



**Ronald
McDonald
House®**

Rochester, NY

**2026
Partnership
Guide**

Bee A Hero Day

SINCE 1988

A Rochester Tradition of Showing Up for Families

For nearly 40 years, Bee A Hero Day has brought Rochester together to support families with children receiving medical care.

Through powerful storytelling, generous community support, and live media coverage, this one-day tradition helps ensure families have what they need when they need it most.

Presented By:

**MORGAN
PROPERTIES**



**Friday,
October 16, 2026**
5:30 AM - 7:00 PM



Across Rochester
Radio • Television
Community Giving



**One Day.
One Community.
Thousands of Heroes.**

The History

It started in a field.

In 1988, WBEE launched the very first Ronald McDonald House Radiothon from a field that would one day become the home of Westmoreland House.

What began as a local radio fundraiser has grown into one of Rochester's longest-running traditions of community giving, bringing together media partners, businesses, volunteers, donors, and thousands of supporters in support of families with seriously ill or injured children.

Today, Bee A Hero Day continues that tradition through powerful storytelling, live media coverage, and community-wide generosity, ensuring local families receive comfort, care, and a home away from home when they need it most.



39

YEARS OF
COMMUNITY
SUPPORT



1988

It Begins

WBEE launches the first Ronald McDonald House Radiothon from a field that would one day become the home of Westmoreland House.

1990s

A Community Tradition

Year after year, thousands of donors, volunteers, sponsors, and listeners make the Radiothon one of Rochester's most anticipated charitable events.

2021

A New Chapter

The beloved Radiothon evolves into Bee A Hero Day, and News10NBC joins WBEE to bring the event to audiences across both television and radio.

2025

Record-Breaking Impact

The community raises more than \$134,000—its highest total ever—demonstrating the incredible impact of Bee A Hero Day.

Today

Stronger Than Ever

As Bee A Hero Day approaches its 40th year, the tradition continues to grow while staying focused on one mission: supporting families when they need it most.

The Impact

When a child is hospitalized, families need more than medicine.

Ronald McDonald House Rochester provides more than a place to stay. It provides a place to stay strong. We surround families with comfort, care, and support throughout every step of their child's medical journey.

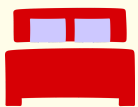
From overnight accommodations and warm meals to Family Rooms inside local hospitals and family support programs, we're here so parents can focus on what matters most—their child.



80% of Ronald McDonald House Rochester's funding comes from generous donors, sponsors, and community partners.

Together, here's what that support made possible in 2025.

Our Impact in 2025



9,766
Family Nights
Provided



25,083
Meal Vouchers
Provided



\$2.6m
Out-of-Pocket
Expenses Saved



18,087
Snack Bags
Provided



10,340
Visits to our
Family Rooms



97% or higher
Satisfaction Rate

Every sponsorship and every dollar raised during Bee A Hero Day helps Ronald McDonald House Rochester remove barriers, strengthen families, and provide the comfort and support families need while their child receives medical care.

Why Partner

Rochester Shows Up.

Bee A Hero Day gives organizations a unique opportunity to connect with thousands of people across Rochester while supporting families with children receiving medical care. Through live broadcast coverage, powerful storytelling, community engagement, and volunteer experiences, your partnership becomes part of one of our region's longest-standing traditions of giving.

Whether your goal is to increase visibility, engage your employees, or strengthen your community impact, Bee A Hero Day offers meaningful opportunities to make a difference—for your organization and the families we serve.



Broadcast Reach



Connect with thousands of listeners through WBEE's live Bee A Hero Day broadcast, featuring on-air sponsor recognition, interviews, mission moments, and opportunities to inspire generosity across the Rochester community.



Television Visibility



Increase your organization's visibility through News10NBC's community coverage, sponsor recognition, and interviews that highlight Bee A Hero Day across multiple broadcasts.



Purpose-Driven Partnership



Align your organization with authentic stories that illustrate the impact of Ronald McDonald House Rochester and inspire generosity throughout the day.



Employee/Community Engagement

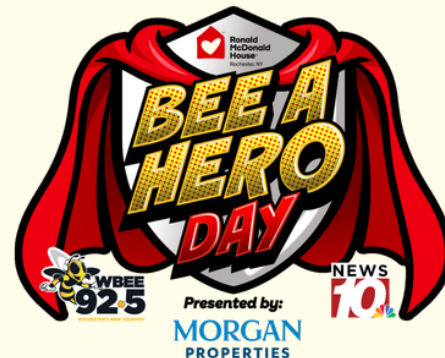


Create meaningful opportunities for employees, customers, and community members to make a difference together while supporting families staying at Ronald McDonald House Rochester.

Signature

Sponsorships

Own the moments that inspire Rochester to give.



Bee A Hero Day's Signature Sponsorships offer exclusive opportunities for maximum visibility across broadcast, digital and community engagement—all while supporting families when they need it most.



Presenting Sponsor

Exclusive

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Thank you to Morgan Properties for leading Bee A Hero Day as our 2026 Presenting Sponsor.



Ways to Give Sponsor

Exclusive + Premier Visibility

Put your brand alongside every call to give throughout the Bee A Hero Day campaign



RECOGNITION INCLUDES:



Exclusive recognition across donation calls-to-action, including on-air call-in giving, online giving, QR codes, Venmo and WBEE's text-to-give platform



Exclusive sponsorship of WBEE's text line (9/28-10/16) including 84 on-air promos with your name and a :10 sponsor tagline



Prominent logo recognition on RMHR, WBEE and News10NBC Bee A Hero Day webpages



Multi-week WBEE advertising campaign featuring your partnership with Bee A Hero Day, including 40 :30 commercials, 3 e-blasts to 15,000 subscribers + social post to 149,000 followers



Featured RMHR social (25,000+ followers) + email recognition (16,900+ subscribers)



Leadership interview opportunity with WBEE, live check presentation opportunity on News10NBC + dedicated volunteer engagement opportunity



Storytelling Sponsor

Exclusive + Premier Visibility

Put your brand alongside the family stories and mission moments that inspire our community to give.

\$12,500

RECOGNITION INCLUDES:



Exclusive Storytelling recognition alongside family stories, mission moments and impact-focused content



Storytelling recognition by beloved longtime WBEE personality Terry Clifford in on-air promos, plus a custom Terry caricature featuring your logo, shared and tagged on WBEE socials throughout the day



Prominent logo recognition on RMHR, WBEE and News10NBC Bee A Hero Day webpages



Multi-week WBEE advertising campaign featuring your partnership with Bee A Hero Day, including 40 :30 commercials, 3 e-blasts to 15,000 subscribers + a social post to 149,000 followers



Featured RMHR social (25,000+ followers) + email recognition (16,900+ subscribers)



Leadership interview opportunity with WBEE, live check presentation opportunity on News10NBC + dedicated volunteer engagement opportunity

Additional

Sponsorship Opportunities

More ways to support a tradition of generosity.

These sponsorship opportunities offer meaningful ways to support Bee A Hero Day while increasing your organization's visibility and demonstrating your commitment to families when they need it most.



Hero Partner

Limited to 3

ONLY ONE REMAINING

\$5,000

Stand out as one of just three Hero Partners with elevated visibility across WBEE, News10NBC, and RMHR channels.

RECOGNITION INCLUDES:



Exclusive branded Hero Shield featuring your logo, prominently displayed in the Bee A Hero Day broadcast or volunteer space



20 prerecorded :15 sponsor spots on WBEE throughout the day, featuring your organization's name and tagline



Logo recognition on RMHR, WBEE and News10NBC Bee A Hero Day webpages



Business name recognition through WBEE social media (149,000 followers)



RMHR social (25,000+ followers) + email recognition (16,900+ subscribers)



Leadership interview opportunity with WBEE + volunteer engagement opportunity during Bee A Hero Day



Power Hour Sponsor

Limited Opportunities

Own a designated hour on WBEE with concentrated on-air recognition throughout your sponsored hour.

\$2,000-\$2,500

RECOGNITION INCLUDES:



Exclusive Power Hour Sponsor designation during your selected broadcast hour



10 live on-air sponsor mentions throughout your sponsored hour on WBEE



Logo recognition on the RMHR Bee A Hero Day webpage



Recognition across RMHR social media during your selected broadcast hour



Volunteer engagement opportunity during your sponsored hour

SELECT YOUR HOUR

Premium Hours - \$2,500

**6 AM • 7 AM • 8 AM • 12 PM
4 PM • 5 PM • 6 PM**

Standard Hours - \$2,000

**9 AM • 10 AM • 11 AM
1 PM • 2 PM • 3 PM**

Remaining hours are available on a first-come, first served basis.

Maximize your impact: Power Hour Sponsors also have the opportunity to match donations made during their sponsored hour.

Custom

Let's Build Something Together.

Every organization is different—and your Bee A Hero Day partnership can be too. Whether you're looking to inspire giving, engage your workplace or create something entirely new, we'll work with you to build a meaningful way to support families through Bee A Hero Day.

MORE WAYS TO MAKE AN IMPACT *Bee a Hero in a way that's uniquely yours.*



Matching Gifts

Double the impact of every gift.

Inspire greater giving by matching donations during your Power Hour or another designated period of the Bee A Hero Day campaign.



Workplace Campaigns

Turn your workplace into a force for good.

Engage employees in supporting Bee A Hero Day through workplace giving, team fundraising or a company-wide challenge.



Community Fundraisers

Bring your community together for families.

Host a fundraiser or giving campaign benefiting Bee A Hero Day and invite your customers and community to join in.



Custom Activations

Have something else in mind?

We'll work with you to develop a customized partnership that aligns with your goals and supports families through Bee A Hero Day.



**Ronald
McDonald
House®**
Rochester, NY

Ready to Bee a Hero?

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Scan here to
learn more
about Bee A
Hero Day