



HAUTE

FOR THE HOUSE

Thursday, February 6, 2025

6 - 9 PM

InterContinental Hotel Cleveland
9801 Carnegie Avenue | Cleveland, OH 44106

to benefit



Ronald McDonald
House Charities®
Northeast Ohio



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Haute for the House, benefiting Ronald McDonald House Charities® of Northeast Ohio, returns for a second year, with amazing fashion, specialty cocktails, irresistible auctions, fabulous raffles, and more!

The evening will feature an exclusive, cutting-edge fashion show created and produced by Kent State University School of Fashion students, faculty, and alumni. This will be a night to celebrate fashion, friends, families, and of course, fun!



The mission of Ronald McDonald House Charities® of Northeast Ohio, Inc. is **to enhance the healthcare experience for families and children through comfort, care, and supportive services.**
Our vision is to inspire hope when and where families need it most.

2023 IMPACT HIGHLIGHTS



Ronald McDonald House® programs in Akron and Cleveland hosted **1,239 families.**



Ronald McDonald Family Room® programs in four hospitals served **4,226 families.**



Our family meal program provided **94,722 meals**, plus continental breakfast and snacks.



Happy Wheels hospitality carts delivered **21,560 comfort and care items.**



Ronald McDonald STAR programs served **407 families at outpatient centers.**



RedTreehouse.org had **11,304 unique visitors** in search of resources.



408 individual volunteers served **26,024 hours.**

We could not have done this without our generous event sponsors and attendees.

SPONSORSHIP OPPORTUNITIES

\$15,000: Luxe Lead

(one available)

- Exclusive recognition as lead sponsor. Haute for the House, presented by **[your company name]**, to benefit Ronald McDonald House Charities of Northeast Ohio will be displayed on all printed event collateral, including invitation, program and signage
- Your name or logo on all event communications, including website, social media (Facebook, Instagram and LinkedIn), press releases, advertising, e-blasts, and e-newsletters
- Link to your company website from the RMHC NEO and Haute for the House websites
- Opportunity to provide a 30-second video or have a company representative address the audience during the seated program
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Two reserved VIP tables and fashion show seating for a total of 20 guests and 20 swag bags

\$10,000: Posh Platinum

- Name and/or logo in event public relations, advertising, press releases, and collateral including programs, signage, and invitation
- Prominent recognition on event website, e-blasts, and social media (Facebook, Instagram and LinkedIn)
- Link to your company website from the RMHC NEO and Haute for the House websites
- On-stage verbal recognition during the seated program
- Opportunity to place a premier item in swag bag (event appropriate items only)
- One reserved VIP table and fashion show seating for a total of 10 guests and 10 swag bags



MARKETING STRATEGY

Event Program – Printed program distributed to all 300+ guests

Save-the-Date and Invitation – Save-the-date e-blast and mailed invitation sent to 5k+ RMHC NEO supporters

Event Page – RMHC NEO's event page featuring up-to-date information and links to event and partner websites

Social Media – Campaigns across RMHC NEO's platforms to reach our audience of 25k+ with engaging event content

E-Blasts – Sent to 29k+ RMHC NEO donors, friends, and volunteers

\$5,000: Glitzy Gold

- Name and/or logo in event public relations, advertising, programs, and signage
- Recognition on event website, e-blasts, and social media
- Link to your company website from the RMHC NEO and Haute for the House websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Eight (8) VIP tickets with reserved seats and swag bags

\$2,500: Stylish Silver

- Name and/or logo in event public relations, advertising, programs, and signage
- Recognition on event website, e-blasts, and social media
- Link to your company website from the RMHC NEO and Haute for the House websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Four (4) VIP tickets with reserved seats and swag bags

\$1,000: Swanky Supporting

- Logo placement in event programs and signage
- Recognition on event website, e-blasts, and social media
- Link to your company website from the RMHC NEO and Haute for the House websites
- Two (2) VIP tickets with reserved seats and swag bags



2025 SPONSORSHIP FORM

Yes! I would like to participate in Haute for the House on February 6, 2025:

- \$15,000: Luxe Lead Sponsor**
- \$10,000: Posh Platinum Sponsor**
- \$5,000: Glitzy Gold Sponsor**
- \$2,500: Stylish Silver Sponsor**
- \$1,000: Swanky Supporting Sponsor**

Unable to attend but here is a donation to RMHC NEO: \$ _____

Send invoice

Check enclosed (payable to Ronald McDonald House Charities of Northeast Ohio)
\$ _____

Charge my credit card \$ _____

Name for Sponsor Recognition Purposes:

Name as it appears on card:

Contact Name: _____

Address: _____

CC#: _____

City, State, Zip: _____

Expiration Date: _____ CVV Code: _____

Email: _____

Signature: _____

Phone: _____

Social Media Handles for Sponsor Recognition:

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Please return to:

Katie Spring at kspring@RMHCneo.org or mail to:
Ronald McDonald House Charities of Northeast Ohio
10415 Euclid Ave., Cleveland, OH 44106
by Wednesday, January 8, 2025

Website URL for Sponsor Recognition:

**Your commitment now can be paid next year!
Accepting sponsorship pledges that can be paid
in 2025.**



RMHC NEO is a tax-exempt Section 501(c)(3) Ohio not-for-profit corporation, the contributions to which are tax-deductible. The RMHC NEO EIN is 34-1269123.