

12th Annual
Red Shoe
5k Run & Walk



In-person
and Virtual
on Sunday,
October 16th

Capital Canopy on
National Plaza at
National Harbor,
MD 20745



RMHC
Greater Washington, DC



SPONSORSHIP OPPORTUNITIES

Ronald McDonald House Charities® of Greater Washington, DC (RMHCDC)



RMHC®
Greater Washington, DC

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 12th 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 12th year of the Red Shoe 5k, we’re excited to announce our new location: National Harbor!

This year we’re inviting our runners and walkers to join us at National Harbor or virtually wherever you are. 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 as a sponsor for the 12th Annual Red Shoe 5k to make a difference in the lives of the families we serve.



WHEN

Sunday, October 16th, 2022
Race Starts: 8:30 AM



WHERE

Capital Canopy on National
Plaza at National Harbor, MD



WHAT

12th Annual Red Shoe 5k
www.redshoe5k.org

Our three core programs focus on the critical needs of children:



Two Ronald McDonald House® Programs



Two Ronald McDonald Care Mobile® Programs



Two Hospitality a la Carte Programs

Ronald McDonald House® Programs: *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 House programs provide more than a place to stay; they provide comfort, support and resources for families with a sick child just steps from the hospital.

Ronald McDonald Care Mobile® Programs: *Giving Children Access to Health Care*

We operate two Ronald McDonald Care Mobile programs in partnership 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. The FITNESS Program delivers a curriculum focused on nutrition and exercise to students K-8.

Hospitality a la Carte: *Bedside Family-Centered Care*

Our Ronald McDonald Hospitality a la Carte program provides bedside amenities and comfort to parents and other caregivers while they remain with their hospitalized child. Several times a day RMHCDC staff and volunteers make rounds on the units with the hospitality cart, well stocked with complimentary snacks, toiletries and reading material, as well as toys and crafts for patients and their family.



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."

Corporate IMPACT

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

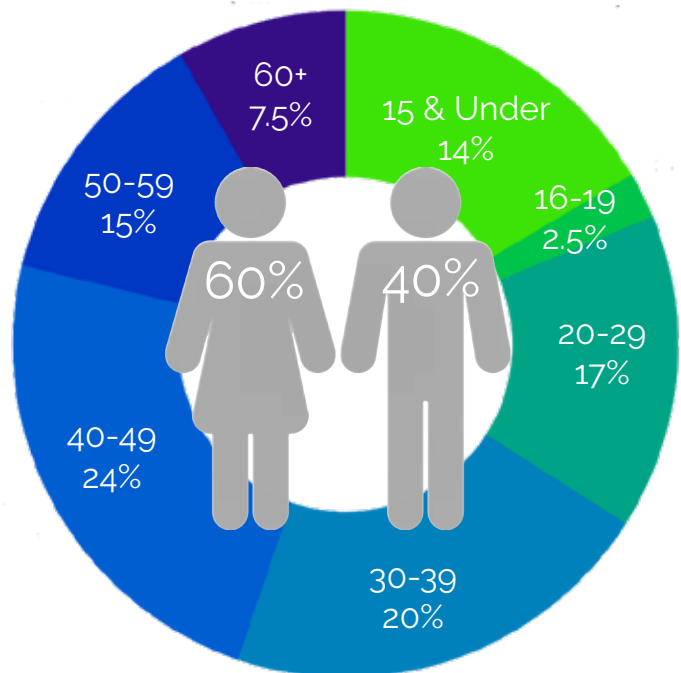
Team Building

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.

AVERAGE AGE AND GENDER OF RED SHOE 5K PARTICIPANTS



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
Sarah Quillen at (202) 424-2708 or SQuillen@rmhcdc.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.

Sponsorship OPPORTUNITIES

SPONSORSHIP LEVELS & BENEFITS	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
Level Exclusivity	✓							
Opportunity for sponsor representative to speak at the event	✓							
Recognition as Title Sponsor on all 5K Materials	✓							
Company name on digital donor walls in both House programs for 1 year	✓	✓	✓					
Logo on race bib	✓	✓						
Sponsor a sign in Kid's Fun Run pictures	✓	✓	✓					
Recognition in the pre and post-event press release	✓	✓	✓	✓				
Sponsor logo on course signs	All Course Signs	15	4	3	2	1		
Register a RSR5K Team	30	20	10	8	6	4	2	
Recognition as a sponsor on our 5K materials	Logo	Logo	Logo	Logo	Name	Name		
Social media recognition on our Facebook, Twitter, Instagram, and LinkedIn	Company Highlight	Company Highlight	Logo	Logo	Logo	Name		
Recognition as a sponsor in our 5K E-Blasts	✓	✓	✓	✓	✓	✓	✓	
Recognition on race website	✓	✓	✓	✓	✓	✓	✓	
Company name or logo on race T-Shirt	Logo	Logo	Logo	Logo	Name	Name		
Sponsor logo on race banner	✓	✓	✓	✓	✓	✓		
Promotional booth under canopy at race (sponsor is responsible for their own table)	✓	✓	✓	✓	✓	✓	✓	✓
Company name or logo shown throughout event on jumbotron screen at National Harbor	✓	✓	✓	✓	✓	✓	At least once	At least once
Company name or logo shown week leading up to event on jumbotron screen at National Harbor	✓	✓						
Opportunity to include logo promotional items in the race packet	✓	✓	✓	✓	✓	✓	✓	✓
Company name mentioned in race day announcements	✓	✓	✓	✓	✓	✓	✓	✓

To sponsor or for more information, contact
 Sarah Quillen at (202) 424-2708 or SQuillen@rmhcdc.org.



Red Shoe 5k

SPONSOR FORM

You must return your completed sponsorship form & payment by August 26, 2022 to be included on the race shirt. Send your logo for promotion to Rachel@rmhcdc.org.

Name (to appear on RMHDCD signs/publications)

Contact Name Email

Phone Website

Address

City State Zip

Sponsorship Level:

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

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

To be included on the race t-shirt, remit payment no later than August 26th, 2022.

Payment Information: VISA MasterCard AMEX

Please send invoice Pay by Check Discover

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.

Please make checks payable to: Amount _____
 RMHDCD and include "Red Shoe 5k" in the Reference line. _____
 Credit Card Number _____

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

Contact Sarah Quillen
 at (202) 424-2708 or
 SQuillen@rmhcdc.org to
 coordinate your sponsorship.

Name on Card _____

CVV _____ Expiration Date _____

Business Address _____

City _____ State _____ Zip _____



Red Shoe 5k

VENDOR FORM

\$50 or more in cash or in-kind*

Sell or promote your product to our 5k participants and supporters of Ronald McDonald House Charities of Greater Washington, DC!

- Display of vendor's sign allowed
- Vendor name on promotional e-blasts
- Listed on registration site
- Ability to set up booth at finish line celebration to promote vendor product/service
- Ability to add promotional items and/or company information in goodie bag
- Sale or distribution of company product allowed
- Table provided upon request for an additional \$25

Vendor Information

Name (to appear on RMHCDC signs/publications)

Company Name (if different than above)

Contact Name

Telephone Email

Address Address 2

City State Zip

Payment Information Payment Enclosed (Please remit payment by August 26th, 2022.)
 VISA MasterCard AMEX Discover Pay by Check

Amount

Credit Card Number

Name on Card Expiration Date

Business Address

City State Zip

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 Sarah Quillen
at (202) 424-2708 or
SQuillen@rmhcdc.org to
coordinate your sponsorship.

Red Shoe Registration Form (One entry form per participant) *Required

NAME (first and last)*: _____

AGE: _____ E-MAIL*: _____

STREET ADDRESS*: _____

CITY/STATE/ZIP*: _____

PHONE: _____ IF APPLICABLE, TEAM NAME: _____

EVENT (check one)*: _____ SHIRT SIZE (circle size)*: _____

_____ 5K Runner (includes timing chip) (Unisex) Youth S M L XL XXL

_____ Kid's Fun Run* (do not receive t-shirt) *Fun Runners ages 8 & under may accompany an adult in 5k for no additional fee.

_____ Red Shoe Snoozer (You'll need to pick up your shirt)

Payment Options

AMOUNT*: _____ (SEE FEES BELOW)

_____ CHECK payable to Ronald McDonald House Charities (RMHC)

_____ CREDIT CARD [process online at www.redshoe5k.org or call (703) 698-7080 and ask for the administrative assistant]

_____ I cannot attend the event but have enclosed a donation of \$ _____ to support RMHCDC

Release Waiver

I understand that running/walking is potentially hazardous activity. I should not run/walk unless I am medically able and properly trained. I assume all risks associated with participating in this event, including, but not limited to falls, contact with other participants, the effects of the weather including low temperatures, wind, traffic, road conditions, all such risks being known and appreciated by me. Having read this waiver, and knowing these facts and considerations of your accepting my entry, for myself, and anyone entitled to act on my behalf, waive and release Ronald McDonald House Charities® of Greater Washington D.C., McDonald's, Amazing Race Timing, Fairfax County, city of Herndon, State of Virginia, Virginia Department of Transportation, Fairfax Police Department and all other sponsors, representatives, and successors from all claims of liabilities of any kind arising out of my participation in this event. I grant permission to all the foregoing to use my image in photographs, motion pictures, recordings or any legitimate purpose.

PARTICIPANT/GUARDIAN SIGNATURE*: _____ DATE: _____

PLEASE DETACH FORM AND MAIL OR FAX TO: Ronald McDonald House Charities, 3312 Gallows Road, Falls Church VA 22042
 Fax: (703) 698-7745 or **register online at www.redshoe5k.org**. Scroll down for Red Shoe 5k! Questions? Contact Kristen at 202-529-8204 or Kristen@rmhcdc.org. A financial statement is available on request from the VA State Division of Consumer Affairs, the Maryland Secretary of State, or from Ronald McDonald House Charities. I.R.S. Tax Exempt Number: 52-1132262

Race Day Schedule - May 21, 2017

7:30am Registration/Packet pick-up
 8:45am Kid's Fun Run
 8:50am Warm up with Ronald McDonald!
 9:00am Race Begins
 10:15am Awards ceremony

Fees

UNTIL MAY 18: 5k: \$35, Kid's Fun Run: \$25
 DAY OF (MAY 21): 5k: \$40, Kid's Fun Run: \$25
 RED SHOE SNOOZER (must pick up your shirt): \$35
 RED RACER: \$5
 - Team Discount: Register as a team of 10+ to save \$5 (must contact Kristen Claus at Kristen@rmhcdc.org to organize)

Packet Pick-Up (Bibs and Shirts)

- Friday, May 19, 10 AM - 2 PM, at Ronald McDonald House 3312 Gallows Road, Falls Church, VA 22042 and Saturday, May 20, 10 AM - 2 PM at Road Runner Sports 46220 Potomac Run Plaza, Sterling, VA 20164.
- Race Day: Early registration and Packet Pick-up 7:30 a.m. - 8:30 a.m.

Registration Options

ONLINE: www.redshoe5k.org
 FAX: (202) 635-3578
 MAIL: 3312 Gallows Road, Falls Church, VA 22042
 E-MAIL: Kristen@rmhcdc.org

Event Address: 2303 Dulles Station Boulevard Herndon, VA 20171

Parking garage is free and close to registration booths and starting line.

Thank you for supporting Ronald McDonald House Charities® of Greater Washington, DC!
Visit www.redshoe5k.org for more information.

12th Annual
**Red
Shoe**
5k Run & Walk

A large red graphic of a shoe print, oriented vertically, with a smaller version of the same print below it. The print shows a sole with a circular pattern and a heart shape in the center.

If you want to learn more or
have questions, please contact:

Sarah Quillen at
SQuillen@rmhcdc.org
3312 Gallows Road,
Falls Church, VA 22042
P: (202) 424-2708





Red Shoe 5k

Raise your feet to raise hope for families!



Sunday, October 4th, 2020 at 9 AM

Bull Run Special Events Center, Centreville VA*

Benefiting the families cared for by Ronald McDonald House Charities® of Greater Washington, DC

Join us for big fun and celebrations at the 10th Anniversary Red Shoe 5k! Register to run, walk, volunteer, or just come out to enjoy our food trucks and activities. All participants receive a T-shirt, Kid's Fun Run registrants also receive a finisher's medal.

COURSE: Mostly flat, scenic, paved course. Strollers welcome. Free & easy parking.

REGISTER: Teams of 10+ receive 15% discount. Student pricing available. Contact us for discount code. No refunds. Transfers allowed until September 30th.

Until 12 PM Sept. 30th:
5k: \$35 | Students: \$25
Kid's Fun Run: \$25
Snoozer: \$35

In-person on Oct. 4th:
5k: \$45 |
Kid's Fun Run: \$25
No discounts Day Of.

Questions? Contact:
Hillary Hughes at
(202) 424-2704 or
HHughes@rmhcdc.org

**we continue to monitor local, state and federal guidelines which would allow resumption of activities and gatherings.*

Learn more about discounts, registering & volunteering at:

www.redshoe5k.org

This event raises vital funds for families of seriously ill children and is only possible thanks to participants and generous sponsors. Thank you for your support!