

BENEFITING



RMHC®

Greater Washington, DC

14th

Red

Shoe

5K



RMHCDC PROGRAMS

Mission

Ronald McDonald House Charities® of Greater Washington, DC (RMHCDC) eases the hardship of children's illness on families through programs that directly improve the health and wellbeing of children.

Ronald McDonald House



A welcoming place to stay and supporting services for families who have traveled far from home for the medical care their child need.

The House provides much more than a place to stay, it provides comfort, support, and resources for families with a critically ill or injured child just steps from the hospital.

Ronald McDonald House programs also ease some of the emotional and financial burden that families face by offering meals, communal groceries and laundry services, and family-centered spaces where guests relax and refresh and engage with staff and community volunteers.



Ronald McDonald Hospitality Cart

Extending care to families at the bedside of their hospitalized child, our Ronald McDonald Hospitality Cart program, lovingly referred to as "Cart with a Heart," provides amenities and comfort to parents and other caregivers.

Several times a day, volunteers make "rounds" on the pediatric units of our partner hospitals with a well-stocked hospitality cart, offering complimentary snacks, toiletries, activities, toys, and more.

14TH ANNUAL RED SHOE 5K

The Red Shoe 5k Run and Walk is the heartbeat of our fundraising efforts, vital to supporting our programs and the families we serve.

This year, as we celebrate the 14th Red Shoe 5k Run & Walk milestone, we're thrilled to return to National Harbor!

Whether in person at National Harbor or virtually, we invite runners and walkers to Raise Your Feet To Raise Hope For Families.

Become a partner in the Red Shoe 5k and help us transform the lives of families when they need us most. Join us - it's a chance to make a real difference.

When

Sunday, October 6th, 2024
Race begins at 9 AM

Where

Capital Canopy on National Plaza
at National Harbor, MD

What

14th Annual Red Shoe5k
www.redshoe5k.org

Family Quote:

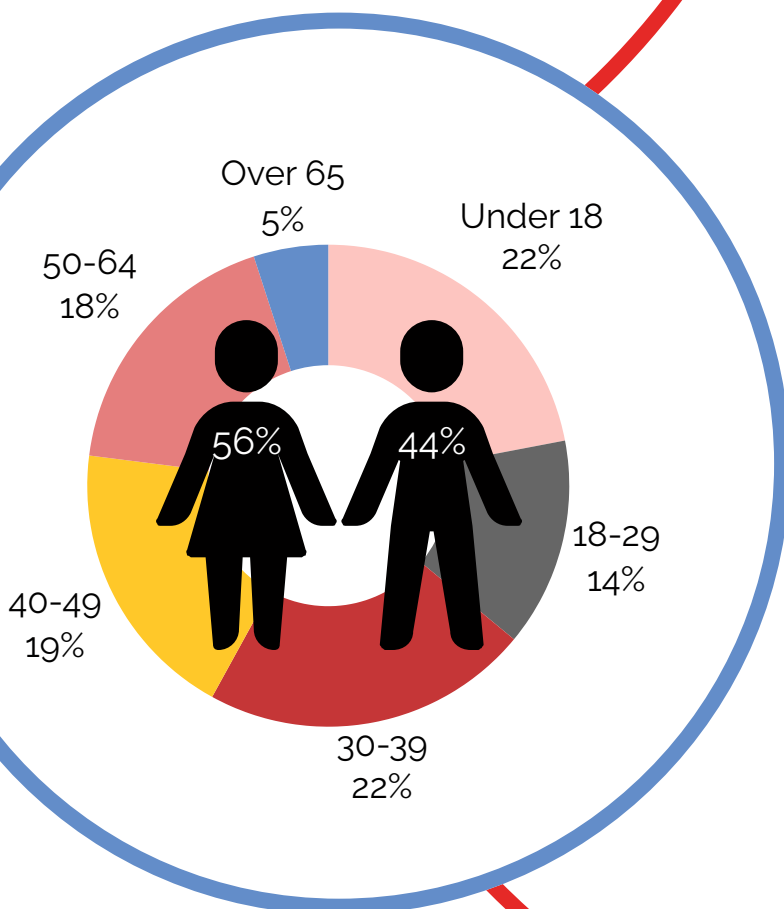
"Not all heroes wear capes... but ours does. Our miracle fighter baby Kayden completed his first 5k to help other families, like ours, with terminally ill and hospitalized babies. Kayden spent his first 74 days on life support as he was born 11 weeks prematurely. My husband, Steven, was able to stay close by and care for us both because of the generosity of the Ronald McDonald House in Mobile. We will forever be grateful."
- Hazami



Employee Impact

Team Building: Form a dynamic team of runners and walkers to engage your employees in a meaningful way that benefits both them and the community. Collaborating with RMHCDC for the Red Shoe 5k demonstrates your company's commitment to promoting health, wellbeing, and community involvement.

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.



CORPORATE IMPACT

To partner or for more information,
contact Kristen Green at (502) 572-7876
or kgreen@rmhcdc.org

Marketing Impact

Today's consumers place great value on a company's commitment to the community when choosing from whom they purchase goods and services. Research shows that support of non-profit organizations can positively 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 about which they feel strongly.
- RMHCDC provides concrete opportunities to display your name, get your employees involved, and see the difference you make.

CORPORATE IMPACT OPPORTUNITIES

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.

BENEFITS & IMPACT	TITLE	PARTNER	AMBASSADOR	ADVOCATE	SUPPORTER	INFLUENCER
	\$25K	\$20K	\$10K	\$5K	\$2.5K	\$1K
Listed on all 5k materials	✓					
Speak at the event	✓					
Logo on race bib	✓					
Logo on Jumbotron	Logo present on all 4 hours of Jumbotron takeover, including one 0:30 video and 10 minutes of dedicated screen time	35 minutes of dedicated screen time	18 minutes of dedicated screen time	9 minutes of dedicated screen time		
Social media recognition	Dedicated post with logo	Dedicated post with logo	Dedicated post with logo	Shared post with name	Shared post with name	Shared post with name
Logo on course signs	All course signs	16	8	4	3	2
Registrations	75	60	40	20	10	5
Listed on official 5k t-shirt	Large logo	Medium logo	Small logo	Thumbnail logo	Name	Name
Promo items in race packet	✓	✓	✓	✓	✓	✓

To partner or for more information, contact
Kristen Green at
(502) 572-7876 or
kgreen@rmhcdc.org



RED SHOE 5K SPONSOR FORM

Your completed sponsorship form & payment must be received by August 23, 2024 to be included on the race shirt. Send your logo for promotion to Rachel@rmhcdc.org.

Organization Name (to appear in RMHCDC promotions)

Contact Name

Contact Email

Contact Phone

Organization Website

Organization Address

City

State

Zip Code

Sponsorship Level

- | | | |
|---|--|---|
| <input type="checkbox"/> Title- \$25,000 | <input type="checkbox"/> Ambassador - \$10,000 | <input type="checkbox"/> Supporter - \$2,500 |
| <input type="checkbox"/> Partner - \$20,000 | <input type="checkbox"/> Advocate - \$5,000 | <input type="checkbox"/> Influencer - \$1,000 |

Payment Information

- | | |
|--|---|
| <input type="checkbox"/> Receive a digital invoice to pay by credit card | <input type="checkbox"/> Check here if you plan on fundraising and/or matching employee donations as part of your sponsorship donation. |
| <input type="checkbox"/> Pay by Check | |

Please make payable to RMHCDC and include "Corporate Champions" in the Reference line. Send to RMHCDC, 3312 Gallows Road, Falls Church, VA 22042

Contact: Kristen Green at KGreen@rmhcdc.org to coordinate your sponsorship.

EIN: #52-1132262

Facebook: @RMHCofDC

Instagram/LinkedIn: @RMHCDC

www.redshoe5k.org