



Ronald McDonald  
House Charities®  
Central & Northern Arizona

# CORPORATE PARTNERSHIP GUIDE

[rmhccnaz.org](http://rmhccnaz.org)



# OUR 2023 IMPACT



**1,208**  
FAMILIES SERVED



**20,400**  
NIGHTS OF REST



**15**  
COUNTIES



**35**  
STATES

FAMILIES TRAVELED FROM



**88%**

FAMILIES SERVED FROM ARIZONA



**9 nights**

AVERAGE LENGTH OF STAY



**301 miles**

AVERAGE DISTANCE TRAVELED

“The passion that funnels through RMHC to serve our communities is unprecedented. La-Z-Boy is ready to help in any capacity because our immediate impact on the families. We couldn't imagine not being part of RMHC.”

- FRANK NEAL | PRESIDENT, LA-Z-BOY ARIZONA

## OUR VALUE

### BRAND AWARENESS

- + 94% of individuals recognize the Ronald McDonald House Charities name, and 53% recognize it by its logo alone.
- + Ronald McDonald House Charities reports a 15% brand equity uplift for partnering brands.
- + Ronald McDonald House Charities ranks as #5 most recognized nonprofit at registers.

### DIGITAL REACH

FACEBOOK	4.7k followers
INSTAGRAM	1.6k followers
LINKEDIN	1.3k followers
EMAIL LIST	15.9k subscribers

# WAYS TO PARTNER

## FINANCIAL SUPPORT

### NIGHTS OF REST

It costs \$132 per night to house a family, and we never charge for our services. Help make an immediate impact in the form of nights of rest with a financial gift for our core mission—keeping families together and close to the medical resources they need.

### EXPANSION PROJECTS

Grow your partnership as we grow our impact in the Valley by supporting expansion and projects as needed between our three Valley Ronald McDonald Houses®. Projects are subject to vary and will include mutually agreed upon terms.

## OPERATIONAL SUPPORT

### ADOPT-A-ROOM

This annual commitment plays a critical role maintaining our spaces and providing nights of rest to the hundreds of families we welcome each year. Adoptable rooms range from standard guest rooms to apartment spaces and include signage benefits displayed for guests and visitors.

### IN-KIND GOODS & SERVICES

Gifts of goods and services play a crucial role in making the House a “home-away-from-home” for hundreds of families each year. This partnership is designed to enable sponsors to support a project and/or address the charity’s needs for operational assistance.

Available support areas include:

- Appliances
- Cleaning Services / Equipment
- House Repairs / Maintenance
- Kitchen / Pantry Supplies
- Linens
- Marketing Services
- Utilities



\$132 

COST PER NIGHT OF REST FOR RMHCCNAZ

\$0 

COST TO FAMILIES THANKS TO DONORS

# WAYS TO PARTNER

## EMPLOYEE ENGAGEMENT

### DINNERTIME HEROES AND BRUNCH BUDDIES

These programs allow for groups to connect with each other and guest families through a labor of love—preparing and serving a warm, home-cooked meal. We provide the kitchen, and you provide the menu, food, and enthusiastic chefs! Dinnertime and Saturday brunch slots are available year round.

### DAY OF SERVICE

Engage team members in a memorable hands-on experience assisting with a range of meaningful tasks from baking, cleaning, routine maintenance or even crafts – all while having the opportunity to interact with our families and volunteers.

### WISH LIST DRIVE

Help keep our Houses stocked and your team engaged by hosting a Wish List drive to support families. Drives can be hosted in an office space, a work from home environment or online through our Amazon Wish List. Addition info at [rmhccnaz.org/wishlist](http://rmhccnaz.org/wishlist).

## SPONSORSHIP OPPORTUNITIES

### SIGNATURE EVENTS

RMHCCNAZ hosts two large-scale events each year in support of providing a “home-away-from-home” for the families we serve. Each event is exclusive in its experience and sponsorship opportunities.

- FORE the House Golf Tournament – Spring
- RMHC 50<sup>TH</sup> Anniversary Gala – Fall

OUR 2024 GOLF TOURNAMENT RAISED

**\$265,000**

OUR 2023 ISLAND PARTY RAISED

**\$560,000**







# ADOPT-A-ROOM

Ronald McDonald House Charities® of Central and Northern Arizona provides hundreds of families each year with a comfortable and safe place to stay close to their hospitalized children.

We invite you to Adopt-A-Room and play a crucial part in a family's journey as they seek the critical medical care needed for their sick or injured child.

## ANNUAL SPONSORSHIP LEVELS:

### APARTMENT

\$15,000

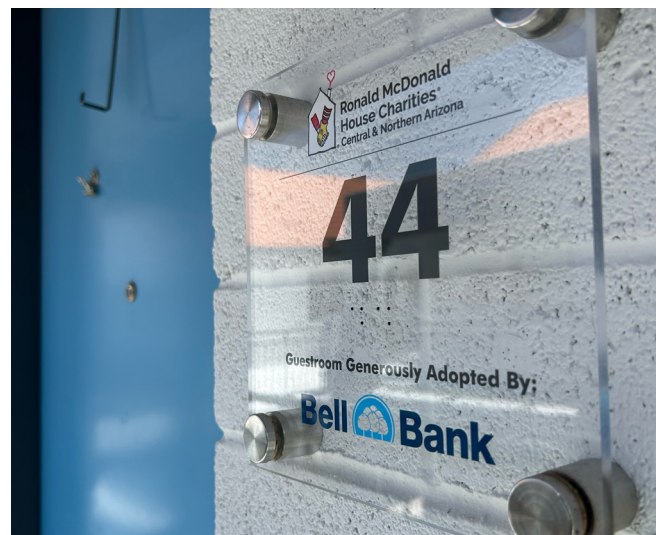
### FAMILY SUITE

\$10,000

### STANDARD ROOM

\$5,000

*\*All partnerships vary by level and are inclusive of room naming rights*



# CORPORATE PARTNERS BENEFITS

BENEFITS	\$100,000+	\$50,000	\$25,000	\$15,000	\$10,000	\$5,000
Custom event or open house at RMHCCNAZ to celebrate gift (as available)	✓					
Social media + email promotion	Story	Story	Post	Post	Post	Post
Recognized as partner on website	Prominent logo+link	Prominent logo+link	logo + link	name		
Recognized on digital donor recognition monitors displayed at all Houses	Prominent logo	Prominent logo	logo	name		
Recognized in Annual Report	Prominent logo	Prominent logo	logo	name	name	name
Recognized with name/logo on room (Adopt-A-Room program only)	Adopt-A-Room program only			logo	logo	logo
Number of nights your gift provides families	741	370	185	113	74	37