





SPONSORSHIP PACKAGE 2021

RIDE FOR SICK KIDS

13-15 March 2021





The Ronald McDonald House Charities (RMHC) Ride for Sick Kids Victoria is an annual cycling event which consists of a team of approximately 40 riders who pedal over 200kms to raise much needed funds for Ronald McDonald House Charities Victoria & Tasmania.

The sole purpose of the ride, which is now in its 11th year, is to help keep the doors of our Monash, North Fitzroy, Hobart and Parkville Houses and Monash, Northern, Sunshine and Wodonga Family Rooms open for families when they need us the most.

In 2021 the team will ride from Saturday 13 to Monday 15 March in and around the iconic Great Ocean Road, whilst based in Lorne. While the riders will be hurting physically on the ride, it's all for a great cause – to provide a home away from home for families of seriously ill children.

Along the ride, riders will join together as a team to raise funds and awareness, as well as support each other through this challenging yet rewarding journey. Over the past eight years the ride has raised over \$3m. In 2021 the team aims to surpass last year's tally, but we can't do it without your help!



SPONSORSHIP INCLUSIONS PLATINUM \$20,000





- Acknowledgement on McDonald's noticeboards in all Vic Restaurants
- All costs included for one rider to participate in full event
- Use of RMHC imagery in communications eg. Houses, Family, Children
- Prominent logo placement on RFSK rider jerseys
- Acknowledgement in RMHC VIC & TAS e-newsletter
- Acknowledgement on RMHC VIC & TAS Facebook (audience of 18,000)
- Acknowledgement on RFSK Website
- Certificate of Appreciation
- Full use of RMHC RFSK logo
- Four staff engagement opportunities at Ronald McDonald House in Victoria valued at \$1,000 each*
- Opportunity for an RMHC VIC & TAS representative to speak at your company event
- Opportunity for RMHC family to attend and speak at your company
- Opportunity to have a company representative tour a Ronald McDonald House

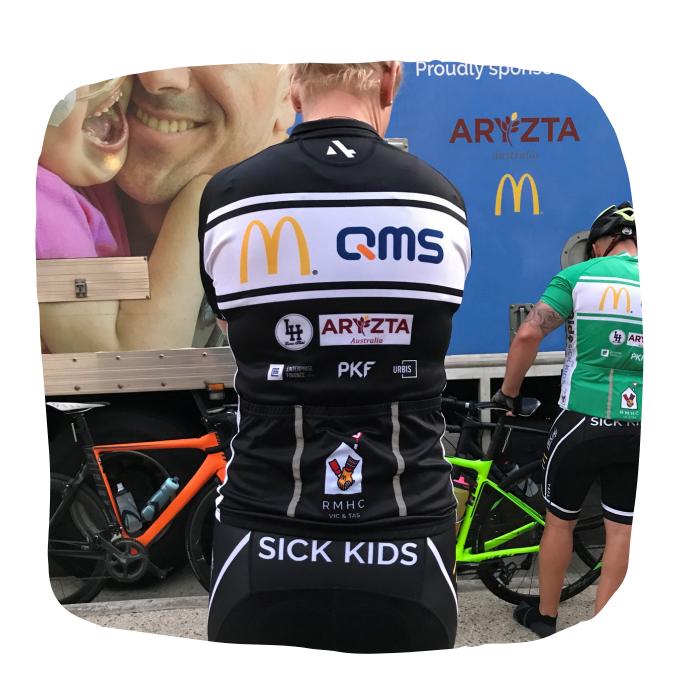


SPONSORSHIP INCLUSIONS

GOLD \$15,000



- Acknowledgement on McDonald's noticeboards in all Vic Restaurants
- All costs included for one rider to participate in full event
- Use of RMHC imagery in communications eg. Houses, Family, Children
- Logo placement on RFSK rider jerseys
- Acknowledgement in RMHC VIC & TAS e-newsletter
- Acknowledgement on RMHC VIC & TAS Facebook (audience 18,000)
- Acknowledgement on RFSK Website
- Certificate of Appreciation
- Full use of RMHC RFSK logo
- Two staff engagement opportunities at Ronald McDonald House
- Opportunity for an RMHC VIC & TAS representative to speak at your company event
- Opportunity to have a company representative tour a Ronald McDonald House

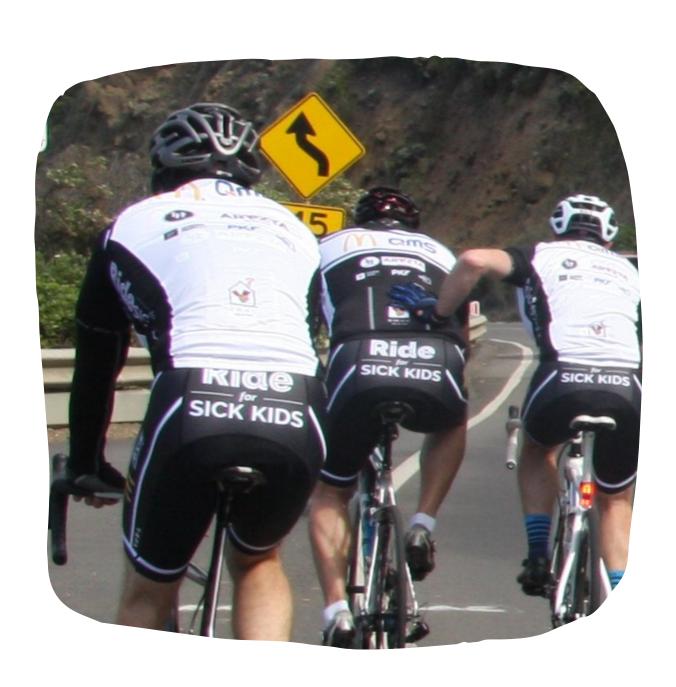


SPONSORSHIP INCLUSIONS SILVER \$10,000





- Acknowledgement on McDonald's noticeboards in all Vic Restaurants
- All costs included for one rider to participate in weekend event
- logo placement on RFSK rider jerseys
- Acknowledgement in RMHC VIC & TAS e-newsletter
- Acknowledgement on RFSK Facebook
- Acknowledgement on RFSK Website
- Certificate of Appreciation
- Use of RMHC RFSK Proudly Supporting Logo
- One staff engagement opportunities at Ronald McDonald House
- Opportunity to have a company representative tour a Ronald McDonald House



SPONSORSHIP INCLUSIONS

BRONZE \$5,000



RMHC*

- Acknowledgement on McDonald's noticeboards in all Vic Restaurants
- Acknowledgement in RMHC VIC & TAS e-newsletter
- Acknowledgement on RFSK Website
- Certificate of Appreciation
- Use of RMHC RFSK Proudly Supporting Logo for 12 months
- Opportunity to have a company representative tour a Ronald McDonald House



OUR IMPACT





In 2019 Ronald McDonald House Charities Victoria & Tasmania had a significant impact on seriously ill children and their families.



3,982 Families visited our Family Rooms®







SOCIAL RETURN ON INVESTMENT



R M H C *
VIC & TAS

For every \$1 invested,
Ronald McDonald House is able
to return \$3.30* to improve the
lives of seriously ill and injured
children and their families.



*Independent research from Social Ventures Australia

HOW DO I SECURE OUR SPONSORSHIP?

Please contact the below for further information or discuss this opportunity:

Kellie Waldon

Events Coordinator RMHC VIC & TAS

M: 0439 348 683

E: kellie.waldon@rmhc.org.au

