

SPONSORSHIP OPPORTUNITIES APRIL, 29TH 2014





Dear friend:

The *Twelve Good Men* Luncheon is the premiere fundraiser for the Ronald McDonald House Charities® of South Florida. The money raised each year at this luncheon helps fund our annual operation budget of our two Ronald McDonald Houses. The Ronald McDonald House is built on the simple idea that when a family is focused on healing their child, nothing else should matter. When a child is hospitalized the love and support of family can be as powerful as the strongest medicine.

We promise to have another year full of sorprises. Please mark **Tuesday**, **April 29th**, **2014**, on your calendar and plan to attend the event at **Jungle Island**. Therefore, we invite you to be a sponsor of this year's Twelve Good Men Luncheon. Every sponsor will be listed as a VIP in the luncheon program and will receive the additional complimentary items stated under each category. Your donation is tax deductible to the extent that the law permits. **Please consider supporting this worthwhile event by choosing one of the sponsorship levels listed on the back of this letter.**

If you choose to be a Twelve Good Men supporter, please complete the information on the enclosed form and send it with your check payable to the Ronald McDonald House Charities of South Florida. Feel free to contact us at 305-324-5683 or visit our website at www.rmhcsouthflorida.org if you have any questions. This truly is *the "House That Love Built"* because of caring people like you.

Sincerely,

Twelve Good Men Luncheon Committee Co-Chairs Linda Levy-Goldberg; Jim Murphy; Julie Todaro

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Throughout the past thirty one years, the mission of Ronald McDonald House Charities (RMHC) of South Florida has been to create, find and support programs that directly improve the health and well-being of children and their families. We have done that through the operation of the Ronald McDonald House by providing a home-away-from-home for families with critically ill or injured children undergoing treatment at South Florida area pediatric hospitals.

Each year with the generous support of various partnerships Ronald McDonald Houses serves over 500 children and families of seriously ill or injured children who are receiving care in the South Florida area hospital. No other organization duplicates this service.

Families come to relax, have a meal, connect with other families in similar situations and get a much needed good night's rest.

For more information visit our website at www.rmhcsouthflorida.org



TWELVE GOOD MEN 2014 SPONSORSHIP OPPORTUNITIES







Class of 2013



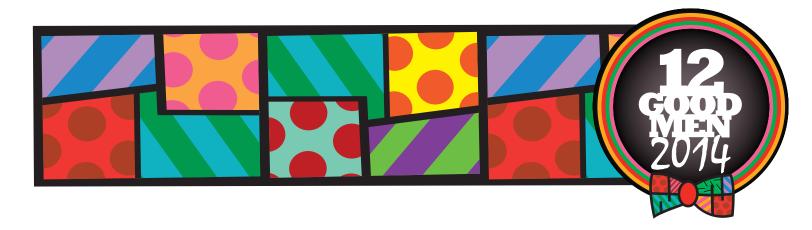
A GOOD MAN LEVEL Official Event Presenting Sponsor - \$25,0000

- Four tables, with space for up to fourty (40) guests, with Title Seating.
- Opportunity to welcome guests to event from stage, on-stage recognition and logo on audiovisual presentation.
- Company logo on cocktail invitation. Taking place on March 2014.
- Complimentary prominently placed ad in event program (2 page spread with option of back cover)
- Company logo on invitation.
- Corporate name & logo on 1/2 page ad The Miami Herald and Ronald McDonald House
- · Charities of South Florida website
- Company logo in social media marketing communications such us Facebook, Twitter and Instagram (with more than 1000 followers)
- Logo with link on RMHC of South Florida website
- Recognition on news releases and other media opportunities
- Opportunity for Corporate display table at Cocktail reception, day of event (April 29th, 2014)



SPIRIT OF LOVE - \$10,000

- Corporate name & logo on invitation & event program
- Corporate name & logo on ½ page ad The Miami Herald and Ronald McDonald House Charities of South Florida website
- Corporate name & logo on email blast to 5,000 subscribers
- Preferred placement for your party of thirty (30) guests attending the event (3 tables)
- · On-stage recognition with corporate name & logo on signage and audiovisual presentation
- Recognition and signage at Cocktail reception. Taking place one month prior to the event.
- Complimentary prominently placed ad in journal program (Full page color ad)
- · Recognition on news releases and other media opportunities
- Invitation to cocktail reception on March 2014



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HUMANITARIAN LEVEL - \$5,000

- Preferred placement for your party of twenty (20) guests attending the event (2 tables)
- · Recognition on invitation
- Corporate name on 1/4 page ad The Miami Herald
- On stage recognition and at audiovisual presentation
- · Recognition at cocktail reception. Taking place one month prior to the event
- Complimentary ad in journal program (one full page black and white)
- · Recognition on news releases
- Recognition in RMHC of South Florida "Spreading the Love" newsletter
 published in Spring / Summer 2014
- Invitation to cocktail reception on March 2014



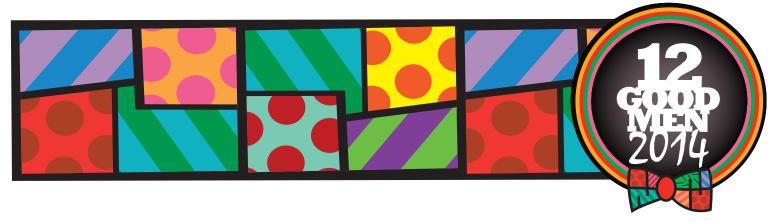
HONORABLE LEVEL - \$3,000

- Preferred placement for your party of ten (10) guests attending the event (1 table)
- · On-stage recognition and audiovisual presentation
- Complimentary ad in journal program (1/2 page)
- · Recognition on news releases
- Recognition in RMHC of South Florida "Spreading the Love" newsletter
 published in Spring / Summer 2014
- Invitation to cocktail reception on March 2014



Table Sponsorship Level Table of ten - \$1,500

- · Recognition on ad journal program
- Invitation to cocktail reception on March 2014



TWELVE GOOD MEN 2014 SPONSORSHIP CONFIRMATION

Deadline for sposorships March 7th, 2014

Name				
(Please print name as it should appear in print)				
Address				
City	StateZip			
Daytime Phone	Fax:			
Email:				
Sponsorship Request Levels (Please list ye	our donation amount next to your sponsorship level.)			
☐ A Good Man Level (\$25,000)	\$			
☐ Spirit of Love Level (\$10,000)	\$			
☐ Humanitarian Level (\$5,000)	\$			
☐ Honorable Level (\$3,000)	\$			
Table Sponsorship Level (to purchase tables only)				
Seating: ☐ Number of Tables	@ \$1,500 (10 seats) = \$ (\$1,270.00 is tax deductible per table)			
☐ Number of Seats	@ \$150 = \$ (\$127.00 is tax deductible per person)			
Payment Information Enclosed is a check in the amount (Make Checks payable to Ronald McDonal	of \$			
Charge to:				
	Exp. Date			
Signature				

Thank you for your contribution.

All proceeds to benefit the Ronald McDonald Houses in South Florida

Your contribution is tax deductible to the full extent of the law. Ronald McDonald House Charities of South Florida is a 501(c)3 tax exempt organization of the Internal Revenue Code, Tax ID 59-1899866.



TWELVE GOOD MEN 2014 AD JOURNAL CONTRACT

> Deadline to submit ADS April 11th, 2014

Contact Name			
Company Name			
Address			
City	Sta	ate	_Zip
Daytime Phone	Fax:		
Email:			
	AD SIZE AND PRICING	3	
□ Outside Back Cover	\$1,000		7½ x 93/4
□ Inside Back Cover	\$750		7½ x 93/4
□Full Gold Page	\$500		7½ x 93/4
□Full Page	\$350		7½ x 93/4
□Half Page	\$200		7½ x 43/4
□Quarter Page	\$100		3 ¹ / ₂ x 47/4
□ Camera-ready copy supplied	☐ E-mailed artwork to: rmhmiami@rmhcsout	hflorida.org	□ please typeset
PAYMENT TYPE:			
Names as it appears on the car	·d		
□ Credit Card: Card number:			
Exp Date:			
☐ Check: Make checks payable to ☐ Ad/message:	Ronald McDonald Hou	ıse-Chariti	es of South Florida
Advertiser's signature required.			
Please Sign here:			

FOR MORE INFORMATION CALL:

Soraya Rivera-Moya • Ronald McDonald House- Miami 1145 N.W. 14th Terrace, Miami, FL 33136 Phone (305) 324-5683 ext. #0 • Fax: (305) 324-5689 E-mail: rmhmiami@rmhcsouthflorida.org