

12<sup>th</sup> Annual  
**Red  
Shoe**  
**5k** Run & Walk



In-person  
and Virtual  
on Sunday,  
October 16<sup>th</sup>

Capital Canopy on  
National Plaza at  
National Harbor,  
MD 20745



**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 12<sup>th</sup> 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 12<sup>th</sup> 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 12<sup>th</sup> Annual Red Shoe 5k to make a difference in the lives of the families we serve.



### WHEN

Sunday, October 16<sup>th</sup>, 2022  
Race Starts: 8:30 AM



### WHERE

Capital Canopy on National  
Plaza at National Harbor, MD



### WHAT

12<sup>th</sup> Annual Red Shoe 5k  
[www.redshoe5k.org](http://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

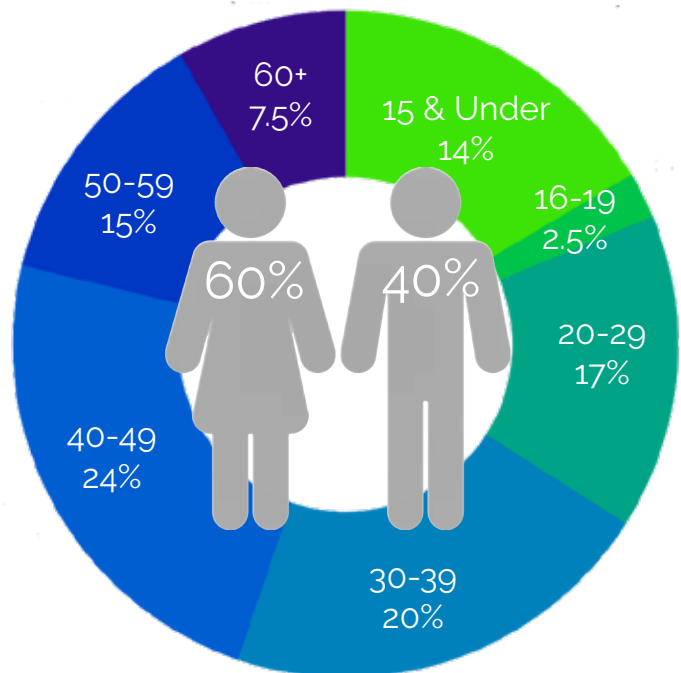
### *Team Building*

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](mailto: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	✓	✓	✓	✓	✓	✓	✓	✓

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 Sarah Quillen at (202) 424-2708 or [SQuillen@rmhcdc.org](mailto: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 RMHDCDC 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 26<sup>th</sup>, 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 \_\_\_\_\_  
RMHDCDC 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 \_\_\_\_\_



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

