of a Child" Telethon benefitting RMHC
- Logo inclusion on outdoor billboards throughout the Greater Philadelphia Region
- Logo featured on all pre-and post-promotional Telethon materials
- Logo featured on cbsphilly.com and cwphilly.com
- Logo featured on all pre-and post-promotional Telethon media/press materials
- Logo inclusion in YouTube video campaign with B101.1
- Your company will be recognized in 10x :30 sec commercials Monday through Sunday 12m-12m on B101.1
- Logo inclusion in 1 Lifestyle Newsletter produced by B101.1 in March 2019
- Online streaming impressions with B101.1 Monday-Sunday 6am to 12pm. Sponsors would receive name and claim recognition
- Inclusion in Intersection Interior Car Card ad to run in 100 Amtrak rail trains for 8 weeks (2/1/19 to 4/1/19) if logo received by 1/15/19

Benefits Two Weeks Prior to the Telethon

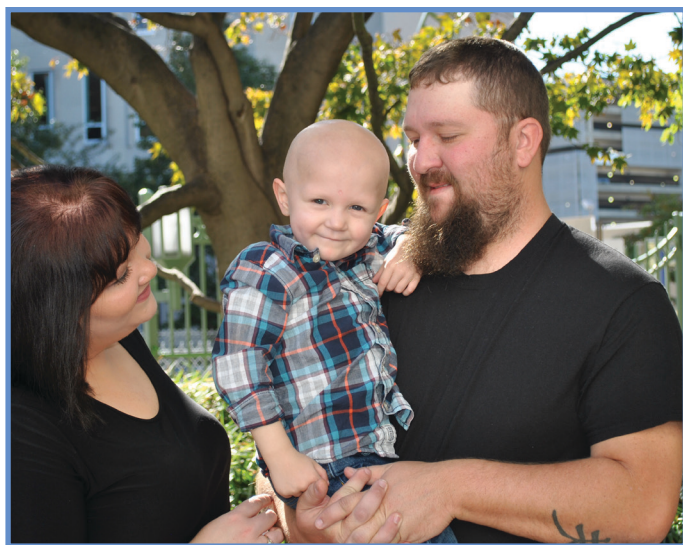
- Logo featured on 50x :30 sec shared promotional announcements to air on CBS3 and CW Philly
- Logo featured on homepage takeover on cbsphilly.com and cwphilly.com and three shared rotating ad units

Benefits During the Telethon

- Logo featured on 30 on-air billboards on CBS3 and CW Philly. Billboards will air during the Telethon
- Company name showcased in scroll on-screen during Telethon
- Logo featured on set signage during Telethon
- Opportunity for live on-air check presentation (appearances based on date of commitment)
- Opportunity to give away product as an incentive during the Telethon
- One volunteer shift (1 hour) for up to three (3) members of your organization to answer phones
- Opportunity to include a coupon or brochure in donor package (suggested quantity of 800 pieces, must be a flat brochure with dimensions of 5.5" x 11" or smaller)
- Representatives from company to participate in Facebook Live with B101.1 On-Air personalities and Promotions Team in CBS3 Studios intermittently throughout the 14 hours of the Telethon

Benefits After the Telethon

- Logo featured on 20x :15 sec "Thank You" commercials (airs for one week after the Telethon)
- Logo featured on homepage takeover on cbsphilly.com and cwphilly.com and three (3) rotating ad units (two weeks after the Telethon)
- Logo featured on "Thank You" letters to all donors
- Logo featured on a McDonald's restaurant trayliner (500,000 distributed throughout the Philadelphia Region)
- Logo featured as part of a full page ad in *The Philadelphia Inquirer* and *The Daily News* recognizing all sponsors



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Platinum Partners (10 available)

\$15,000 Sponsorship

Benefits Prior to the Telethon

- Your company will be recognized in 3x :30 sec commercials Monday through Sunday 12m-12m on B101.1
- Online streaming impression with B101.1 Monday-Sunday 6am to 12pm. Sponsors would receive name and claim recognition
- Logo inclusion in 1 Lifestyle Newsletter produced by B101.1 in March 2019
- Inclusion in Intersection Interior Car Card ad to run in 100 Amtrak rail trains for 8 weeks (2/1/19 to 4/1/19) if logo received by 1/15/19

Benefits Two Weeks Prior to the Telethon

- Logo featured on a minimum of 15 shared promotional announcements to air on CBS3 and CW Philly
- Logo featured on homepage takeover on cbsphilly.com and cwphilly.com and three (3) rotating ad units

Benefits During the Telethon

- Logo featured on a minimum of 15 on-air billboards on CBS3 and the CW Philly. Billboards will air during the Telethon
- Company name showcased in scroll on-screen during Telethon
- Logo featured on set signage during Telethon
- Opportunity for live on-air check presentation (appearances based on date of commitment)
- Opportunity to give away product as an incentive during the Telethon
- One volunteer shift (1 hour) for up to three (3) members of your organization to answer phones
- Opportunity to include a coupon or brochure in donor package (suggested quantity of 800 pieces, must be a flat brochure with dimensions of 5.5" x 11" or smaller)
- Representatives from company to participate in Facebook Live with B101.1 On-Air personalities and Promotions Team in CBS3 Studios intermittently



Benefits After the Telethon

- Logo featured on 10x :15 sec "Thank You" commercials (airs for one week after the Telethon)
- Logo featured on homepage takeover on cbsphilly.com and cwphilly.com and three (3) rotating ad units (two weeks after the Telethon)
- Logo featured on "Thank You" letters to all donors
- Logo featured on a McDonald's restaurant trayliner (500,000 distributed throughout the Philadelphia Region)



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Golden Givers (14 available) \$10,000 Sponsorship

Benefits Prior to the Telethon

- Logo inclusion in 1 Lifestyle Newsletter produced by B101.1 in March 2019
- Online streaming impressions with B101.1 Monday-Sunday 6am to 12pm. Sponsors would receive name and claim recognition
- Inclusion in Intersection Interior Car Card ad to run in 100 Amtrak rail trains for 8 weeks (2/1/19 to 4/1/19) if logo received by 1/15/19

Benefits During the Telethon

- Logo featured on a minimum of 5 billboards on CBS3 and the CW Philly - Billboards will air during the Telethon
- Opportunity for live on-air check presentation (appearances based on date of commitment)
- Company name showcased in scroll on-screen during Telethon
- One volunteer shift (1 hour) for up to three (3) members of your organization to answer phones
- Opportunity to give away product as an incentive during the Telethon
- Opportunity to include a coupon or brochure in donor package (suggested quantity of 800 pieces, must be a flat brochure with dimensions of 5.5" x 11" or smaller)
- Representatives from company to participate in Facebook Live with B101.1 On-Air personalities and Promotions Team in CBS3 Studios intermittently throughout the 14 hours of the Telethon

Benefits After the Telethon

- Company name featured on a McDonald's restaurant trayliner (500,000 distributed throughout the Philadelphia Region)
-

Silver Supporters \$5,000 Sponsorship

Benefits Prior to the Telethon

- Online streaming impressions with B101.1 Monday-Sunday 6am to 12pm. Sponsors would receive name and claim recognition
- Inclusion in Intersection Interior Car Card ad to run in 100 Amtrak rail trains for 8 weeks (2/1/19 to 4/1/19) if logo received by 1/15/19
- Sponsored Facebook post delivering 4,000 video impressions

Benefits During the Telethon

- Company name showcased in scroll on-screen during Telethon
- One volunteer shift (1 hour) for up to three (3) members of your organization to answer phones
- Live on-air recognition during volunteer Telethon shifts
- Opportunity to give away product as an incentive during the Telethon
- Opportunity to include a coupon or brochure in donor package (suggested quantity of 800 pieces, must be a flat brochure with dimensions of 5.5" x 11" or smaller)
- Photo opportunity with Ronald McDonald® and CBS representative
- Representatives from company to participate in Facebook Live with B101.1 On-Air personalities and Promotions Team in CBS3 Studios intermittently throughout the 14 hours of the Telethon

Benefits After the Telethon

- Company name featured on a McDonald's restaurant trayliner (500,000 distributed throughout the Philadelphia Region)



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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 (\$25,000)

☐ I would like to participate as a Platinum Partner (\$15,000)

☐ I would like to participate as a Golden Giver (\$10,000)

☐ I would like to participate as a Silver Supporter (\$5,000)

.....

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: **February 8, 2019**

Company logo (for sponsors \$10,000 and above): **February 25, 2019**

Preferred volunteer time (optional): **March 11, 2019**

TELETHON **March 26, 2019**

All sponsor payments due: **April 11, 2019**

Commitment form, brochure, payment and any other materials should be mailed to RMHC of the Philadelphia Region. Please see back page for mailing address.



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Our Families

Your Telethon Sponsorship will directly impact the thousands of families who are served every year by the Philadelphia Ronald McDonald House, Ronald McDonald House of Southern New Jersey, and Ronald McDonald House of Delaware.



The Dodson Family (RMH Delaware)

"Anna required two open heart surgeries... the Ronald McDonald House was very close to the hospital and a safe, clean, and friendly environment. With the House, we would have had to travel a longer distance, stay at a hotel... It would have been financially stressful to pay much more for a place to stay and healthy meals to eat."



The Seepaul Family (RMH Southern New Jersey)

"During our months of stay here we have made bonds that we consider our family at Ronald McDonald House in Camden. They have shown us as a family so much love and support in some of our most difficult times that Aarav calls it a 'holiday home.' They never made him feel like a stranger or a child with limitations. The staff all knows him by name and he's totally comfortable with each of them and this has brought us such comfort."



The Kane Family (Philadelphia RMH)

"The House was a phenomenal support and it took away the worries of everyday activities. We loved being able to socialize with the other families. We developed some amazing friendships and it was important to have support from friends who really understood what we were going through. The staff and volunteers were incredible—just having someone to talk to was such a great help—but they did even more than that. The House was the single greatest thing anyone has ever done for us. From the van rides, to the meals, to even having snacks in the kitchen—it was incredible."



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Please send all correspondence and sponsorship contributions to:

Susan Campbell
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3925 Chestnut Street
Philadelphia, PA 19104

For questions or more information, contact your regional House President

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