



CBS PHILADELPHIA

15TH ANNUAL TELETHON Sponsorship Package 2024



Greetings!

Thank you for considering a sponsorship of the fifteenth Annual CBS3 Telethon benefiting RMHC Philadelphia Region, RMHC Greater Delaware, and the Ronald McDonald House of Southern New Jersey!

In 1974, the Ronald McDonald House was founded with a simple but meaningful goal: to create a **"home-away-from-home"** for families traveling to access pediatric care. It all started with a seven-bedroom house on Spruce Street in Philadelphia. 50 years later, there are programs in over 62 countries and regions around the world. Locally, we support four Ronald McDonald Houses, five Ronald McDonald Family Rooms, and a Ronald McDonald Care Mobile, operated by St. Christopher's Foundation for Children.

We hope you will join our **50th Anniversary** celebration by being a part of our annual CBS Philadelphia Telethon, happening on November 21, 2024 from 6 a.m. to 8 p.m.

During last year's Telethon, over \$1 million was raised to benefit children and their families!

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. Sponsor benefits include on-air, digital, and social media recognition depending on sponsorship level (\$5,000-\$30,000).

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

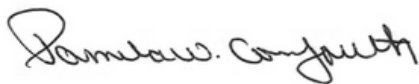
Sincerely,



Donna Abbozinio
RMHC of the Philadelphia Region
Regional Engagement Committee



Susan Campbell, CEO
RMHC of the Philadelphia Region



Pam Cornforth, President & CEO
RMHC of Greater Delaware



Tracey Sharpe, Interim Director
Ronald McDonald House of Southern
New Jersey



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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, Delaware, and New Jersey 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. There are now 386 Ronald McDonald Houses in 48 Countries and Regions.



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 in the hospital. There are 16 Ronald McDonald Family Rooms located in area hospitals throughout the Greater Philadelphia Region.



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 underserved 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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2023 Telethon Recap

On Thursday, November 16th, 2023 RMHC Philadelphia Region, RMHC Greater Delaware, and the Ronald McDonald House of Southern New Jersey joined CBS3 to host the 14th Annual Telethon, presented by Local McDonald's Owners and Restaurants, The Coca-Cola Company, P.J. Whelihan's Pub + Restaurant, Hoffman's Exterminating, Bread Financial, WSFS CARES Foundation, Tri-State Toyota Dealers and many others.

Over \$1 million was raised to benefit the children and families served by these three Houses and we couldn't have done it without the support of our sponsors and partners!



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Sponsorship Benefits

Lead Sponsor
\$30,000+

Presenting Sponsor
\$25,000

Platinum Partner
\$15,000

Golden Giver
\$10,000

Silver Sponsor
\$5,000

PRIOR TO TELETHON					
Logo on all Promotional Materials	X	X	X	-	-
Company Featured in 30-Second PSAs (<i>July, Needed by 6/15</i>)	-	-	X	X	-
Company Mentioned During Heartbeat Segment (<i>July</i>)	X	X	-	-	-
Company Mentioned During Heartbeat Segment (<i>November</i>)	X	X	-	-	-
# of 30-Second Promos with your Logo (<i>November</i>)	40	25	15	-	-
Company Logos will Appear on CBS Local Digital Ads (<i>Before, During & After</i>)	-	-	X	X	-
DURING TELETHON					
Segment Sponsorships (<i>November</i>)	X	-	-	-	-
Live On-Air Supporting Family Segment (<i>Limited to 15</i>)	X	X	-	-	-
Company Pre-Produced Commercial Played During Telethon (<i>Limited to 12</i>)	X	X	-	-	-
Logo on Set Signage	X	X	X	-	-
Segment Sponsorships	X	X	X	X	-
# of On-Air Billboards with your Logo	20	20	10	5	-
Thank You Full Screen	X	X	X	X	X
Company Name Featured On-Screen Scroll	X	X	X	X	X
Opportunity to Give Away 1 Incentive	X	X	X	X	X
1-Hour Volunteer Shift for 3 Company Members	X	X	X	X	X
AFTER TELETHON					
Photo Opportunity with CBS Talent	X	X	X	X	X
# of 15-Second Thank You Ads with your Logo	20	20	10	5	-
Holiday Special; Company Commercial Played During 30-Minute RMHC Special	X	X	X	-	-
Holiday Special; Sponsorship On-Air Billboards	X	X	X	X	X
Logo on Thank You Letters to Donors	X	X	X	X	-
Logo McDonald's Restaurant Trayliners	X	X	X	X	X

For detailed descriptions of the sponsorship benefits, scan the QR code below or visit

RMHTelethon.org/Benefits



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:

Sponsorship commitment form: **X DATE**

Company logo (for sponsors \$10,000 and above): **X DATE**

Preferred volunteer time (optional) and company representative name due: **X DATE**

All sponsor payments due: **X DATE**

Commitment form, payment, and any other materials should be mailed to RMHC of the Philadelphia Region. Please see the last 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, RMHC Greater Delaware, and the Ronald McDonald House of Southern New Jersey.



The Pavon Family (Philadelphia)

Antonio, Joy, and their 10-year-old son, Antonio Jr., have traveled to Philadelphia nine times so that Antonio Jr. can receive surgeries on his legs to help him be able to walk. Each time they make the trip they can rely on the Ronald McDonald House to provide them with everything they need. **"It's like our second home,"** Antonio Sr. shares. **"It's a lifeline for us, and we are very happy here."**

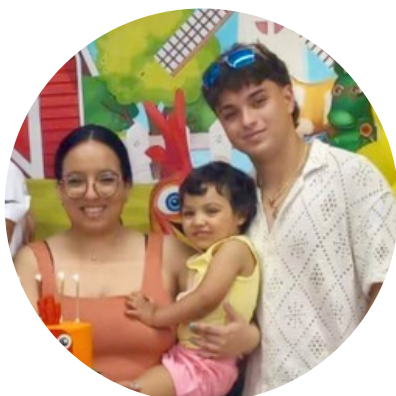
Without the House, the family doesn't know that they would be able to get Antonio Jr. the treatment he needs. The staff and volunteers make a big difference, assisting the family in so many ways to remove barriers and help them feel comfortable and safe. **"The people here are like angels,"** Antonio Sr. shares, **"you can feel that they all just want to help."**



The Reim Family (Delaware)

Emmy was born with a bicuspid aortic valve. This means that her heart needs to work harder than someone without this condition, and if it goes untreated, it could lead to heart failure. Emmy was diagnosed with her condition at just three weeks old. In August of 2022, when she was just two years old, Emmy had open heart surgery.

"Staying at the Ronald McDonald House meant that we didn't have to worry about the financial burden of staying in a hotel. It was a huge expense that we were relieved to not have to face. Our other option was to leave Emmy in the ICU without us and drive an hour and a half home each night and return to the hospital the next morning." Emmy's mom, Alison shares.



The Alvarez-Lugo Family (Southern New Jersey)

Amanda is about to turn three years old and has been battling leukemia since she was only 6 months. After having exhausted treatment options at home, they came to the Children's Hospital in Philadelphia (CHOP) and began a rigorous course of treatment. This treatment has included rounds of T-Cell immune therapies followed by bone marrow infusions.

Amanda is a joyful and spirited little girl and she and her family bring so much happiness to all around them. Jesenia says, **"Coming here to this Ronald McDonald House has meant the world to me and my family. We have so much support and love from other families and the staff. It makes such a difference when we must be so far from home for so long. This House is so special to us."**



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2023 McDonald's Tray Liner



CBS Philadelphia | Thank You!

RMHC®
Benefiting
Ronald McDonald House
Charities programs in
Delaware, Philadelphia,
& Southern New Jersey

LEAD & PRESENTING SPONSORS



Round-Up for RMHC

When you
Round-Up for RMHC,
you'll enjoy more than
just a meal. You will also
be generously providing
the comforts of home for
families with sick or injured
children who rely on local
Ronald McDonald
Houses.



PLATINUM PARTNERS



GOLDEN GIVERS

Capital One, Constellation Energy, Cooper University Healthcare, Crothall Healthcare, Famous 4th Street Cookie Company, General Mills, Holman, JPMorgan Chase & Co, Keystone Outdoor Advertising, McDonald's Lehigh Valley All Star Football Classic Game, NEIL Services Inc., Parx Casino, Tavi Time Founders Fund, Tyson Foods, Visa, Wells Fargo, Zallie Community Foundation

SILVER SUPPORTERS

Bimbo Bakeries USA, Blue Stone Communications, Bob's Discount Furniture, LLC., Bohler, Capano Residential, CBS Philadelphia, CLA (CliftonLarsonAllen LLP), Coombs & Company, CSC, GCM Built, The Iron Shop, Kelly Benefits, M&T Bank, McCain Foods, Philadelphia Insurance Companies, PNC, Sallie Mae, TD Bank, Trinkle Marakovits & MacKenzie, United Scrap Metal, Uninvest Financial, The Wachman Family, WeDriveU

We couldn't have done it without you!

On November 16, 2023, Ronald McDonald House Charities® chapters in Delaware, Philadelphia, and Southern New Jersey joined CBS Philadelphia to host our 14th annual Telethon. Thanks to our generous McDonald's customers, donors, and sponsors, over \$1 million was raised to benefit children and families served by local RMHC programs!



Please send all correspondence and sponsorship contributions to:

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

Or by email/phone:
 lauren@rmhcphilly.org
 267-969-6202

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

Susan Campbell, CEO
 RMHC of the Philadelphia Region
 susan@rmhcphilly.org
 215-387-8406

Pam Cornforth, President & CEO
 RMHC Greater Delaware
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 302-428-5311

Tracey Sharpe, Interim Director
 Ronald McDonald House of
 Southern New Jersey
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 856-966-4663

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