



12TH ANNUAL TELETHON
sponsorship package 2021

Greetings!

Thank you for considering a sponsorship of the Twelfth Annual CBS3 Telethon benefitting 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 18th 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, 17 Ronald McDonald Family Rooms, and a Ronald McDonald Care Mobile, operated by St. Christopher's Foundation for Children.

During last year's first ever virtual Telethon, more than \$1.1 million was raised to benefit local children and their families. Due to the tremendous outpouring of support from our sponsors and donors, the 2021 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.

Benefits, depending on sponsorship level, are on-air, digital, and via social media. The health and safety of our dedicated friends is of the utmost importance. If safety protocols prohibit an in-person event, we will move to a virtual/hybrid format that can ensure a safe and productive day of giving.

We hope you will consider joining us as we continue to support families during their children's medical treatment. 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.

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

Sincerely,



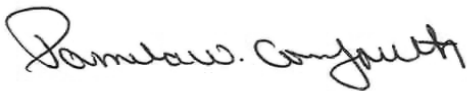
Donna Abbozinio

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
Room®**

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, support, and friendship for families while they endure the most difficult times of their lives. There are 17 Ronald McDonald Family Rooms located in 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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2020 Telethon Recap

On Tuesday, November 24, 2020, RMHC Philadelphia Region, the Ronald McDonald House of Delaware, and the Ronald McDonald House of Southern New Jersey joined CBS3 to host the 11th Annual Telethon, presented by McDonald's, P.J. Whelihan's, ShopRite, the RMHDE Leadership Council, IBEW 98, MassMutual, Toyota, Davis Enterprises, Discover, WSFS Bank, and many others.

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

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.



Our 2020 Virtual Telethon raised over \$1.1 million. The number shown above reflects a preliminary total that was shown on-air before all final donations were tallied.



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Lead Sponsor

\$30,000+ Sponsorship

Benefits Prior to the Telethon

- Company featured as a Lead Sponsor
- Company featured in 15x :15 sec Public Service Announcement to air throughout July and August with logo and audio mentions highlighting RMHC needing support all year long
- 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
- Inclusion in Digital Regional Rail interior screen ad to run in 720 SEPTA Regional Rail trains for two weeks in November if logo received by 9/1/21

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 25 on-air billboards on CBS3 and CW Philly 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 (one hour) for up to three members of your organization to answer phones
- Photo opportunity with your company representatives and volunteers with CBS talent

Benefits After the Telethon

- Logo featured on 20x :15 sec "Thank You" commercials on CBS3 (airs for one week after the Telethon)
- Logo featured on homepage takeover on cbsphilly.com and cwphilly.com and three 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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Presenting Sponsor

\$25,000 Sponsorship

Benefits Prior to the Telethon

- Company featured as a Presenting Sponsor
- 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
- Inclusion in Digital Regional Rail interior screen ad to run in 720 SEPTA Regional Rail trains for two weeks in November if logo received by 9/1/21

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 25 on-air billboards on CBS3 and CW Philly 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 (one hour) for up to three members of your organization to answer phones
- Photo opportunity with your company representatives and volunteers with CBS talent

Benefits After the Telethon

- Logo featured on 20x :15 sec "Thank You" commercials on CBS3 (airs for one week after the Telethon)
- Logo featured on homepage takeover on cbsphilly.com and cwphilly.com and three 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

\$15,000 Sponsorship

Benefits Prior to the Telethon

- Inclusion in Digital Regional Rail interior screen ad to run in 720 SEPTA Regional Rail trains for two weeks in November if logo received by 9/1/21

Benefits Two Weeks Prior to the Telethon

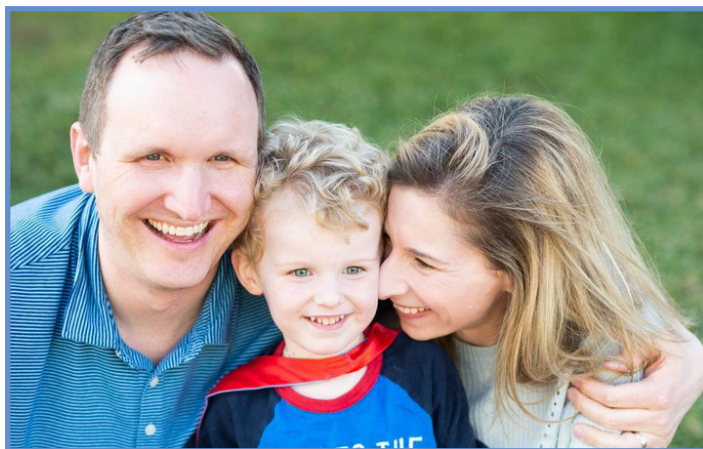
- Logo featured on a minimum of 15 shared promotional announcements to air on CBS3 and CW Philly
- Logo featured on homepage takeover on cbsphilly.com and cwphilly.com and three rotating ad units

Benefits During the Telethon

- Logo featured on a minimum of 10 on-air billboards on CBS3 and the CW Philly 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 (one hour) for up to three members of your organization to answer phones
- Photo opportunity with your company representatives and volunteers with CBS talent

Benefits After the Telethon

- Logo featured on 10x :15 sec "Thank You" commercials on CBS3 (airs for one week after the Telethon)
- Logo featured on homepage takeover on cbsphilly.com and cwphilly.com and three 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

\$10,000 Sponsorship

Benefits Prior to the Telethon

- Inclusion in Digital Regional Rail interior screen ad to run in 720 SEPTA Regional Rail trains for two weeks in November if logo received by 9/1/21

Benefits During the Telethon

- Logo featured on a minimum of five billboards on CBS3 and the CW Philly 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 (one hour) for up to three members of your organization to answer phones
- Opportunity to give away product as an incentive during the Telethon
- Photo opportunity with your company representatives and volunteers with CBS talent

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

- Inclusion in Digital Regional Rail interior screen ad to run in 720 SEPTA Regional Rail trains for two weeks in November if logo received by 9/1/21

Benefits During the Telethon

- Company name showcased in scroll on-screen during Telethon
- One volunteer shift (one hour) for up to three 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
- Photo opportunity with your company representatives and volunteers with CBS talent

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 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:

Logos due for SEPTA Digital Regional Rail interior screen: **September 1, 2021**

Sponsorship commitment form: **September 30, 2021**

Company logo (for sponsors \$10,000 and above): **October 1, 2021**

Preferred volunteer time (optional) and company representative name due: **November 10, 2021**

TELETHON **November 18, 2021**

All sponsor payments due: **November 18, 2021**

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 Hall Family (RMH Delaware)

Zoe has stayed at the Ronald McDonald House of Delaware many times since she was six years old (pictured on the left with her mother April at age six). Now 19 years old, Zoe most recently stayed at the House while she recovered from a transplant in October 2020 to treat her sickle cell disease.

After her transplant, Zoe and April came to the Ronald McDonald House while Zoe recovered. "The House is giving me a place to stay safe while we wait for my immune system to get stronger," she shared. Because getting COVID-19 would likely be devastating for Zoe's weakened immune system post-transplant, she is grateful to find respite in a safe environment.



The Yan Family (RMHC Philly)

For over 6 months, the Yans have called the Ronald McDonald House on Chestnut Street in Philly their "home-away-from-home" after their twin daughters Amelia and Alicia were born prematurely. "Staying at the House has really put our mind at ease, because it frees us from daily routines, so we can focus on our babies. We are thankful for all of the financial and emotional support that the Ronald McDonald House gives us. Otherwise, we couldn't pull through with our babies in the NICU," says Ming.

The family has received good news, and their daughter Alicia has been released from the NICU and able to join them at the House. "Her twin sister, Amelia, is not too far behind," Ming says.



The Effio Benites Family (RMH Southern New Jersey)

"When we first arrived for Abi's prosthetic treatment in February 2020, we thought we would be home in Peru in a month. COVID 19 changed our plans; the airports were closed, making us feel like unexpected guests who were overstaying our welcome. But that wasn't true at all.

The Ronald McDonald House of Southern New Jersey has become another home for us and we never thought Abi would receive so much amazing medical treatment. This has been such a loving environment, where we are treated like family. I will never stop thinking about my friends at the Ronald McDonald House. And every day we speak about the friendships and blessings that we shared with all of you."



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

WE COULDN'T HAVE DONE IT WITHOUT YOU!

On March 26, 2019, Ronald McDonald House Charities® (RMHC®) of the Philadelphia Region, Inc., joined with CBS3 to host the 10th annual "Change the Luck of a Child" Telethon.

Thanks to our generous McDonald's® customers, donors, and sponsors, more than \$1.2 million was raised to benefit children and families at Ronald McDonald Houses in Philadelphia, Delaware, and Southern New Jersey.



THANK YOU

LEAD SPONSORS:



Jessica Falcone Memorial Fund



We Stand For Service

PRESENTING SPONSORS:



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DISCOVER



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NEIL • PeroxyChem • Philadelphia Ronald McDonald House Board of Directors
Ronald McDonald House Southern New Jersey Teen Advisory Council • Visa • World Wide Stereo

SILVER SUPPORTERS: Action Construction Management • AmeriHealth New Jersey • Anthony & Sylvan Pools
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CDO Services Corp. • Concannon Miller & Co. • Core States Group • Crothall Healthcare • CSC
Cumberland Dairy • The Dagit Group • ECMB • Elliott-Lewis • Enterprise Rent-A-Car • Fairfax Liquors
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Zallie's ShopRite

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IN-KIND SPONSOR & PARTNERS: A Fresh Focus Photography • All Event Party Rental
Coca-Cola Company • Di Bruno Bros. • Famous 4th Street Cookies • Federal Donuts • MacServIT
McDonald's • Ravitz ShopRite • Santucci's Pizza • Westmont Bagel Company



Please send all correspondence and sponsorship contributions to:

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

Or by email/phone:
lmendelero@philarmh.org
267-969-6202

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

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