

2023 Event Partnerships





Keeping families close

Mission:

To support the ever-changing needs of serious ill children and their families.

Vision:

To achieve the best outcome for families by reducing the impact of their child's serious illness.

What we do:

For over 30 years Ronald McDonald House Charities Northern NSW have supported families with a seriously ill or injured child by offering a home away from home when they need it most.

When disaster strikes, and medical treatment is often hundreds of kilometres away, families rarely have time to plan for sudden added expenses, separation from loved ones, or leave from work. With the uncertainty of their situation before them, Ronald McDonald House Charities Northern NSW is there.

By providing a "home away from home" in our Houses, a place to unwind in our Family Rooms in the Hospital, a place to relax and reconnect at our Family Retreat and additional support through our Learning Program, we help to alleviate these extra worries, and help keep families together.

WITH YOUR PARTNERSHIP, YOU CAN HELP TO KEEP FAMILIES TOGETHER AS THEY FACE THE BIGGEST CHALLENGE OF THEIR LIVES.

See your impact

As a 100% community owned and operated charity, we rely on the support of our community and corporate partners to help families in need.

By choosing to support Ronald McDonald House Charities Northern NSW you will ensure families with a seriously ill or injured child have the vital support they need for years to come.

Your contribution as an event sponsor, in-kind supporter or auction item donor will help raise these much-needed funds whilst also giving you the opportunity to promote your business.

We trust you see the value in partnering with us for these exciting events and very worthwhile cause.

By becoming a partner of the Ronald McDonald House Charities Northern NSW, we will provide your organisation with:

- The opportunity to align your brand with a local charity with strong brand equity (Ronald McDonald House Charities has approx. 90% brand recognition).
- Confidence that your contribution will make a difference. Our Social Return on Investment report has confirmed for every \$1 invested, RMHC is able to return \$3.60 of social and economic value.
- Strong corporate branding through extensive opportunities at the events.
- An opportunity to network with other event stakeholders including corporate guests, high net-worth individuals and long-time supporters.
- Opportunity to engage your staff through event volunteering.
- Community visibility and promotion, enhancing your brand and public image through possible media coverage.

Our impact in 2021

Unique Families Supported

Almost **2,000** families were helped by staff, volunteers and supporters in 2021.



Ronald McDonald Houses

373 different families given a home away from home for a total of **5,832 nights**. **\$1,265** were saved per family during an average stay of **11 nights** on accommodation, parking, food, and laundry.



Our Volunteers

While COVID-19 limited our volunteers ability to be in the Programs, we still had many volunteers passionate about the mission and connected to the cause.



Ronald McDonald Family Rooms

1,162 families took a much needed break in one of our 3 Family Rooms, walking through our doors **6,240** times. Saving an average **\$106** per family.



Ronald McDonald Family Retreat

87 holidays were provided for families at our Forster Retreat saving families an average of **\$3,000** per holiday.



Ronald McDonald Learning Program

131 students received tutoring through the Learning Program. Our Education Liaison Officer worked closely with the Paediatric Oncology team to support **49 students and their families** on their journey to recovery from serious illness. This was a maximum savings for parents of **\$4,815**.





RMHC NNSW Event International Women's Day Tamworth & Taree

When: Wednesday 8 March



Event Partner \$5,000* excl GST Only 1 available - Tamworth

- Co-branded event (prior and on the day)*
- 2 x Table of 10
- 3 x Gift bag items (supplied by you)
- Meet & greet with speakers at VIP pre-event
- Large recognition plaque
- Branding at the event - up to 4 banners and large logo placement on screen
- Business name and logo included in all promotion of the event
- Tour for staff/team of local RMHC Northern NSW House (subject to COVID restrictions)
- "Proudly supporting RMHC NNSW /W/D 2023" logo for professional use within business (for 2023)
- Exclusive RMHC NNSW gift for all ticket holders.

*Prices subject to change

AVAILABLE

Platinum Sponsor \$2,500* excl GST Only 2 available per location

- Large logo on all event day collateral*
- 1 x Table of 10
- 2 x Gift bag items (supplied by you)
- Recognition plaque
- Branding at event - up to 2 banners and medium logo placement on stage
- Business name and logo included in all promotion of the event
- Tour for staff/team of local RMHC Northern NSW House/Retreat (subject to COVID restrictions)

AVAILABLE

Gold Sponsor \$1,500* excl GST Only 3 available per location

- Medium "Supported by" on all event day collateral*
- 1 x Gift bag item (supplied by you)
- 5 x tickets
- Recognition certificate
- Branding at event up to 2 banners and small logo placement on screen
- Business name and logo included in all promotion of the event
- Tour for staff/team of local RMHC Northern NSW House/Retreat (subject to COVID restrictions)

*Prices subject to change

Sponsor \$500* excl GST

Only 4 available per location

AVAILABLE

- Small "supported by" on all event day collateral*
- 1 x Gift bag item (supplied by you)
- Logo on 1 sponsored table
- 4 x tickets
- Recognition certificate
- Branding at the event entry
- Business name and logo included in all promotion of the event
- Tour for staff/team of local RMHC Northern NSW House/Retreat (subject to COVID restrictions)

Styling Partner – In Kind

Only 1 available per location

AVAILABLE

- Large logo on all collateral*
- 1 x Gift bag item (supplied by you)
- 2 x tickets
- Meet & greet with speakers at VIP pre-event
- Branding at event – 1 banner (entry/floor)
- Business name and logo included in all promotion of the event
- Small recognition Plaque.

*Prices subject to change

Marketing and Design Partner - In Kind

Only 1 available per location

AVAILABLE

- Large logo on all collateral*
- 1 x Gift bag item (supplied by you)
- 2 x tickets
- Meet & greet with speakers at VIP pre-event
- Branding at event – 1 banner
- Business name and logo included in all promotion of the event
- Plaque

Photography Partner – In Kind

Only 1 available per location

AVAILABLE

- Large logo on all collateral*
- 1 x Gift bag item (supplied by you)
- 2 x tickets
- Meet & greet with speakers at VIP pre-event
- Branding at event – 1 banner (entry/floor)
- Business name and logo included in all promotion of the event
- Small recognition Plaque

*If purchased by 16 February 2023, logo will be placed on all marketing prior to the event.



In-Kind Donations

All lot of effort goes into the planning of each event to ensure we are able to fulfil our mission, whilst delivering a fun and meaningful experience.

We understand that sponsorship may not suit every business model.

Donating your services, items, vouchers, experiences or volunteering are great ways to help keep families together. Every little bit helps, and every dollar raised can help ease the burden that families carry when disaster strikes.

If you are able to donate auction items or are interested in volunteering at events, please get in touch with the team.

Publicity

By becoming an event partner or sponsor with Ronald McDonald House Charities Northern NSW you will receive many exciting opportunities for increased publicity for your business and brand.

Ronald McDonald House Charities, Northern NSW has a strong and engaged following – our key audience demographics are as follows:

Ronald McDonald Facebook pages – over 13,500 followers

- 84% are females
- 16% are males
- Majority of followers are aged 25 – 55 years of age
- Ability to segment targeting to Hunter, New England/North West, Mid North Coast & Central Coast markets

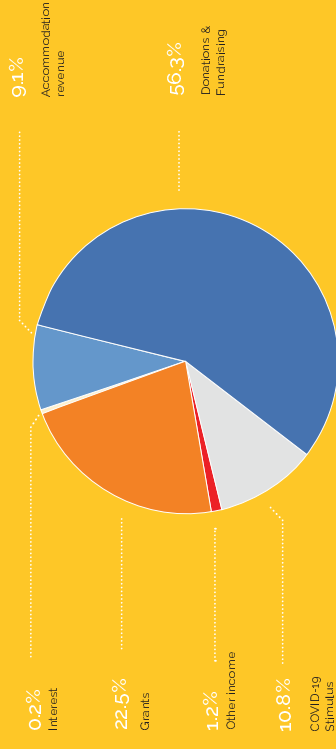
Ride for Sick Kids Facebook – 1,130 followers

- 68% are females
- 31% are males
- Majority of followers are aged 25 – 55 years of age

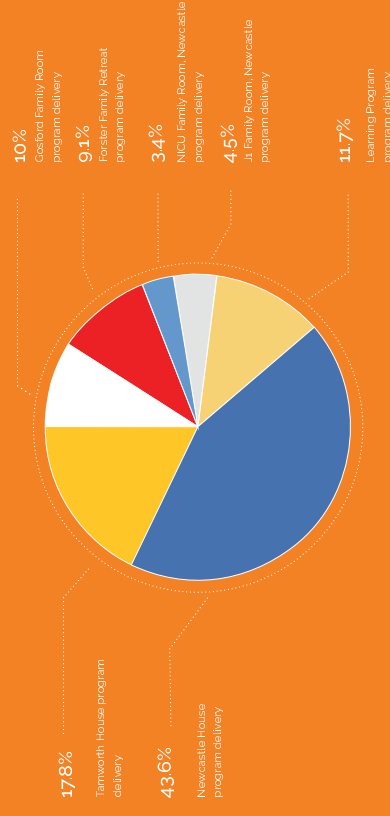
Ronald McDonald House email – over 13,200 subscribers

- Average open rates of 17%
- Ability to segment targeting to Hunter, New England/North West, Mid North Coast & Central Coast markets.

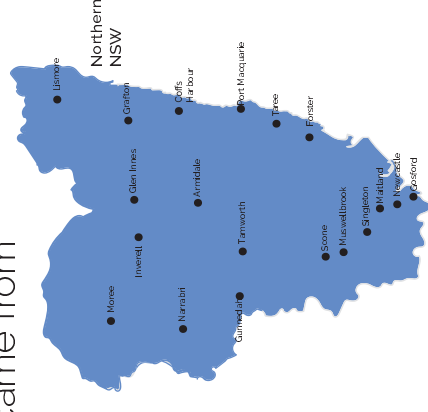
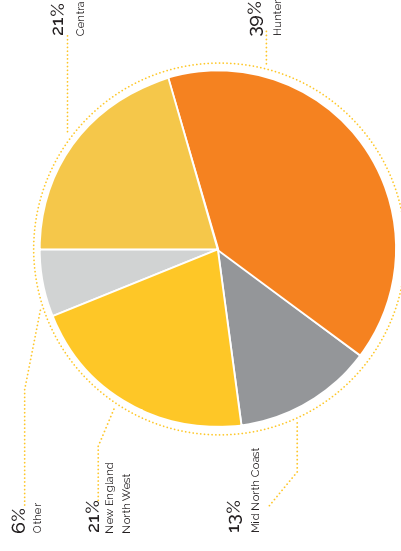
Where the money comes from



Where the money helped^{*}



Where our families came from



Meet our Team



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Let's Connect



[Ronald McDonald House Newcastle](#)



[Ronald McDonald Family Retreat Forster](#)



[Ronald McDonald House Tamworth](#)



[Ronald McDonald Family Room Gosford](#)



[Ride for Sick Kids](#)



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Ronald McDonald House Charities
Northern NSW