



Ronald McDonald
House Charities®
VIC & TAS

Ride — for — SICK KIDS

**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

*Note some additional food costs apply for Meals from the Heart Program



The poster is for the 'Ride for Sick Kids' event held from 14-17 March 2020. It features the event title in a dotted font, the RMHC VIC & TAS logo, and the dates. A text block states: 'Leading into our 10th Anniversary RFSK have raised over \$2 million and provided over 12,500 nights accommodation for 1,250 families'. Below this are three small photos: cyclists, a family, and a group of riders. A large yellow banner says 'NOW RIDING'. At the bottom, it says 'www.rideforsickkids.com.au/vic for further information or to add pedal power to our cause by making a donation'. A section titled 'Thank you to our Generous Sponsors' lists logos for McDonald's, McCafé, QMS, ARYZTA, Crocmedia, LHH, URBIS, ENTERPRISE FINANCE, PKF, coates, and CDI ELECTRICAL. A yellow badge on the right says 'Celebrates 10 years in 2020!'.

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

- 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.

2,402 Families
from all
over
Australia



3,982 Families visited our
Family Rooms®



29,691 nights of
accommodation



SOCIAL RETURN ON INVESTMENT



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:

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