

ANNUAL SPONSORSHIP OPPORTUNITIES

2026



Ronald McDonald
House Charities®
Mountain West

Expanding Our Reach



In 2025, new spaces and services brought comfort and care to even more families. We celebrated the opening of our sixth **Ronald McDonald House Family Room**, located inside the Intermountain Primary Children’s Hospital Behavioral Health Center in Taylorsville. It is only the third Family Room found within a behavioral health facility in the entire world! We are grateful to everyone who helped make this dream become a reality—especially our Leading with Love Campaign donors and the generosity of the Vern and Marva Wolcott Charitable Foundation.

We introduced a new **Wellness Room** at the Ronald McDonald House in Salt Lake City, made possible through a heartfelt gift honoring the Records-Johnston family.

And with lasting support from Cambia Health Foundation and the Kahlert Foundation, our **Family Support Services** team is now permanently endowed, ensuring enhanced care for families for years to come. We also added Kyle Henderson to the team as our new Family Support Services Specialist.



Wellness Room | Ronald McDonald House in Salt Lake City



Family Room | Intermountain Primary Children’s Hospital Behavioral Health Center in Taylorsville

You Can Make a Difference

Your partnership makes a powerful difference for families with seriously ill or injured children. In this packet, you'll find all the ways you can join us in providing comfort, care, and hope—keeping families close when they need it most.

Inside, you'll discover opportunities to support our signature events—the Spirit of Children Gala, our annual Golf Tournament and the Gathering for Good Benefit. You'll also learn about programs like Open Hearts, Open Doors and Stock Our Shelves, plus other meaningful ways for individuals, foundations, and corporations to get involved.

Together, we can make sure families never face their child's medical journey alone.

KEEP EARNING YOUR TRUST



We strive to earn your trust each year. In 2025, we once again received a 4-Star ranking for nonprofit accountability and excellence from Charity Navigator—the highest possible ranking.



For the seventh straight year we've been recognized as one of Utah's Top Workplaces by the *Salt Lake Tribune*.



We achieved the Platinum Seal of Transparency on Candid (formerly Guidestar), the world's largest source of nonprofit info. This puts us in the top 0.1% of charities nationally in terms of transparency.

Average Annual Impact



93%*
Occupancy



20,000
Families Served



165,000
Family Room Visits



85,000
Prepared Meals



30,000
Overnight Stays



33,000
People Positively Impacted

**With average occupancy above 90% at our Ronald McDonald House and Ronald McDonald Family Rooms, RMHC is often at capacity and can't serve all the pediatric patient families who need support. Your contributions help us grow.*

Spirit of Children Gala

SATURDAY, APRIL 25, 2026 | THE GRAND AMERICA HOTEL

We invite you to join us for the Ronald McDonald House Spirit of Children Gala—one of Salt Lake City's premiere fundraising events. In 2026, we are excited to welcome up to 1,200 attendees to raise over \$1M in support of our mission.

Sponsors of this flagship event have raised funds each year to directly support pediatric patients and their families. In fact, thanks to our donors and sponsors, the 2025 Spirit of Children Gala raised an inspiring amount of support equivalent to covering the full cost of 10,500 nights! With your help, we can beat that record.

Gala Sponsorship Package Recognition and Benefits

All Gala sponsorship levels include the following proportional recognition and benefits, unless otherwise noted:

- Guest table(s) for 10 guests, each with proportional placement relative to the main stage
- Sponsor name, logo, and/or advertisement of proportional sizes based on sponsorship level in our event program
- On-screen and signage recognition
- Recognition in the Ronald McDonald House Annual Report
- Sponsorships at the \$15,000 level and above receive recognition on the RMHC Gala webpage

For more detailed information, please visit rmhslc.org/event/gala, or contact Vickie Moschetti, Chief Philanthropy Officer, at vickie@rmhslc.org.

Save the Date!

Spirit of Children Gala
Saturday, April 25, 2026
The Grand America Hotel



Sponsorship Opportunities

Mission Sponsor – \$65,000

- Two tables of 10 guests each with premier placement
- Recognition for "Helping Hands" \$10,000 Challenge
- Prominent logo placement throughout the Gala's "Mission Walk"
- Sponsor name, logo, and advertisement in event program (two-page spread)
- On-screen and emcee recognition with sponsor name on signage near stage

Gratitude Sponsor – \$35,000

- Two tables of 10 guests each with premier placement
- Recognition during silent auction with logo displayed on mobile bidding site
- Sponsor name, logo, and advertisement in event program (two-page spread)
- On-screen and emcee recognition with sponsor name on signage near stage

Joy Sponsor – \$25,000

- One table for 10 guests with primary placement
- Recognition during silent auction with logo displayed on mobile bidding site
- Sponsor name, logo, and advertisement in event program (one-page)
- On-screen and emcee recognition with sponsor name on signage near stage

Laughter Sponsor – \$15,000

- One table for 10 guests with prominent placement
- Recognition on evening photo memorabilia
- Sponsor name, logo, and advertisement in event program (one-page)
- On-screen and emcee recognition with sponsor name on signage near stage

Heart Sponsor – \$10,000

- One table for 10 guests with preferred placement
- Recognition as the Heart Sponsor with logo on table signage
- Sponsor name, logo, and advertisement in event program (half-page)
- On-screen and emcee recognition with sponsor name on signage

Strength Sponsor – \$5,000

- One table for 10 guests with preferred placement
- Sponsor name, logo, and advertisement in event program (half-page)
- On-screen and signage recognition



Mission also includes:

- Pro Sponsorship of Ronald McDonald House Annual Golf Tournament with two foursome entries
- Open Hearts, Open Doors Annual Sponsorship recognition on a guest room at the Ronald McDonald House



Gratitude also includes:

- Ace Sponsorship of Ronald McDonald House Annual Golf Tournament, including one foursome entry and logo on attendee gifts
- Open Hearts, Open Doors Annual Sponsorship recognition on a guest room at the Ronald McDonald House



Joy also includes:

- Open Hearts, Open Doors Annual Sponsorship recognition on a guest room at the Ronald McDonald House

38th Annual Ronald McDonald House Golf Tournament

AUGUST 2026 | HIDDEN VALLEY COUNTRY CLUB

The Ronald McDonald House Golf Tournament is one of the most anticipated fundraising events held along the Wasatch Front. Our popular scramble format ensures that participants of all levels enjoy a great day of golf while supporting families with seriously ill or injured children.

The tournament includes drawings for dazzling prizes. Breakfast, lunch, snacks, and beverages are also included for each player.

Each sponsorship, unless otherwise noted, includes green fees, cart, golf apparel, team souvenir photo for each golfer, gift bag, and meals for a foursome. Our Golf Tournament fills fast every year, so be sure to reserve your sponsorship today!

For updates, visit rmhslc.org/events/golf, or contact Stephanie Stevens, Director of Development, at stephanie@rmhslc.org.



“I am overwhelmed at the compassion and empathy of those who serve these precious patients and their families. Thank you for your continued hospitality.”

- RMHC Guest -



Sponsorship Opportunities

Title Sponsor – \$10,000 (1 Available)

- Two foursomes (including all green fees, carts, food, beverages)
- Prominent recognition on all printed and digital general tournament signage
- Two complimentary Player Packets (one for each foursome; provides in-game advantages, see below)
- Branded player jackets for both foursomes
- Four seats at our 2027 Spirit of Children Gala

Pro Sponsor – \$7,500

- Two foursomes (including all green fees, carts, food, beverages)
- Prominent recognition on all golf carts, the putting contest, exclusive hole sponsorship, and the "Buy-A-Drive" prize
- Branded player jackets for both foursomes

Ace Sponsor – \$5,000

- One foursome (including all green fees, carts, food, beverages)
- Prominent logo recognition on golf attendee gifts
- Branded player jackets

Champion Sponsor – \$4,000

- One foursome (including all green fees, carts, food, beverages)
- Prominent logo placed on the First and Second Flight Prize Category, as well as on either the commemorative photo frame or the golfer gift bag, both provided to each golfer (first-come, first-served)
- Branded player jackets

Family Sponsor – \$3,000

- One foursome (including all green fees, carts, food, beverages)
- Prominent signage recognition at choice of meal: Breakfast, Snacks and Beverages, or Lunch
- Branded player jackets

Eagle Sponsor – \$2,500 (Limited Availability)

- One foursome (including all green fees, carts, food, beverages)
- Exclusive hole sponsorship with signage. Includes option for physical presence (such as a table) at hole



Early Bird Player Packets may be purchased for \$200 any time before August 1, 2026—a \$340 value! Packets include: 8 mulligans, 2 frupps, 1 buy-a-drive, 1 buy-a-birdie, 1 free drop, 4 putting contest opportunities, and 4 prize drawing tickets.

NOTE: Sponsorships must be confirmed by July 1, 2026 to secure recognition on golf items.

Open Hearts, Open Doors: Annual Sponsorship Program

Open hearts, open doors for families when they need it most.

When a child is hospitalized, families endure long days, sleepless nights, and unimaginable stress. In those moments, a quiet room where they can rest and recharge is not just comfort—it's a lifeline.

Through the Open Hearts, Open Doors Annual Sponsorship Program, your generosity provides families with a private room where they can stay close to their child, find peace in the midst of crisis, and draw the strength they need for the journey ahead—all at no cost to them.



YOUR BENEFITS

As an Annual Open Hearts, Open Doors Sponsor, your generosity will be honored through:

- **Prominent Recognition:** Your name displayed on a sponsored room sign and on our Cornerstones of Love donor wall for a full year.
- **Impact Report:** An annual update with family service statistics and recognition of your support.
- **Personal Connection:** A private tour to see firsthand the impact of your gift (to schedule, contact Danika Ryan, Campaign & Grant Manager, at danika@rmhslc.org).
- **Together at the Table:** An opportunity to prepare and serve a meal for families at the Ronald McDonald House or Ronald McDonald House Family Rooms (Salt Lake City or Lehi locations).
- **Future Partnership:** First right of refusal to renew your room sponsorship in future years.

SPONSORSHIP LEVELS

\$25,000 – Premiere Room Package

Choose from:

- Playroom, Extended Stay Suite, or Laundry Room at the Ronald McDonald House
- Kitchen & Dining Room at the Ronald McDonald House, plus “Stock Our Shelves” recognition
- Custom Package of your favorite spaces

\$15,000 – Prominent Gathering Space

Choose from:

- Kitchen or Dining Room at the Ronald McDonald House
- The Great Room at the Ronald McDonald House

\$10,000 – Family & Community Spaces

Choose from:

- Overnight Retreat Room at a Ronald McDonald House Family Room inside our partnered hospitals (Intermountain Primary Children’s Hospital in Salt Lake City, Taylorsville, or Lehi, or University of Utah Hospital NICU)
- Extended Stay Suites
- Family Gathering Space
- Playroom
- Welcome Room
- Game Room
- Community Room
- Theater Room
- Laundry Room

\$5,000 – Ronald McDonald House Guest Room

- A private guest bedroom at the 75-room Ronald McDonald House

Thank you for creating a home-away-from-home where families stay strong together.

Annual Stock Our Shelves Sponsorships

The kitchen is the heart of our House—through the annual Stock Our Shelves sponsorship, your generosity keeps our pantry full of food and essentials, nourishing families when they need it most.

\$5,000 – Nourishing Meals & Pantry Supplies

- Recognition on the Kitchen TV at the Ronald McDonald House or Ronald McDonald House Family Room (Intermountain Primary Children’s Hospital in Salt Lake City 3rd Floor or Lehi location).

\$2,500 – Grab & Go Items & Snacks

- Recognition on the Kitchenette Tablet at the Ronald McDonald House Family Room (Intermountain Primary Children’s Hospital in Salt Lake City 2nd or 4th Floor, or Taylorsville location; or University of Utah NICU).



For more information please contact:
Danika Ryan, Campaign & Grant Manager
801-363-4663 , danika@rmhslc.org.

Gathering for Good Benefit

AN EVENING OF IMPACT FOR PEDIATRIC PATIENT FAMILIES | FALL 2026

The Gathering for Good Benefit in Utah County is an inspiring evening celebrating hope, comfort, and care for families with seriously ill or injured children. For nearly 40 years, Ronald McDonald House has provided free lodging, meals, and emotional support to families from Utah County. Now, with the opening of Intermountain Primary Children’s Hospital, Miller Campus in Lehi, even more families—over 3,000 each year—can receive care closer to home.

This event honors that growth and the community support that makes it possible. We invite you to wear your finest and join us for a memorable evening dedicated to making a difference for hospitalized families in Utah County and beyond.



SPONSORSHIP LEVELS

Presenting Sponsor – \$35,000

- One table of 10 guests with premier placement
- Recognition on program cover and ad in the event program (two-page spread)
- On-screen & emcee recognition with signage on stage podium
- Prominent logo placement throughout the event’s “Mission Walk”
- Logo recognition on the Ronald McDonald House event webpage
- Recognition during silent auction with logo displayed on mobile bidding site

Champion of Impact Sponsor – \$20,000

- One table of 10 guests with premier placement
- Special on-stage presentation for the “Helping Hands Challenge”
- Advertisement in the event program (two-page spread)
- On-screen & emcee recognition with sponsor name on signage near stage
- Recognition during silent auction with logo displayed on mobile bidding site

Heart Sponsor – \$10,000

- One table of 10 guests with prominent placement
- Recognition on event photo memorabilia
- Recognition on-screen and in event program (full-page)
- Recognition during silent auction with logo displayed on mobile bidding site

Strength Sponsor – \$5,000

- One table of 10 guests
- Logo recognition on table signage
- Recognition on-screen and in event program (half-page)

Hope Sponsors – \$2,500

- One table of 10 guests
- Recognition on-screen and in event program (half-page)

For more information or to reserve your sponsorship today, please contact Ashley Parks, Utah County Community Engagement Manager: ashleyparks@rmhslc.org or 801-400-6804.



Your Partnership Powers the Mission

Every day, families travel far from home so their child can receive critical care. Ronald McDonald House Charities surrounds them with comfort, compassion, and community when they need it most. From sponsorships to employee engagement to special giving opportunities, your partnership makes it all possible.

ANNUAL SPONSORSHIPS

Choose a way of giving that fits your budget and schedule:

- One-time gift for immediate impact
- Split support across programs
- Flexible payments throughout the year

EMPLOYEE ENGAGEMENT

Bring our mission to life with your team:

- Schedule service projects, meal services, and team-building experiences
- Mission presentations for staff
- Double your impact with employee giving and company match at rmhslc.org/double

GIVING TUESDAY MATCHES

Join the global day of generosity in the fall by partnering with us:

- Offer a challenge grant, inviting donors to “double their impact”
- Help energize the community through online and email campaigns

Your support is more than a gift—it’s a lifeline for families in their most difficult days. By partnering with Ronald McDonald House, you become part of a circle of care that keeps families close when it matters most.

For more information about all sponsorship opportunities, contact Kacie Pecor, Chief Development & Engagement Officer, at 801-363-4663 kacie@rmhslc.org.

Inspire Hope, Change Lives

Learn more about these opportunities and more on our website at rmhslc.org/sponsorship.



ANNUAL SPONSORSHIP OPPORTUNITIES

2026



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✉ hello@rmhslc.org 🌐 rmhslc.org ✓ Tax ID #: 74-2386043