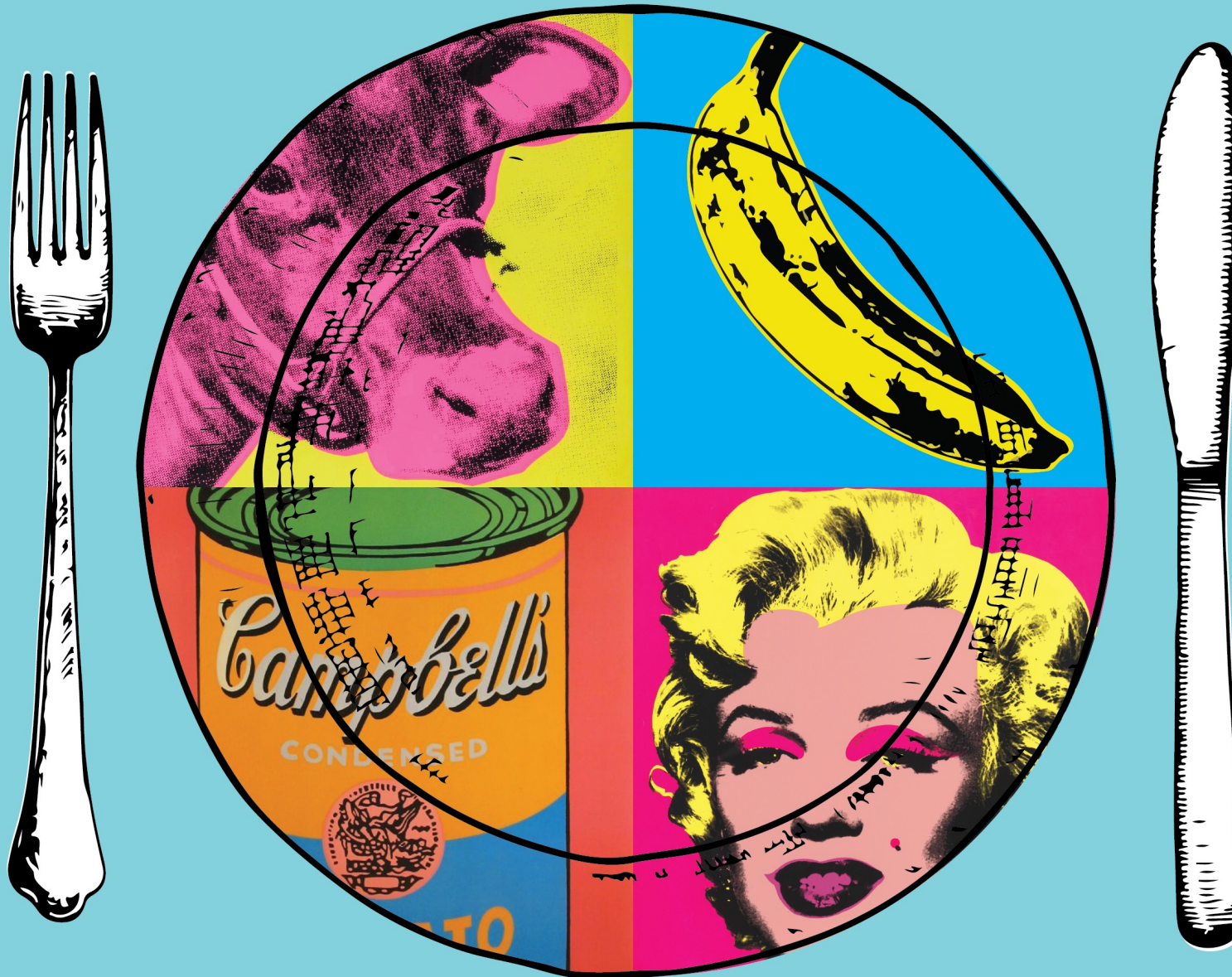


Farm to Table(aux)®

BENEFITING RONALD MCDONALD HOUSE CHARITIES® OF NEW MEXICO



POPi GOES THE WARHOL

RONALD MCDONALD HOUSE CHARITES OF NEW MEXICO

Farm to Table(aux)

Saturday, September 16, 2023
6:00 - 10:00 pm at Electric Playhouse

Farm to Table(aux) brings together community-minded, philanthropic art & food lovers to enjoy a feast of fresh and seasonal dishes prepared by local chefs and farmers alongside the imaginative productions and performances of local artists and entertainers.

GUEST PROFILE

Individuals and couples ages 30 to 65
Key influencers, tastemakers, connectors
Charity supporters, socially conscious and community-minded
Creative, outside-the-box thinkers
Environmentally-conscious
Enjoy wine and unique cuisine
On average, guests donate/spend \$200-\$600 per event





Ronald McDonald
House Charities®
New Mexico

ABOUT US

When families need to seek medical care for their child far from their own homes, they can turn to Ronald McDonald House Charities of New Mexico for safe and comfortable spaces to rest and recharge together following long days at the hospital. At no cost. For as long as treatment takes. RMHC-NM gives families with sick children what they need the most — each other.

OUR MISSION

Ronald McDonald House Charities of New Mexico provides comfort, care and a “home-away-from-home” for families whose children are in medical treatment.

OUR VISION

Strengthening families and communities one child at a time.

CORE PROGRAM AREAS

- Ronald McDonald House
- Ronald McDonald Family Room
- Katie’s Kart hospitality cart

KEEPING FAMILIES CLOSE®

Imagine having a child in the hospital who is seriously ill or critically injured – not overnight, but for weeks or even months. Worried and uncertain, you never want to leave their side yet you’re longing to close your eyes, if only for a minute. Comfort of any kind is a blessing in these moments.

Ronald McDonald House Charities of New Mexico provides a soft bed, a hot meal, a quiet place to gather your thoughts and more – but still only steps away from your child. RMHC-NM offers this comfort to every family that comes through our doors – **all at no cost to the families we serve.**



MARKETING STRATEGY

Printed Save-the-Date: A postcard formally announcing the event date and theme, as well as confirmed high-level sponsors. **Expected audience: 10,000+**

Printed Invitation: The full-color event invitation will be mailed to current sponsors, guests, targeted donors and supporters approximately 7-8 weeks before the event. The invitation will include recognition for confirmed sponsors and event details. **Expected audience: 3,000+**

Newsletters/E-Promotions: Newsletters will be emailed to the entire network of the Ronald McDonald House Charities of New Mexico supporters.

Webpage: The Farm to Table(aux) website will be updated with event and sponsor information and include links to sponsor webpages.

Social Media: With an audience of over 5,000 spread across social media outlets, RMHC-NM will link guests/followers to our mission, our sponsors and their messages through dynamic, engaging and fabulous content.

Program: Distributed to all attendees at the event, the program includes event details, sponsor recognition, RMHC-NM program information, and live and silent auction item descriptions.

+ MUCH MORE!



\$25,000 EXCLUSIVE PRESENTING SPONSOR

This includes your name/logo incorporated into the official event logo as well as all collateral, event signage, and décor. Your company name will be associated with everything involving Farm to Table(aux) (i.e. Farm to Table(aux) Benefiting Ronald McDonald House Charities of New Mexico Presented by “Your Company Name/Logo Here”).

PRESENTING SPONSORSHIP BENEFITS INCLUDE:

- Welcome remarks from company representative
- Acknowledgement as the exclusive Presenting Sponsor and logo on all print and electronic promotional materials
- Acknowledgement in all press releases associated with the event, e-newsletters and social media
- On-stage verbal recognition during the seated meal and prominent signage at the event
- Full-page advertisement on the inside front cover of the program (artwork provided by sponsor)
- Opportunity to place a premier item in Swag Bags (event-appropriate items only)
- First right of refusal for presenting sponsorship of the 2024 FTT event
- Two prominent tables with seating for 16 guests and swag bags



\$15,000 DIAMOND SPONSOR

- On-stage verbal recognition during the seated program and prominent signage at the event
- Logo inclusion in some event public relations and advertising initiatives, press releases, and event collateral including programs, signage, and invitations (when secured by marketing deadline)
- Logo recognition on event website, eblasts, printed program and program slide show
- Dedicated social media thank you post
- Opportunity to place a premier item in Swag Bag (event-appropriate items only)
- Prominent table seating for 12 guests and swag bags

\$10,000 GOLD SPONSOR

- On-stage verbal recognition during the seated program and prominent signage at the event
- Logo inclusion in event collateral including programs, signage, and invitations (when secured by marketing deadline)
- Logo recognition on event website, signage, eblasts, printed program and program slide show
- Dedicated social media thank you post
- Opportunity to place a premier item in Swag Bag (event-appropriate items only)
- Prominent table seating for 8 guests and swag bags

\$5,000 SILVER SPONSOR

- Logo recognition on event website, signage, eblasts, printed program and program slide show
- Dedicated social media thank you post
- Opportunity to place a premier item in Swag Bag (event-appropriate items only)
- Table seating for 4 guests and swag bags

\$2,500 BRONZE SPONSOR

- Name-inclusion on event website, signage, eblasts, printed program and program slide show
- Opportunity to place a premier item in Swag Bag (event-appropriate items only)
- Table seating for 2 guests and swag bags



MENU OF ADDITIONAL OPPORTUNITIES

- ❑ **Mission Moment - \$7,500** (1 available) A distinguished opportunity to tie your brand to the ultimate emotional moment at the event -- a heartfelt video sharing the journey/story of a Ronald McDonald House family, viewed as an immersive experience displayed on Electric Playhouse's twenty-foot screens. **Benefits Include:** Verbal recognition during the introduction of the video, logo impressions during playback positioned as, "This moment made possible by...", on event slides and signage, continued post event impressions as video is shared on social sites + 4 individual tickets
- ❑ **Tableaux Vivant - \$5,000** (4 available) **Benefits Include:** Your logo next to the tableaux, included on event website, print program and event day slideshow + 4 individual tickets.
- ❑ **Strike a Pose - \$5,000** (1 available) **Benefits Include:** Your logo on photo opp back drop for tons of social media exposure, included on event website, print program and event day slideshow + 4 individual tickets.
- ❑ **Kidz Art Auction - \$5,000** (1 available) **Benefits Include:** Your logo on 6-8 Club kidz t-shirts (who are present at event), on auction bid sheets, included on event website, print program and event day slideshow + 4 individual tickets.
- ❑ **Stage Crew - \$5,000** (1 available) **Benefits Include:** Your logo and branding exposure on the 15+ "Stage Crew" T-shirts, included on event website, print program and event day slideshow + 2 individual tickets and one "Stage Crew" member.
- ❑ **Mystère Box Raffle - \$5,000** (1 available) **Benefits Include:** Your brand featured on the Mystère Box, Logo on all raffle materials, included on event website, print program and event day slideshow + 4 individual tickets.
- ❑ **Lagniappe - \$5,000** (1 available) **Benefits Include:** Your logo on one side of a high-quality tote bag or box, included on event website, print program and event day slideshow + 4 individual tickets.
- ❑ **Printed Glass - \$5,000** (1 available) **Benefits Include:** Your logo on wine glasses, included on event website, print program and event day slideshow + 4 individual tickets.
- ❑ **Live Auction - \$2,500** (1 available) **Benefits Include:** Your logo on LED wrapped champagne bottles, on live auction slides, included on event website, print program and event day slideshow + 2 individual tickets.
- ❑ **Artisan Cocktail - \$2,500** (1 available) This cocktail station will be the artistic alcoholic creation of the evening. **Benefits Include:** Your logo prominently displayed at the drink station, included on event website, print program and event day slideshow + 2 individual tickets.
- ❑ **Fountain of Youth Non-Alcoholic Beverage - \$1,500** (1 available) **Benefits Include:** Elegant signage and your logo on bottled waters + 1 individual ticket.
- ❑ **Silent Auction - \$1,500** (1 available) **Benefits Include:** Prominent signage throughout the silent auction + 1 individual ticket.



Ronald McDonald
House Charities®
New Mexico

SPONSOR REGISTRATION

☐ Presenting Sponsor (\$25,000)

☐ Silver Sponsor (\$5,000)

☐ Diamond Sponsor (\$15,000)

☐ Bronze Sponsor (\$2,500)

☐ Gold Sponsor (\$10,000)

☐ Custom Sponsorship \$ _____

Name for Recognition Purposes: _____

Contact Name: _____

Address: _____

Email: _____ Phone: _____

☐ Check enclosed for \$ _____ payable to the RMHC-NM. Please mail to: 1011 Yale Blvd NE, Albuquerque, NM 87106

☐ Charge my Credit Card for \$ _____ Return form via MAIL to: 1011 Yale Blvd NE, Albuquerque, NM 87106

Please Circle: Visa MasterCard Amex Discover

CC#: _____ Exp. Date: _____ CVV: _____

Billing Zip Code: _____ Signature: _____

CREATING A WIN-WIN!

Farm to Table(aux) fundraisers create an opportunity for partnerships between charities, culinary vendors, artists, corporate sponsors and community members. In addition to raising money, these events raise awareness, and provide community exposure for corporate sponsors.

DON'T SEE WHAT YOU'RE LOOKING FOR?

We encourage you to suggest ideas for crafting the perfect sponsorship. Please Contact: Jessica Wright at Jessica@rmhc-nm.org

**tax deductibility of donations will be determined after sponsorship is finalized.*