

Saturday, May 4, 2013 - Atlantic Aviation, Philadelphia, PA



5th Annual Plane Pull®
Sponsorship Packet



Ronald McDonald House
PHILADELPHIA



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The Philadelphia Ronald McDonald House - the First House that Love Built

Founded in 1974 as the very first Ronald McDonald House in the world, the Philadelphia Ronald McDonald House is now the model for over 322 Houses worldwide. Founder Dr. Audrey Evans, along with Co-founder Jimmy Murray (pictured here) worked together to bring the idea of a home away from home for families of seriously ill children to fruition.



*Co-Founders: Dr. Audrey Evans
and Jimmy Murray*

The Philadelphia Ronald McDonald House supports families of seriously ill children by creating a community of comfort and hope. Families with seriously ill children face many challenges. While traveling to far away hospitals to get the best medical care, they worry about how to keep their family together, where to sleep each night, and how they'll afford it. They also wonder how their children will ever have the chance to laugh, play, and just be kids when receiving treatment.

That's where the Philadelphia Ronald McDonald House comes in. We ease the daily burdens families face so that they can stay together and stay focused on what matters most: their child's well-being. By meeting their basic needs – a comfortable room, nightly home-cooked meals, van rides to the hospital, children's play spaces, and the support of others who understand – we help parents sleep a little easier each night, knowing they are always close by their child's side.

In addition to our two Houses at Chestnut Street and Front & Erie, the Philadelphia Ronald McDonald House operates Ronald McDonald Camp in the Poconos which offers oncology patients and their siblings the opportunity to take part in a one week summer camp. We also operate two Ronald McDonald Family Rooms at The Children's Hospital of Philadelphia which provides a comfortable space for families away from their children's bedside.



Your participation will show your commitment to making sure families with seriously ill children have a place to call home, no matter how far away they are from theirs.



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What is the Philadelphia Ronald McDonald House Plane Pull® ?

The Philadelphia Ronald McDonald House Plane Pull® gives teams of 20 people a once-in-a-lifetime opportunity to pull an airplane while raising valuable funds for the families staying at the Philadelphia Ronald McDonald House. This amazing competition gives organizations from across the Philadelphia area the chance to see if they can, in fact, pull our airplane in the fastest time.

The Philadelphia Ronald McDonald House will host this event in partnership with Philly Jet Service and Atlantic Aviation. All of the proceeds raised (a minimum of \$2,500 per team) will support the families staying at the Philadelphia Ronald McDonald House.

- **Date:** Saturday, May 4th from 8 a.m. - 11:30 a.m.
- **Location:** Atlantic Aviation, next to the Philadelphia International Airport
- **Goal:** Each team will compete to pull an airplane in the fastest time
- **Attendance:** Over 500 pullers and spectators

Last year's Plane Pull® featured teams representing Aberdeen Asset Management, Guava & Java, Keenan Auto Body, Morphotek, Permalith, Philadelphia Insurance Companies, PHL Marketplace Food & Shops, Reuters, Sunoco, Sunoco Logistics, UPS, Volunteers of the Philadelphia Ronald McDonlad House & Ronald McDonald Camp, and Zurich.





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Plane Pull® Sponsorship Opportunities

Join us for a fantastic event to support the Philadelphia Ronald McDonald House. By sponsoring the Plane Pull®, your company will truly make a difference in the lives of the families who need to stay in Philadelphia while their children receive treatment at local area hospitals. Each sponsorship level can be obtained with a one-time donation paid by the company to the Philadelphia Ronald McDonald House or through the individual fundraising efforts of the team's participating pullers. Please note there are specific deadlines for particular incentives (i.e. team shirts or team sign), which will be posted on the Plane Pull® website.



Team Liftoff Package - \$2,500 (Minimum Fundraising Requirement)

To participate in the Plane Pull, every team is required to raise \$2,500 for the families staying at the Philadelphia Ronald McDonald House. Once the fundraising minimum is met, the team will receive the following:

- **Chance to pull the plane:** The opportunity to form a team of 20 pullers and pull the airplane.
- **Refreshments:** Event participants will be able to feast on a wide variety of breakfast items and drinks generously donated by the vendors of the Philadelphia Market Place and Shops.
- **Entertainment:** The team and their fans will have access to a massage booth, games, a sign making station, face painting, a photo booth, and much more!
- **Pre-event warm-up with Ronald McDonald:** Pullers will have the chance to stretch and warm up for their pull with our very own Ronald McDonald.
- **Team plaque:** Team will receive a personalized plaque featuring a team photo next to the plane.



Non-Stop Flight to the Finish Line Package- \$3,500

In addition to the Team Liftoff Package, at this level the team will receive the following:

- **Team sign:** A team sign will be provided for the team picture.
- **T-shirts:** Team name/logo will be placed on the back of the event t-shirt.
- **Plane Pull website:** Team name/logo will be featured on the Plane Pull® website.

Pilot Jimmy's Hospitality Booth Package - \$5,000

In addition to the Non-stop Flight to the Finish Line Package, at this level the team will receive the following:

- **Hospitality booth:** The team will have access to their own (10 x 10) hospitality tent that will be stocked with refreshments. The hospitality booth is a great rendezvous point for the team to meet up at the event. It can also be used for marketing purposes if the company wants direct access to event participants.
- **Team promotion before and after the event:** Event information will be sent, with team (or company) name mentions, in the PRMH quarterly newsletter (20,000+ contacts), Constant Contact emails (8,000+contacts), Facebook posts (3,600+ likes), and Twitter tweets (480+ followers).

Atlantic Aviation Tarmac Package - \$7,500

In addition to the Pilot Jimmy's Hospitality Booth Package, at this level the team will receive the following:

- **Team thank you:** A special thank you poster designed by the children staying at the Philadelphia Ronald McDonald House.
- **Plane Pull gift:** Each team member will receive a special gift from the Philadelphia Ronald McDonald House.
- **Tarmac signage:** Team name/logo will be featured on the runway.

Philly Jet Service's First Class Package - \$10,000

In addition to the Atlantic Aviation Tarmac Package, at this level the team will receive the following:

- **Airplane signage:** team name/logo will be featured on the airplane used during the Plane Pull®.
- **Individual plaques:** each puller will receive a personalized plaque for their fundraising efforts.
- **Preferred time slot:** team can choose their Plane Pull time slot.





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Partnership Commitment

Company name: _____

Contact name: _____

Contact phone: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Name to be listed on signage and for all sponsorship mentions:

_____ **Yes, we would like to register a team for the 2013 Plane Pull®!**

Sponsorship Levels

- | | |
|---|--|
| <input type="checkbox"/> Team Liftoff Package - \$2,500 | <input type="checkbox"/> Non-Stop Flight to the Finish Line - \$3,500 |
| <input type="checkbox"/> Pilot Jimmy's Hospitality Booth Package - \$5,000 | <input type="checkbox"/> Atlantic Aviation Tarmac Package - \$7,500 |
| <input type="checkbox"/> Philly Jet Service's First Class Package - \$10,000 | |

For more information, please contact:

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<http://prmh.kintera.org/PlanePull2013>

