

Ronald McDonald House®
Rochester, NY

2027

Event Sponsorship Opportunities

WHY YOUR SPONSORSHIP MATTERS

Because families need each other.

Ronald McDonald House®
Rochester, NY

MEET THE SCHADLER FAMILY

When Lydia and Jay Schadler welcomed Micheala Grace, they feared their time with her might be measured in hours or days. As days passed, hope grew, and Ronald McDonald House Rochester gave them a place to stay together and find comfort, care, and support through the uncertainty.

Their journey began at the House Within the Hospital and continued at Westmoreland House. There, big brother JJ could visit on weekends, bond with his sister, and find friendship and moments of childhood along the way.

For 167 days, the Schadlers had a place to call home and a community to lean on. Your event sponsorship helps provide essential services that bring comfort to families and allow them to focus on what matters most: their child.



Watch the Schadler family's story

Scan the QR code or click here to watch.

As featured on News10NBC

WHAT COMMUNITY SUPPORT MADE POSSIBLE IN 2025

9,766
Family Nights Provided

25,083
Meal Vouchers Provided

$2.6m
Family Expenses Saved

2027 EVENTS AT A GLANCE

A year of events. A shared purpose.

Ronald McDonald House®
Rochester, NY

Explore five opportunities to connect your company with our mission through event sponsorship. Support one event or build a partnership across the year.

FEB 06

Volley for a Cause

Led by the Red Tie Society

Support a community volleyball fundraiser that brings teams and local businesses together for families.

Hot Shots Volleyball

APR 03

Annual Gala

Heroes Behind the Mask: A Masquerade Ball

Align your company with our annual gala honoring families' courage and the healthcare partners whose care makes hope possible.

Joseph A. Floreano Rochester Riverside Convention Center

JUN 21

Red Tie Classic

Led by the Red Tie Society

Build connections with business leaders and corporate partners while supporting our mission through a day of golf, networking, and community giving.

Irondequoit Country Club

OCT 15

BEE A Hero Day

Radio | Television | Community Giving

Support powerful family storytelling and community giving through opportunities across radio, television, and digital channels.

Ronald McDonald House Rochester - Westmoreland House

ALL YEAR

Kids Read for Kids

A Community-Wide Reading & Fundraising Campaign

Support a literacy-based community service project that inspires young readers to read, raise funds, and help families with children receiving medical care.

Throughout the community and in participating schools

ABOUT THE RED TIE SOCIETY

The Red Tie Society is Ronald McDonald House Rochester's young professionals advisory group, bringing together individuals who are passionate about networking, volunteering, and creating meaningful impact for local families. Through fundraising events, volunteer opportunities, and community engagement initiatives, members support Ronald McDonald House Rochester's mission while building lasting connections with fellow professionals committed to giving back.

2027 EVENT SPONSORSHIP OPPORTUNITIES

Volley for a Cause

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PUT YOUR SUPPORT IN PLAY.

Connect your company with players, young professionals, and community supporters at this energetic annual tournament hosted by the Red Tie Society. Friendly competition, food, and raffles bring people together, while sponsorship puts your support on display from the courts to the gathering spaces.



COMMUNITY IN ACTION AT THE 2026 VOLLEY FOR A CAUSE



SPONSORSHIP OPPORTUNITIES

Ace Sponsor — $1,250
Exclusive

One team of six; presenting webpage and email recognition; prominent welcome/check-in signage; dedicated and group social logo recognition.

Serve Sponsor — $500
Food sponsorship - Two available

Webpage logo; food pickup signage and table tents; group social logo recognition.

Spike Sponsor — $250

Logo on one court sign; webpage logo; group social name recognition.

Set Sponsor — $100

Webpage logo; group social name recognition.

Individual Registration — $40

Per player; includes lunch or dinner.

2027 EVENT SPONSORSHIP OPPORTUNITIES

Annual Gala

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YOUR PARTNERSHIP IN THE SPOTLIGHT

Put your company's support for families in the spotlight at our annual gala. Sponsorship offers recognition before and during the event, connecting your brand with a community committed to helping families navigate their child's healthcare journey.

With opportunities ranging from table sponsorship to title recognition, choose the level that aligns with your company's goals and the impact you want to make.


A MOMENT FROM OUR 2026 "RACE FOR THE ROSES" GALA

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor — $30,000

20 guests with premier seating; prominent title recognition; premium full-page program ad; priority screen recognition; dedicated social/select email recognition; verbal recognition; approved branded table piece.

Grand Masquerade Sponsor — $10,000

10 guests with table signage; enhanced half-page program ad; enhanced screen recognition; social recognition; verbal recognition.

Venetian Elegance Sponsor — $5,000

10 guests with table signage; quarter-page program ad; on-screen and social recognition.

Velvet Mask Sponsor — $3,500

10 guests with table signage; on-screen recognition; dedicated social media thank-you.

Revelers' Table Sponsor — $2,750

Reserved seating for 10 guests with table signage.

SIGNATURE EXPERIENCE SPONSORSHIPS

Giving Moment
$15,000 - Exclusive

10 guests; exclusive Giving Moment paddle branding; featured verbal, program, screen, website, and social recognition.

Bar
$5,000 - Exclusive

Signature cocktail recognition; bar menu logos; approved branded materials; program, screen, and website recognition.

Champagne or Dessert
$1,500 each - Exclusive

Choice of champagne or dessert sponsorship; logo recognition at selected experience.

2027 EVENT SPONSORSHIP OPPORTUNITIES

Red Tie Classic

Ronald McDonald House®
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GOLF. NETWORKING. IMPACT.

Connect your company with business leaders and community partners for a day of golf, networking, and giving. From on-course visibility to the post-play reception, sponsorship offers meaningful ways to showcase your support and build relationships.



ON THE COURSE AT THE 2026 RED TIE CLASSIC

Foursome — $1,400

Registration for four golfers.

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor — $10,000

Exclusive

Two foursomes; presenting webpage and email recognition; four tee signs; welcome/reception signage; dedicated and group social recognition; verbal recognition and opening remarks opportunity; logo on golfer gift; opportunity to provide an item for golfer bags.

Hole in One Sponsor — $5,000

Two foursomes; webpage and email logo; three tee signs; dedicated and group social recognition; reception acknowledgment; opportunity to provide an item for golfer bags.

Longest Drive Sponsor — $3,000

One foursome; webpage and email logo; two tee signs; group social logo recognition; reception acknowledgment.

19th Hole Sponsor — $2,000

One foursome; webpage logo; one tee sign; group social name recognition; reception acknowledgment.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Cocktail Hour
$1,000 - Exclusive

Bar/table signage; website, social and verbal recognition.

Golf Cart
$1,000 - Exclusive

Cart signage; website, social and verbal recognition.

Lunch
$750 - Exclusive

Lunch-area signage; website, social and verbal recognition.

Mulligan
$750 - Exclusive

Ticket/display logo; website, social and verbal recognition.

2027 EVENT SPONSORSHIP OPPORTUNITIES

BEE A Hero Day

Ronald McDonald House®
Rochester, NY

FRIDAY
OCTOBER 15, 2027

BEE A HERO DAY
WBEE 92.5 | NEWS 10

BROADCASTING FROM
WESTMORELAND HOUSE

BE PART OF ROCHESTER'S GENEROSITY.

Celebrate 40 years of Rochester showing up for families. Through powerful family stories and live coverage with WBEE and News10NBC, the 40th annual BEE A Hero Day puts your partnership in front of listeners, viewers, and community supporters while offering meaningful ways for your employees to get involved.



Live on News10NBC during 2026 BEE A Hero Day

*WBEE Partner Advertising Package

A multiweek campaign featuring 40 thirty-second WBEE spots sharing why your organization supports RMHR and promoting BEE A Hero Day; three WBEE e-blasts with logo/link; one tagged WBEE social post.

Included with Presenting, Ways to Give, and Storytelling. Available as a $5,000 add-on to other sponsorships.

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor — $20,000
Exclusive

Premier presenting recognition; prominent logos on RMHR, WBEE, and News10NBC webpages; WBEE advertising package*; featured RMHR social and email recognition; WBEE and News10NBC interview/check presentation opportunities; volunteer engagement.

Ways to Give Sponsor — $15,000
Exclusive

Donation call-to-action recognition; WBEE text-line sponsorship with 84 on-air promos; logos on RMHR, WBEE, and News10NBC webpages; WBEE advertising package*; featured RMHR social and email recognition; WBEE interview/check presentation opportunities; volunteer engagement.

Storytelling Sponsor — $12,500
Exclusive

Signature recognition throughout family stories and mission moments; WBEE storytelling promos and custom-branded Terry Clifford caricature on WBEE and RMHR socials; logos on RMHR, WBEE, and News10NBC webpages; WBEE advertising package*; featured RMHR social and email recognition; WBEE interview/check presentation opportunities; volunteer engagement.

Hero Partner — $5,000
Three Available

Branded Hero Shield; 20 fifteen-second WBEE spots; logos on RMHR, WBEE, and News10NBC webpages; WBEE social name recognition; RMHR social and email recognition; WBEE interview opportunity; volunteer engagement.

Hourly Sponsor — $2,000 (Standard) - $2,500 (Premium)

Exclusive sponsored hour; 10 live and/or prerecorded WBEE mentions; RMHR webpage logo; RMHR social recognition and volunteer engagement during your hour.

Premium Hours *- 6am, 7am, 8am, 12pm, 4pm, 5pm, 6pm*
Standard Hours *- 9am, 10am, 11am, 1pm, 2pm, 3pm*

2027 EVENT SPONSORSHIP OPPORTUNITIES

Kids Read for Kids

Ronald McDonald House®
Rochester, NY



EVERY STORY HAS THE POWER TO MAKE A DIFFERENCE.

Kids Read for Kids empowers children to turn their love of reading into community service. Young readers read what they love, create fundraising pages, and invite family and friends to support their reading journey. Offered community-wide throughout 2027, the project also welcomes participation from interested schools and classrooms. Your sponsorship helps inspire reading, generosity, and connection to our mission.



A YOUNG READER MAKING A DIFFERENCE IN SUMMER 2026

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor — $7,500

Exclusive

Presenting recognition on campaign webpage, materials, and participant communications; Family Toolkit cover recognition and exclusive full-page feature; logo on printable bookmarks; dedicated RMHR social spotlight and campaign email recognition; opportunity to provide approved reader rewards or coupons; opportunity to collaborate on a storytime or reading activity.

Reading Champion — $2,500

Logo on campaign webpage and a designated Family Toolkit activity page; shared toolkit sponsor recognition; group RMHR social recognition with logo; opportunity to provide approved reader rewards or coupons.

Community Supporter — $500

Campaign webpage logo; group RMHR social recognition by name.

2027 EVENT SPONSORSHIP OPPORTUNITIES

One Partnership. A Year of Connection.

Ronald McDonald House®
Rochester, NY

Plan your 2027 event sponsorships through one annual commitment. Combine opportunities across events to reach different audiences, engage your team, and support families throughout the year.

Behind every event are families who need support.
Your partnership helps Ronald McDonald House Rochester provide essential services so families can stay supported, connected, and involved in their child's care.

EXPLORE THE POSSIBILITIES

$10,000

Sample Event Combination

Annual Gala, *Venetian Elegance Sponsor* - $5,000
Red Tie Classic, *Longest Drive Sponsor* - $3,000
BEE A Hero Day, *Standard Hourly Sponsor* - $2,000

$25,000

Sample Event Combination

Annual Gala, *Grand Masquerade Sponsor* - $10,000
Red Tie Classic, *Hole in One Sponsor* - $5,000
BEE A Hero Day, *Standard Hourly Sponsor* - $2,000
Kids Read for Kids, *Presenting Sponsor* - $7,500
Volley for a Cause, *Serve Sponsor* - $500

$50,000

Sample Event Combination

Annual Gala, *Presenting Sponsor* - $30,000
Red Tie Classic, *Hole in One Sponsor* - $5,000
BEE A Hero Day, *Storytelling Sponsor* - $12,500
Kids Read for Kids, *Reading Champion* - $2,500

WHY PLAN YOUR YEAR WITH US?

Reach different audiences. Connect with event guests, corporate partners, young professionals, families, and community supporters, with additional radio, television, and digital visibility through select sponsorships.

Engage your team. Combine opportunities for employee participation, hosting, and volunteering through your selected sponsorships.

Simplify your planning. Build event support into one annual commitment, with your sponsorship selections and benefits coordinated together.

MAKE IT YOUR OWN

We'll work with you to create an event partnership that fits your goals and budget. Sponsorship opportunities can be combined and customized across events, with benefits confirmed in your proposal.

All sponsorship opportunities are subject to availability.

2027 EVENT SPONSORSHIP OPPORTUNITIES

Let's make 2027 a year of impact.

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Choose your event sponsorships below, or let us help you build a partnership across the year.

YOUR INFORMATION

Company/Organization: _____

Contact Name: _____ **Title:** _____

Email: _____ **Phone:** _____

Mailing Address: _____

YOUR SPONSORSHIP

EVENT	SPONSORSHIP LEVEL	AMOUNT
Volley for a Cause		
Annual Gala		
Red Tie Classic		
BEE A Hero Day		
Kids Read for Kids		

☐ I'd like help creating a customized partnership.

☐ I'd like to donate an auction/raffle item.

Total Commitment: **$** **$ 0.00**

PAYMENT PREFERENCE

☐ Please send an invoice.

☐ I'd like to pay by credit card. Please contact me.

Please return your completed form to your Ronald McDonald House Rochester contact or email it to **courtneyt@ronaldmcdonaldhouseroc.org.** We'll confirm sponsorship availability and coordinate payment and next steps.

All sponsorship selections are subject to availability and confirmation.

Questions? Let's connect.

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