

THE TRADITION



Ronald McDonald House Luminaries have been a Winston-Salem tradition for 31 years! Luminaries are lit the Sunday before Christmas.

This project has helped shine a light to serve countless families in need and over \$2,200,000 has been raised to support the mission of the House.



LIGHT A LUMINARY TITLE SPONSOR \$10,000

- Your logo prominently identified on all promotional materials
- Prominent logo identification on 100 yard signs and 250 promotional posters
- Linkage to your website from RMHWS website
- Inclusion in all advertising across the Triad
- Three (3) dedicated posts on RMHWS social media channels
- Event sponsor
 - *Illuminate our House by lighting luminaries and sharing refreshments with RMHWS families*



FLAME SPONSOR \$5,000

- Identification on all promotional materials
- RMHWS Website
- One (1) post on RMHWS social media channels
- Sponsor identified on "Save the Date" promo distributed at Character Breakfast (Date: TBD)



SPARK SPONSOR \$2,500

- Identification on all promotional materials
- RMHWS Website



For more information please contact Mindy Bloom, *Director of Development*
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