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**PHILADELPHIA**  
**14<sup>TH</sup> ANNUAL TELETHON**  
sponsorship package 2023

Greetings!

Thank you for considering a sponsorship of the fourteenth Annual CBS3 Telethon benefiting RMHC Philadelphia Region, the Ronald McDonald House of Delaware, and the Ronald McDonald House of Southern New Jersey. The Telethon will air live on Thursday, November 16th from 6 a.m. to 8 p.m.

Your sponsorship will help RMHC further its mission to support children throughout Delaware, Southeastern Pennsylvania, and Southern New Jersey. 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, five Ronald McDonald Family Rooms, and a Ronald McDonald Care Mobile, operated by St. Christopher's Foundation for Children.

During last year's third virtual Telethon, nearly \$1 million was raised to benefit children and their families. Due to the tremendous outpouring of support from our sponsors and donors, the 2023 Telethon will be on-air all day and live in the CBS Studios — offering the greatest value to our sponsors and generating maximum awareness of the remarkable work of RMHC in our community.

We hope you will consider joining us as we continue to support families during their children's medical treatments. Enclosed you will find detailed information on the programs that serve seriously ill children and their families, in addition to various sponsorship opportunities for the Telethon. Sponsor benefits include on-air, digital, and social media recognition, depending on sponsorship level (\$5,000-\$30,000).

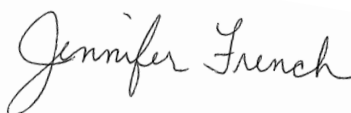
Please contact your local Ronald McDonald House leader should you have any questions. Thank you for your support!

Sincerely,



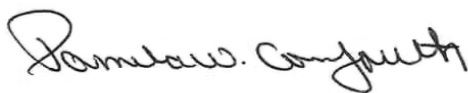
**Donna Abbozinio**

RMHC of the Philadelphia Region  
Regional Engagement Committee



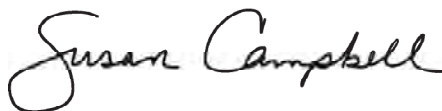
**Jennifer French, President & CEO**

Ronald McDonald House of Southern New Jersey



**Pam Cornforth, President & CEO**

Ronald McDonald House of Delaware



**Susan Campbell, CEO**

RMHC of the Philadelphia Region



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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 Camden, Philadelphia (Chestnut Street and Front & Erie Avenue), and Wilmington, our four local Houses provide a “home-away-from-home” each night for 222 families of seriously ill children receiving treatment at nearby hospitals.



**Ronald McDonald Family Rooms®** - Launched in 1992 and now in 263 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 and support for families while they endure the most difficult times of their lives. There are 16 Ronald McDonald Family Rooms located in area hospitals throughout the Greater Philadelphia Region.



**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 underserved 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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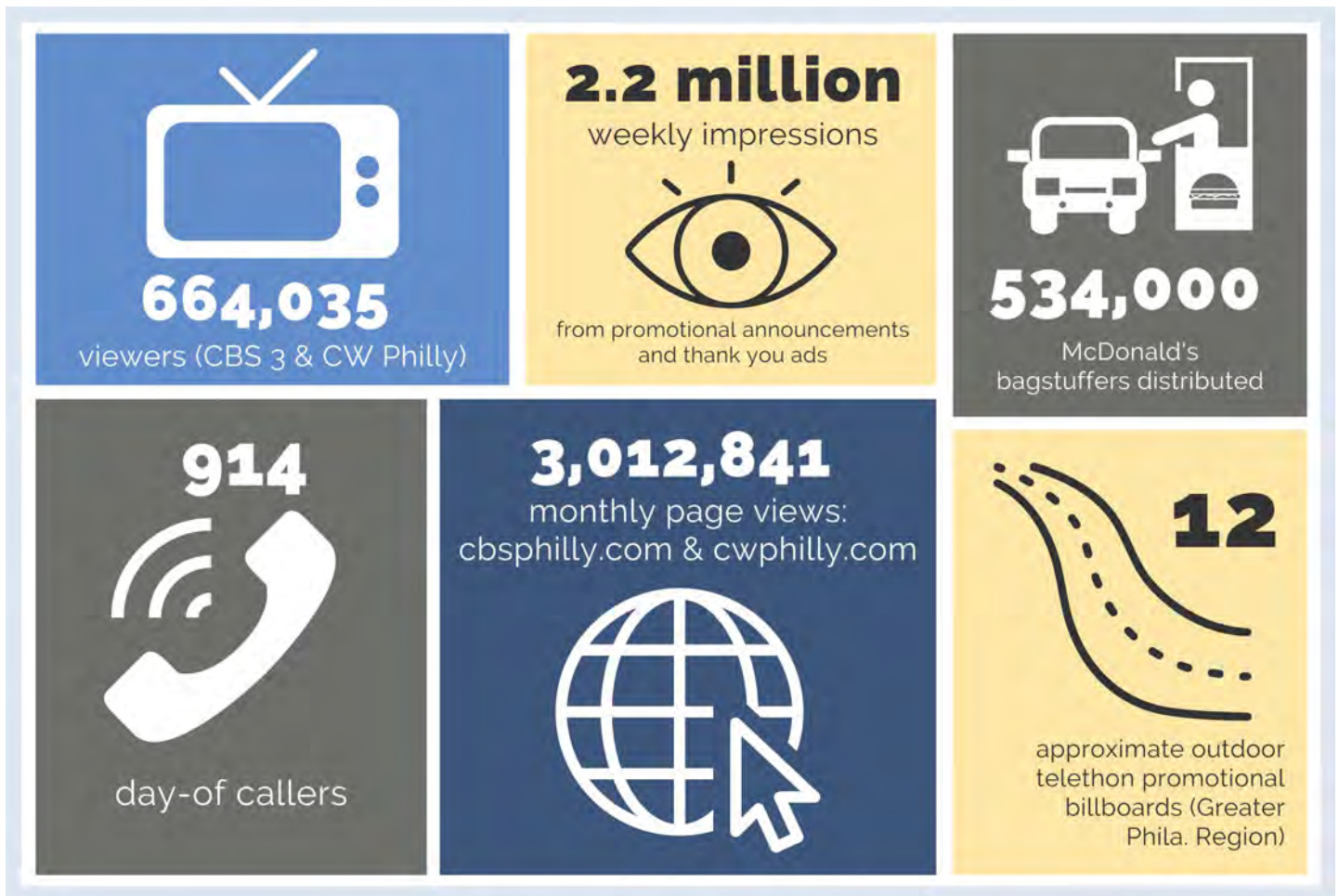
# 2022 Telethon Recap

On Thursday, November 17, 2022 RMHC Philadelphia Region, the Ronald McDonald House of Delaware, and the Ronald McDonald House of Southern New Jersey joined CBS3 to host the 13th Annual Telethon, presented by McDonald's, P.J. Whelihan's, ShopRite, CornerStone PEO, Bread Financial, Discover, Toyota, WSFS Cares Foundation, and many others.

During our virtual Telethon, board members, staff, sponsors, and volunteers answered phones at each Ronald McDonald House location as donors called in throughout the day.

**Nearly \$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.**

## 2022 Sponsor Benefit Highlights



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# Sponsorship Benefits

Lead Sponsor  
(\$30,000+)

Presenting Sponsor  
(\$25,000)

Platinum Partner  
(\$15,000)

Golden Giver  
(\$10,000)

Silver Supporter  
(\$5,000)

## PRIOR TO TELETHON

# of 30 second promos with your logo	40	25	15	-	-
Company featured in 15x 15 second PSAs (July & August)	X	-	-	-	-
Logo on outdoor billboards	X	X	-	-	-
Logo on all promo materials	X	X	-	-	-
Logo on cbsphilly.com & cwphilly.com <i>(begins 2 weeks prior and continues until 2 weeks after Telethon)</i>	X	X	X	-	-

## DURING TELETHON

# of on-air billboards with your logo	25	25	10	5	-
Logo on set signage	X	X	X	-	-
Live on-air check presentation <i>(appearance based on date of commitment)</i>	X	X	X	X	-
Name featured in on-screen scroll	X	X	X	X	X
Opportunity to give away incentive item	X	X	X	X	X
1-hour volunteer shift for 3 company members	X	X	X	X	X
Photo opp with CBS talent	X	X	X	X	X

## AFTER TELETHON

# of 15 second thank you ads with your logo	20	20	10	-	-
Logo on thank you letters to donors	X	X	X	-	-
Logo on McDonald's restaurant trayliners <i>(500,000 throughout Philly Region)</i>	X	X	X	X	X

For detailed descriptions of the sponsorship benefits listed here, scan the QR code below with your phone or visit [RMHtelethon.org/Benefits](http://RMHtelethon.org/Benefits)



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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 Lead Sponsor (\$30,000)
- 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: **September 29, 2023**

Company logo (for sponsors \$10,000 and above): **September 29, 2023**

Preferred volunteer time (optional) and company representative name due: **November 6, 2023**

All sponsor payments due: **November 6, 2023**

**TELETHON** **November 16, 2023**

Commitment form, 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 RMHC Philadelphia Region, the Ronald McDonald House of Delaware, and the Ronald McDonald House of Southern New Jersey.



### The Pappas Family (RMH Delaware)

When Ace was only one month old, he broke both of his legs. Parents Mary and Iraklis were confused and distressed while they spent time in and out of local hospitals figuring out why this happened. After they finally received a genetic diagnosis of Osteogenesis Imperfecta, also known as Brittle Bone Disease, they were transferred to Nemours Children's Hospital, Delaware.

Ace's first hospital stay was seven days in the NICU. Mary and Iraklis stayed at a local hotel- away from Ace- while he received treatment. Their second visit for bone strengthening infusions was when they first stayed at the Ronald McDonald House of Delaware. **"Staying at the Ronald McDonald House meant that we didn't have to worry about putting Ace in a car seat and breaking his bones."** Mary shares.



### The Richardson Family (RMHC Philly)

Brentic and Tiffany Richardson came to Philadelphia from their home in Atlanta, Georgia, so that their infant son, Brentic, could receive specialized care for hyperinsulinism—a rare disorder that affects his blood sugar. For over 2 months, the Richardsons called the Ronald McDonald House on Chestnut Street their home. **"The Ronald McDonald House has been a blessing to my family,"** Tiffany shares.

**"They have provided a roof over our heads, shelter, and meals. The financial cost of not having to pay for a hotel has also been a blessing. When you are dealing with health issues, you know the bills add up, and so to have this burden lifted has been a tremendous blessing to us."**



### The Strickland Family (RMH Southern New Jersey)

The Strickland family has been coming to the Ronald McDonald House of Southern New Jersey for three years so Sahnme (right) can receive treatment for her Arthrogryposis at Shriners Hospital. She and her sister Skyler (left) are the youngest of twelve children, and they call Detroit their home.

While many families celebrate their child's first steps, this was not possible for Sahnme, as she was born with her legs crossed. However, after many surgeries and physical therapy, her legs are straight! Sahnme set a goal to walk (for the very first time) out of the doors of the Ronald McDonald House when she leaves to go home after treatment.

Sahnme is a great big sister to Skyler who has autism. Most of the time when they are at the House, you can find Skyler riding on the back of Sahnme's wheelchair or playing Bingo with the other families.



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# 2022 McDonald's Tray Liner



**RMHC®**

Philadelphia Region

**OCBS**  
PHILADELPHIA

TELETHON

# Thank You!

LEAD SPONSORS



WSFS | CARES Foundation



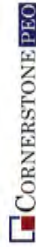
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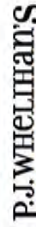
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WE ARE SPECIALISTS



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SILVER SUPPORTERS

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**We couldn't have done it without you!**

On November 17, 2022, Ronald McDonald House Charities® of the Philadelphia Region joined CBS3 to host its 13th annual Telethon. Thanks to our generous McDonald's customers, donors, and sponsors, over \$900,000 was raised to benefit children and families served by Ronald McDonald House Chapters in Philadelphia, Delaware, and Southern New Jersey.

## Round-Up for RMHC

When you Round-Up for RMHC, you'll enjoy more than just a meal. You will also be generously providing the comforts of home for families with sick or injured children who rely on local Ronald McDonald Houses.







**Please send all correspondence and sponsorship contributions to:**

Lauren Mendelero  
 RMHC of the Philadelphia Region  
 3925 Chestnut Street  
 Philadelphia, PA 19104

*Or by email/phone:*  
 lauren@rmhcphilly.org  
 267-969-6202

**For questions or more information, contact your regional House President/CEO**

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