HAUTE FOR THE HOUSE

Saturday, February 20, 2027

11 am - 2:30 pm

InterContinental Hotel Cleveland

9801 Carnegie Avenue | Cleveland, OH 44106

Ronald McDonald House®
Northeast Ohio

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HAUTE FOR THE HOUSE

Haute for the House, benefiting Ronald McDonald House® Northeast Ohio, returns for a fourth year, with amazing fashion, specialty cocktails, irresistible auctions, fabulous raffles, vendors and more!

The day will feature an exclusive, cutting-edge fashion show created and produced by Kent State University School of Fashion students, faculty, and alumni. This will be a day to celebrate fashion, friends, families, and of course, fun!

We could not have this type of impact without our generous event sponsors and attendees.

Annual Impact

Over
25,000
families served

Over
1,200
families through House programs

Over
4,000
volunteer hours

Over
4,700
families in Ronald McDonald House Family Room programs

Over
1,800
Star Program families

Over
12,000
Ronald McDonald House Resource Link visitors

Over
118,000
lunches and dinners

\+ continental breakfast, snacks, fresh fruit, baked goods, coffee, tea, milk, juice

www.RMHCneo.org

SPONSORSHIP OPPORTUNITIES

$15,000: Luxe Lead

(one available)

- Exclusive recognition as lead sponsor. Haute for the House, presented by **[your company name],** to benefit Ronald McDonald House Northeast Ohio will be displayed on all printed event collateral, including invitation, program and signage
- Your name or logo on all event communications, including website, social media (Facebook, Instagram and LinkedIn), press releases, advertising, e-blasts, and e-newsletters
- Link to your company website from the Ronald McDonald House NEO and Haute for the House websites
- Opportunity to provide a 30-second video or have a company representative address the audience during the seated program
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Two reserved VIP tables and fashion show seating for a total of 20 guests and 20 swag bags

$10,000: Posh Platinum

- Name and/or logo in event public relations, advertising, press releases, and collateral including programs, signage, and invitation
- Prominent recognition on event website, e-blasts, and social media (Facebook, Instagram and LinkedIn)
- Link to your company website from the RMHC NEO and Haute for the House websites
- On-stage verbal recognition during the seated program
- Opportunity to place a premier item in swag bag (event appropriate items only)
- One reserved VIP table and fashion show seating for a total of 10 guests and 10 swag bags

MARKETING STRATEGY

Event Program – Printed program distributed to all 300+ guests

Save-the-Date and Invitation – Save-the-date e-blast and mailed invitation sent to 5k+ Ronald McDonald House NEO supporters

Event Page – Ronald McDonald House NEO event page featuring up-to-date information and links to event and partner websites

Social Media – Campaigns across RMHC NEO's platforms to reach our audience of 26k+ with engaging event content

E-Blasts – Sent to 29k+ Ronald McDonald House NEO donors, friends, and volunteers

$5,000: Glitzy Gold

- Name and/or logo in event public relations, advertising, programs, and signage
- Recognition on event website, e-blasts, and social media
- Link to your company website from the Ronald McDonald House NEO and Haute for the House websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Eight (8) VIP tickets with reserved seats and swag bags

$2,500: Stylish Silver

- Name and/or logo in event public relations, advertising, programs, and signage
- Recognition on event website, e-blasts, and social media
- Link to your company website from the RMHC NEO and Haute for the House websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Four (4) VIP tickets with reserved seats and swag bags

$1,000: Swanky Supporting

- Logo placement in event programs and signage
- Recognition on event website, e-blasts, and social media
- Link to your company website from the RMHC NEO and Haute for the House websites
- Two (2) VIP tickets with reserved seats and swag bags

HAUTE FOR THE HOUSE

2027 SPONSORSHIP FORM

◯ **Yes!** I would like to participate in Haute for the House on February 20, 2027:

◯ **$15,000: Luxe Lead Sponsor**
◯ **$10,000: Posh Platinum Sponsor**
◯ **$5,000: Glitzy Gold Sponsor**
◯ **$2,500: Stylish Silver Sponsor**
◯ **$1,000: Swanky Supporting Sponsor**

Name for Sponsor Recognition Purposes:

_____

Contact Name:_____

Address:_____

City, State, ZIP:_____

Email:_____

Phone:_____

Social Media Handles for Sponsor Recognition:

_____

_____

_____

Website URL for Sponsor Recognition:

_____

◯ Unable to attend but here is a donation to Ronald McDonald House NEO: $_____

◯ Send invoice

◯ Check enclosed (payable to Ronald McDonald House Northeast Ohio)

$ _____

◯ Charge my credit card

Name as it appears on card:

_____

CC#:_____

Expiration Date:_____

CVV:_____ ZipCode (on card):_____

Signature:_____

Please return to:
Katie Spring at kspring@RMHCneo.org or mail to:
Ronald McDonald House Northeast Ohio
10415 Euclid Ave., Cleveland, OH 44106
by Wednesday, January 20, 2027

Your commitment now can be paid next year! Accepting sponsorship pledges that can be paid in 2027.

Ronald McDonald House NEO is a tax-exempt Section 501©(3) Ohio not-for-profit corporation, the contributions to which are tax-deductible. The Ronald McDonald House NEO EIN is 34-1269123.