

*Farm to Table(auX)*

BENEFITING RONALD MCDONALD HOUSE  
CHARITIES® OF NEW MEXICO

LEONARDO **DA**  
**VINCI**

*Savor the Renaissance*

SPONSORSHIP OPPORTUNITIES



# RONALD MCDONALD HOUSE CHARITIES OF NEW MEXICO

## *Farm to Table(aux)*

LEONARDO DA VINCI  
SAVOR THE RENAISSANCE

**November 8, 2024  
6-10 p.m.  
Sid Cutter Pavilion**

Farm to Table(aux) brings together community-minded, philanthropic art & food lovers to enjoy a feast of fresh and seasonal dishes prepared by local chefs alongside the imaginative productions and performances of local artists and entertainers.

### GUEST PROFILE

Individuals and couples ages 30 to 65

Key influencers, tastemakers, connectors

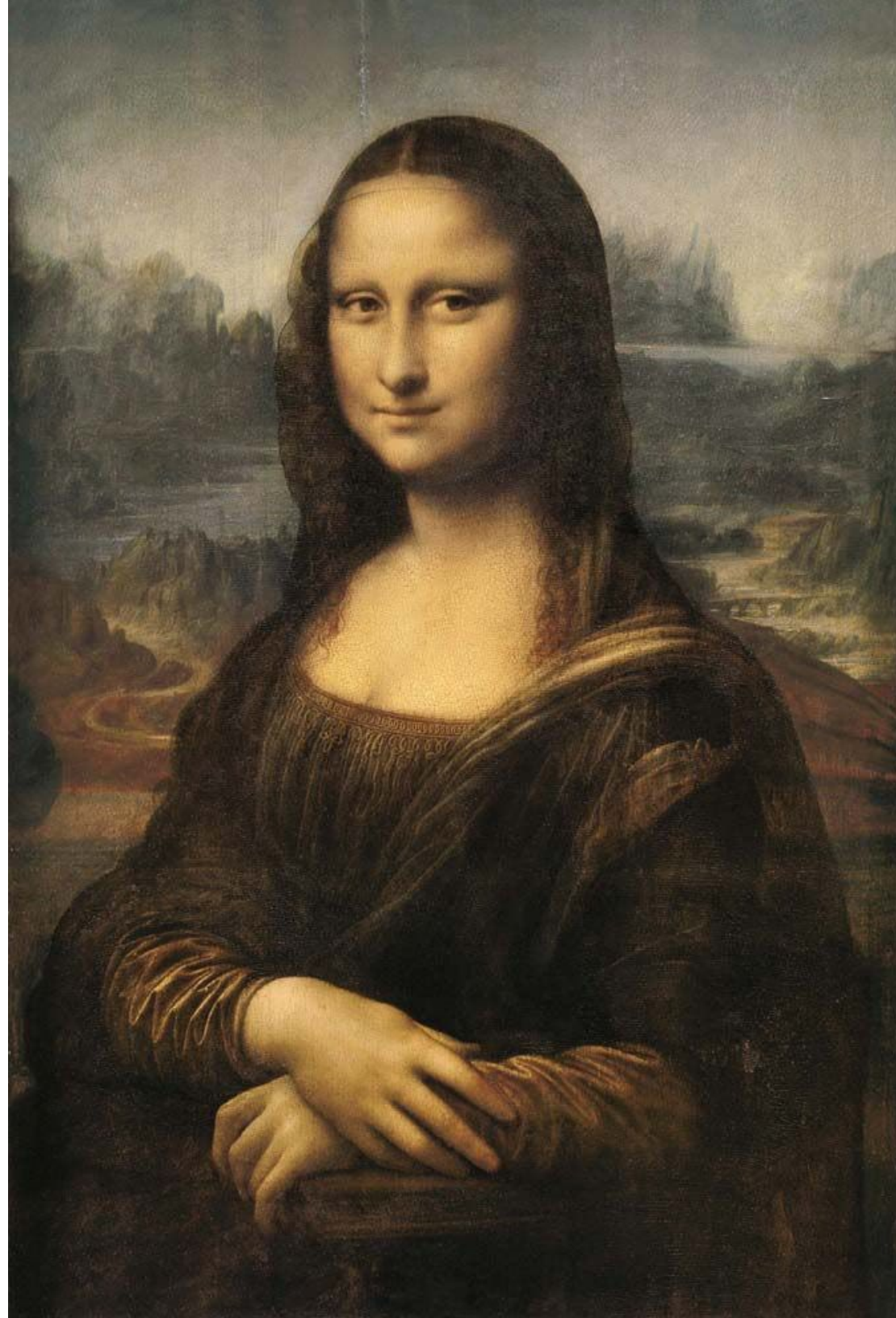
Charity supporters, socially conscious and community-minded

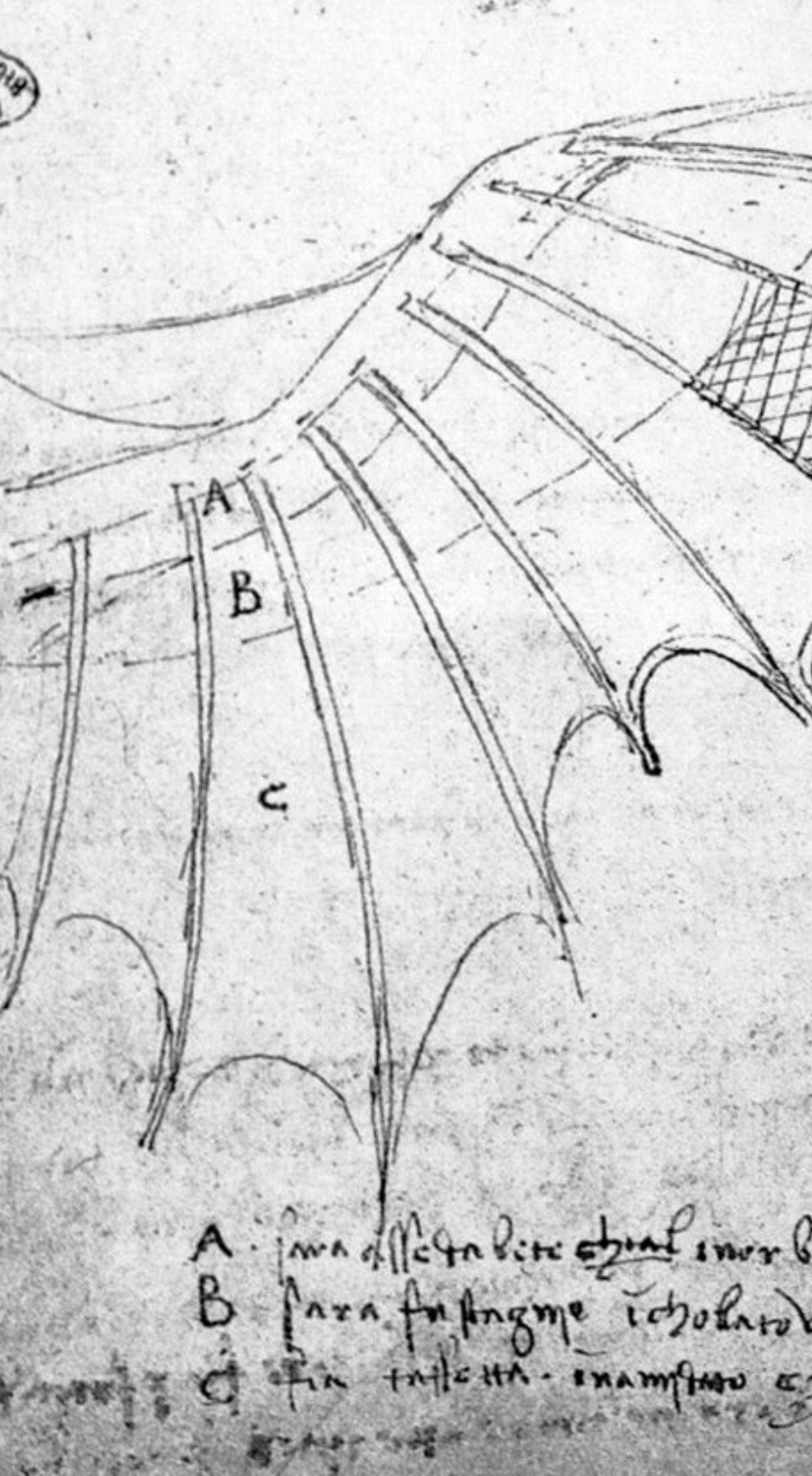
Creative, outside-the-box thinkers

Environmentally-conscious

Enjoy wine and unique cuisine

On average, guests donate/spend \$200-\$600 per event





## ABOUT US

When families need to seek medical care for their child far from their own homes, they can turn to Ronald McDonald House Charities of New Mexico for safe and comfortable spaces to rest and recharge together following long days at the hospital. At no cost. For as long as treatment takes. RMHC NM gives families with sick children what they need the most — each other.

### OUR MISSION

We provide essential services that remove barriers, strengthen families, and promote healing when children need healthcare.

### OUR VISION

A world where every family has what they need to ensure the best health outcomes for their children.

### OUR VISION

Caring for families with children who are ill or injured.

### CORE PROGRAM AREAS

- Ronald McDonald House
- Ronald McDonald Family Room
- Katie's Kart hospitality cart

### KEEPING FAMILIES CLOSE®

Imagine having a child in the hospital who is seriously ill or critically injured — not overnight, but for weeks or even months. Worried and uncertain, you never want to leave their side yet you're longing to close your eyes, if only for a minute. Comfort of any kind is a blessing in these moments.

RMHC New Mexico provides a soft bed, a hot meal, a quiet place to gather your thoughts and more — but still only steps away from your child. RMHC New Mexico offers this comfort to every family that comes through our doors — **all at no cost to the families we serve.**

# MARKETING STRATEGY

**Printed Save-the-Date:** A postcard formally announcing the event date and theme, as well as confirmed high-level sponsors. **Expected audience: 10,000+**

**Printed Invitation:** The full-color event invitation will be mailed to current sponsors, guests, targeted donors and supporters approximately 7-8 weeks before the event. The invitation will include recognition for confirmed sponsors and event details. **Expected audience: 3,000+**

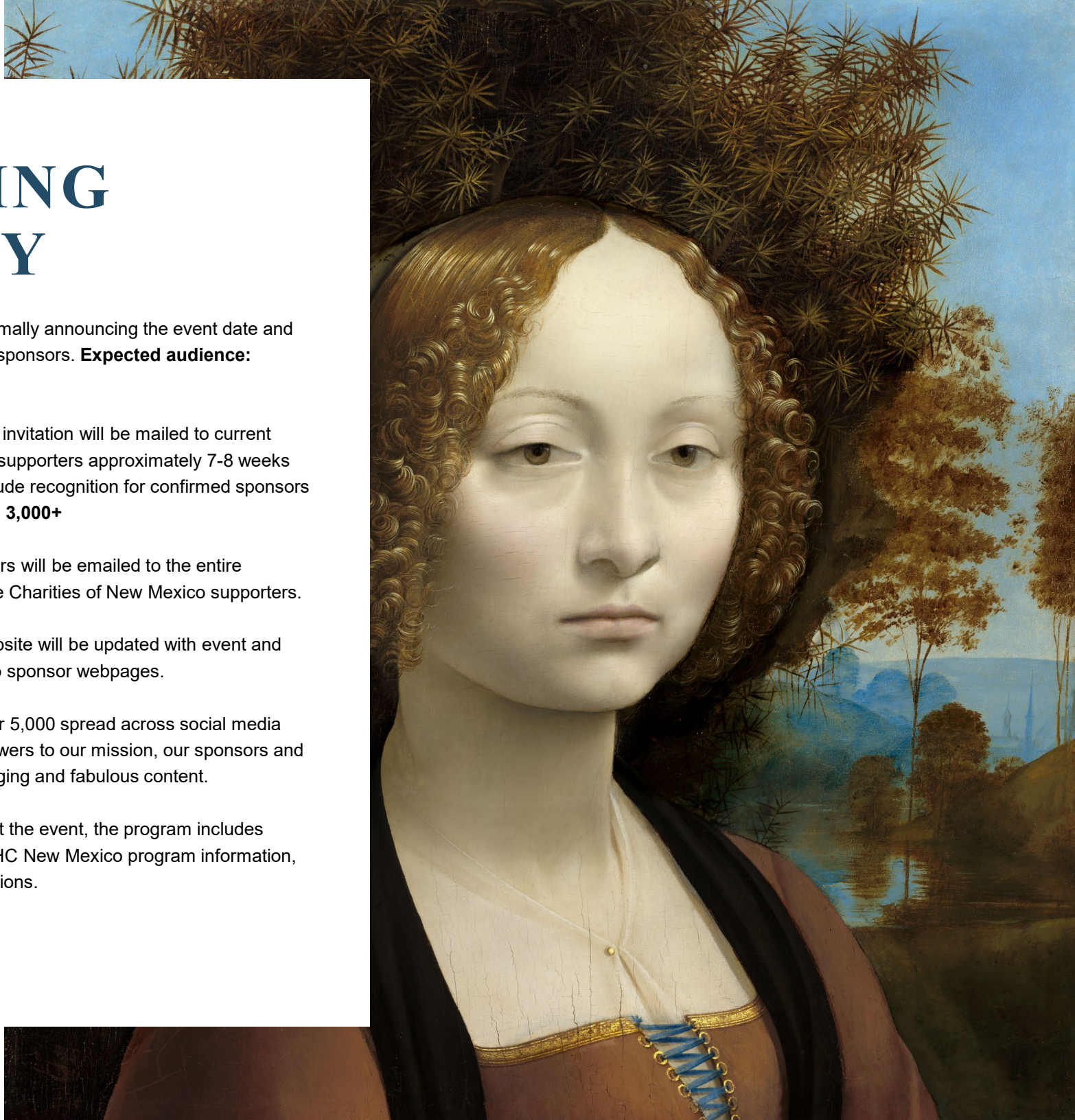
**Newsletters/E-Promotions:** Newsletters will be emailed to the entire network of the Ronald McDonald House Charities of New Mexico supporters.

**Webpage:** The Farm to Table(aux) website will be updated with event and sponsor information and include links to sponsor webpages.

**Social Media:** With an audience of over 5,000 spread across social media outlets, RMHC-NM will link guests/followers to our mission, our sponsors and their messages through dynamic, engaging and fabulous content.

**Program:** Distributed to all attendees at the event, the program includes event details, sponsor recognition, RMHC New Mexico program information, and live and silent auction item descriptions.

+ MUCH MORE!





## **\$25,000 EXCLUSIVE “GENIUS” SPONSOR**

This includes your name/logo incorporated into the official event logo as well as all collateral, event signage, and décor. Your company name will be associated with everything involving Farm to Table(aux) (i.e. Farm to Table(aux) Benefiting Ronald McDonald House Charities of New Mexico Presented by “Your Company Name/Logo Here”).

### **PRESENTING GENIUS SPONSORSHIP BENEFITS INCLUDE:**

- Welcome remarks from company representative
- Acknowledgement as the exclusive Presenting Sponsor and logo on all print and electronic promotional materials
- Acknowledgement in all press releases associated with the event, e-newsletters and social media
- On-stage verbal recognition during the seated meal and prominent signage at the event
- Full-page advertisement on the inside front cover of the program (artwork provided by sponsor)
- Opportunity to place a premier item in Swag Bags (event-appropriate items only)
- First right of refusal for presenting sponsorship of the 2025 FTT event
- Two prominent tables with seating for 16 guests and swag bags





### **\$15,000 “PAINTER” SPONSOR**

- On-stage verbal recognition during the seated program and prominent signage at the event
- Logo inclusion in some event public relations and advertising initiatives, press releases, and event collateral including programs, signage, and invitations (when secured by marketing deadline)
- Logo recognition on event website, eblasts, printed program and program slide show
- Dedicated social media thank you post
- Opportunity to place a premier item in Swag Bag (event-appropriate items only)
- Prominent table seating for 12 guests and swag bags

### **\$10,000 “ARCHITECT” SPONSOR**

- On-stage verbal recognition during the seated program and prominent signage at the event
- Logo inclusion in event collateral including programs, signage, and invitations (when secured by marketing deadline)
- Logo recognition on event website, signage, eblasts, printed program and program slide show
- Dedicated social media thank you post
- Opportunity to place a premier item in Swag Bag (event-appropriate items only)
- Prominent table seating for 8 guests and swag bags

### **\$7,500 MISSION MOMENT SPONSOR**

- A distinguished opportunity to tie your brand to the ultimate emotional moment at the event — a heartfelt video sharing the journey/story of a Ronald McDonald House family.
- Verbal recognition during the introduction of the video
- Logo impressions during playback positioned as, "This moment made possible by...", on event slides and signage.
- Continued post-event impressions as video is shared on social sites throughout the year
- Prominent table seating for 4 guests and swag bags

## MENU OF ADDITIONAL OPPORTUNITIES

**Printed Glass - \$5,000** Benefits Include: Your logo on wine glasses that guests will take home, included on event website, print program and event day slideshow + 4 individual tickets.

SOLD

**Tableaux Vivant - \$5,000** (4 available) Benefits Include: Your logo next to the tableaux, included on event website, print program and event day slideshow + 4 individual tickets.

**Strike a Pose - \$5,000** Benefits Include: Your logo on photo opp back drop for tons of social media exposure, included on event website, print program and event day slideshow + 4 individual tickets.

SOLD

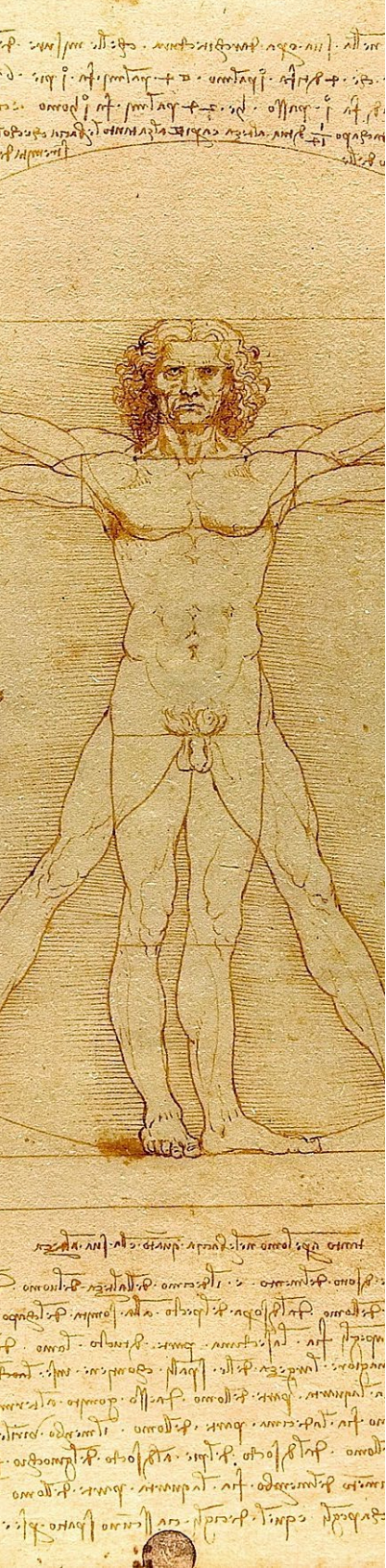
**Mystère Box Raffle - \$5,000** (1 available) Benefits Include: Your brand featured on the Mystère Box, Logo on all raffle materials, included on event website, print program and event day slideshow + 4 individual tickets.

**Lagniappe - \$5,000** (1 available) Benefits Include: Your logo on one side of a high-quality tote bag or box, included on event website, print program and event day slideshow + 4 individual tickets.

**Culinary Dinner - \$3,500** (2 available) Benefits include: Name/logo will be printed on dinner menus placed at each seat, recognition with logo on event website, in the print program and the event day slideshow + 4 individual tickets.

**Signage - \$3,500** (1 available) Benefits Include: Your logo on all printed signs, included on event website, print program and event day slideshow + 2 individual tickets.





## MENU OF ADDITIONAL OPPORTUNITIES

**Live Auction - \$2,500** (1 available) Benefits Include: Your logo on LED wrapped champagne bottles, on live auction slides, included on event website, print program and event day slideshow + 2 individual tickets.

**Silent Auction - \$2,500** (1 available) Benefits Include: Prominent signage throughout the silent auction + 2 individual tickets.

**Kids Art Auction - \$2,500** (1 available) Benefits Include: Your logo on 6-8 Club kidz t-shirts (who are present at event\*), on auction bid sheets, included on event website, print program and event day slideshow + 2 individual tickets.

**Stage Crew - \$2,500** (1 available) Benefits Include: Your logo and branding exposure on the 15+ "Stage Crew" T-shirts, included on event website, print program and event day slideshow + 2 individual tickets and one "Stage Crew" member.

**Entertainment - \$2,500** (2 available) The best part of the evening is supporting RMHC New Mexico AND all the entertainment that will keep our guests on their toes. You'll help us delight our guests with unique entertainment pieces throughout the event. Benefits include: Recognition with logo on the screens during the performance, in the print program and the event day slideshow + 2 individual tickets.

**Fountain of Youth Non-Alcoholic Beverage** ~~\$1,500~~ (1 available) Benefits Include: Elegant signage and your logo on bottled waters + 1 individual ticket.



**Cocktail Napkins - \$1,500** (1 available) - Be the logo prominently featured on all the cocktail napkins for the Soiree portion of the evening. Every attendee needs somewhere to blot their lips after enjoying all the savory treats at Farm to Table(aux) + 1 individual ticket.

**Culinary Soiree - \$1,500** (3 available) Benefits include: Name/logo recognition at designated culinary station in the soiree, recognition with logo on the website, in the print program and the event day slideshow + 1 individual ticket.

**Artisan Cocktail - \$1,000** (3 available) This cocktail station will be the artistic alcoholic creation of the evening. Benefits Include: Your logo prominently displayed at the drink station, included on event website, print program and event day slideshow + 1 individual ticket.

*\*kid artist attendance is not guaranteed*



*Farm to Table(oux)*



Ronald McDonald  
House Charities®  
New Mexico

## SPONSOR REGISTRATION

Genius Sponsor (\$25,000)

Mission Moment Sponsor (\$7,500)

Painter Sponsor (\$15,000)

Custom Sponsorship \$ \_\_\_\_\_

Architect Sponsor (\$10,000)

Name for Recognition Purposes: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Check enclosed for \$ \_\_\_\_\_ payable to the RMHC-NM. Please mail to: 1011 Yale Blvd NE, Albuquerque, NM 87106

Charge my Credit Card for \$ \_\_\_\_\_ Return form via MAIL to: 1011 Yale Blvd NE, Albuquerque, NM 87106

Please Circle:      Visa      MasterCard      Amex      Discover

CC#: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVV: \_\_\_\_\_

Billing Zip Code: \_\_\_\_\_ Signature: \_\_\_\_\_

### **DON'T SEE WHAT YOU'RE LOOKING FOR?**

We encourage you to suggest ideas for crafting the perfect sponsorship. Please Contact: Jessica Wright at [Jessica@rmhc-nm.org](mailto:Jessica@rmhc-nm.org)

*\*tax deductibility of donations will be determined after sponsorship is finalized.*