In-person AND Virtual on Sunday, October 3rd, 2021 at 9 AM
Bull Run Special Events Center, 7700 Bull Run Dr, Centreville, VA

We continue to monitor local, state and federal guidelines surrounding group gatherings.

Raising hope to HELP FAMILIES
Ronald McDonald House Charities®
of Greater Washington, DC (RMHCDC)

RMHCDC addresses one of the greatest challenges in our community – Children’s Health.

The Problem and Our Purpose
When faced with a sick child, life comes to a stop for parents and fear and stress begin to mount. In addition to caring for their child, many families face the additional burden of having to travel hours for their child to receive the medical care that they need. Living expenses quickly add up as family time and working hours are exchanged for long drives, worried siblings, lost jobs, and sleeping in cars. These are burdens that no family should have to experience. It is our mission at the Ronald McDonald House of Greater Washington DC to ease the hardship of children’s illness on families. With your support we can help even more families stay close through the greatest challenge of their lives. Together, we can do big things.

While RMHCDC cannot make medicine taste better or take away painful treatments, we can help lessen the burden and ensure thousands of families a year have the stability and resources they need to keep their child healthy and happy. We believe that an oasis of comfort in a sea of chaos is as powerful as any medication. We believe that a home is more than four walls and a roof over your head. It is the intangible magic that transpires in moments shared together. We believe in building a global community that finds strength, hope and courage in embracing healing as a joyous experience.

The 11th Annual Red Shoe 5k Run & Walk

The Red Shoe 5k Run and Walk is our one and only annual event held to raise critical funding for our programs and the families that we serve. As we celebrate the 11th year of the Red Shoe 5k, we're excited to announce our first ever hybrid event!

This year we’re inviting our runners and walkers to join us at Bull Run Park, but also across the country virtually. Though as the event grows and changes, our goal remains true - to give our community a way to come together, show support for our families, and to have fun.

Please join us a sponsor for the 11th Annual Red Shoe 5k to make a difference in the lives of the families we serve.

<table>
<thead>
<tr>
<th>WHEN</th>
<th>WHERE</th>
<th>WHAT</th>
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<tbody>
<tr>
<td>Sunday, October 3rd, 2021 Race Starts: 9 am</td>
<td>Bull Run Park Special Events Center, Centreville VA</td>
<td>11th Annual Red Shoe 5k <a href="http://www.redshoe5k.org">www.redshoe5k.org</a></td>
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Our three core programs focus on the critical needs of children:

Ronald McDonald House®: Keeping Families Close
Our two Ronald McDonald House programs provide a home for families so they can stay close by their hospitalized child at little or no cost. Built on the simple idea that nothing else should matter when a family is focused on the health of their child - our Ronald McDonald House programs provide more than a place to stay; they provide comfort, support and resources for families with sick children just steps from the hospital.

Ronald McDonald Care Mobile®: Giving Children Access to Health Care
We operate two Ronald McDonald Care Mobile programs in association with MedStar Georgetown University Hospital. The KIDS Mobile Medical Clinic/Ronald McDonald Care Mobile delivers free, high quality, family-centered medical care to children from birth to 21 within their communities.

Ronald McDonald Family Room®: Supporting Family-Centered Care
Our Ronald McDonald Family Room programs at Children’s National Hospital and Inova Children’s Hospital serve families right in the hospital, just moments away from a child’s beside. Family Room programs provide families a place to recharge and rest so they can be strong for their children.

FAMILY QUOTE:
“RMHCDC means a lot to our family. It means togetherness, less stress, less worries, and overall feeling of welcomeness every time we come.”
The Red Shoe 5k is an opportunity to directly connect with your employees and get engaged in the community. Show your clients and community that you believe in easing the hardship of childhood illness on families and children.

**Employee Impact**

*Team Building*
The 5k creates leadership opportunities and unites employees as they work together towards a common goal and compelling mission to improve the health and wellbeing of children. Show your clients and community that you support families with sick children and encourage them to do the same.

*Corporate Wellness*
Create a 5k team of runners and walkers to get your employees involved in a volunteer role both good for them and the community. Partnering with RMHCDC for the Red Shoe 5k shows your company’s support of health and fitness.

**Marketing Impact**

Today’s consumers place great value on a company’s commitment to the community when choosing who they purchase goods and services from.

Research shows that support of non-profit organizations can influence how customers, employees and business partners view your company.

- 92% of Americans have a more positive image of companies that support a cause.
- 87% of Americans are likely to switch brands (when price and quality are equal) to support a cause they feel strongly about.
- RMHCDC provides concrete opportunities to display your name, get your employees involved, and see the difference you make.

To sponsor or for more information, contact Trisha McLoughlin at (212) 401-4072 or PMcLoughlin@rmhc.org.
We care about partnering with you! If you're interested in custom sponsorship or partnering in a way you don't see listed, we'd love to work with you on meeting your needs.

To sponsor or for more information, contact Trisha McLoughlin at (212) 401-4072 or PMcLoughlin@rmhcdc.org.

<table>
<thead>
<tr>
<th>SPONSORSHIP LEVELS &amp; BENEFITS</th>
<th>TITLE SPONSOR $25,000</th>
<th>MIRACLE SPONSOR $10,000</th>
<th>COURAGE SPONSOR $5,000</th>
<th>FAITH SPONSOR $3,500</th>
<th>HOPE SPONSOR $2,000</th>
<th>LOVE SPONSOR $1,000</th>
<th>FAMILY SPONSOR $500</th>
<th>TABLE SPONSOR $250</th>
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<tbody>
<tr>
<td>Level Exclusivity</td>
<td>✓</td>
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<td>Opportunity for sponsor representative to speak at the event</td>
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<tr>
<td>Recognition as the Title Sponsor on all 5K Materials</td>
<td>✓</td>
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<td>Recognition on our digital donor walls in both houses for one year</td>
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<tr>
<td>Logo recognition on the event bib</td>
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<tr>
<td>Sponsor a sign in Kid's Fun Run pictures</td>
<td>✓</td>
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<tr>
<td>Recognition in the pre and post-event press release</td>
<td>✓</td>
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<td>Sponsor logo on course signs.</td>
<td>All Course Signs 15</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
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<tr>
<td>Invitation to post-race sponsor reception</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Register a RSR 6K Team</td>
<td>30</td>
<td>20</td>
<td>10</td>
<td>8</td>
<td>6</td>
<td>4</td>
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<tr>
<td>Recognition as a sponsor on our 5K mailings</td>
<td>Logo</td>
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<td>Social media recognition on our Facebook, Twitter, Instagram, and LinkedIn</td>
<td>Company Highlight</td>
<td>Company Highlight</td>
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<tr>
<td>Recognition as a sponsor in our 5K E-Blasts</td>
<td>✓</td>
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<tr>
<td>Recognition on the race website and the RMHDC Website</td>
<td>✓</td>
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<tr>
<td>Company name or logo on our race T-Shirt</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
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<tr>
<td>Sponsor logo on truss banner</td>
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<tr>
<td>Promotional booth at finish line (sponsor is responsible for their own table/tent)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<td>✓</td>
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<tr>
<td>Provide promotional items for your company in the race packet</td>
<td>✓</td>
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<td>✓</td>
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<td>✓</td>
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<tr>
<td>Company name will be mentioned in race day announcements</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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Please make checks payable to: RMHCDC and include “Red Shoe 5k” in the Reference line.

Send to: Red Shoe 5k
Ronald McDonald House,
3312 Gallows Road,
Falls Church, VA 22042

Contact Trisha McLoughlin
at (212) 401-4072 or
PMcLoughlin@rmhc.org to
coordinate your sponsorship.

Name (to appear on RMHCDC signs/publications)

Contact Name

Email

Phone

Website

Address

City

State

Zip

Sponsorship Level:

☐ Title Sponsor - $25,000
☐ Miracle Sponsor - $10,000
☐ Courage Sponsor - $5,000
☐ Faith Sponsor - $3,500
☐ Hope Sponsor - $2,000
☐ Love Sponsor - $1,000
☐ Family Sponsor - $500
☐ Table Sponsor - $250
☐ General Donation - $________

Payment Information: ☐ VISA ☐ MasterCard ☐ AMEX

☐ Please send invoice ☐ Pay by Check ☐ Discover

To be included on the race t-shirt, remit payment no later than September 6th, 2021.

Indicate your level of sponsorship. Please provide payment with your sponsorship form.

☐ Check here if you plan on fundraising, matching employee donations or if you’re interested in learning how to get your organization involved and extend the impact of your sponsorship.

Amount

Credit Card Number

Name on Card

CVV

Expiration Date

Business Address

City

State

Zip

www.redshoe5k.org
If you want to learn more or have questions, please contact:

Trisha McLoughlin at
PMcLoughlin@rmhcadc.org
3312 Gallows Road,
Falls Church, VA 22042
P: (212) 401-4702