

# 50<sup>th</sup> Anniversary



Ronald McDonald  
House Charities®  
Philadelphia Region

## The First Ronald McDonald House in the World

**October 19, 2024**

**The Mann Center  
for the Performing Arts**

5201 Parkside Avenue  
Fairmount Park  
Philadelphia, PA 19131

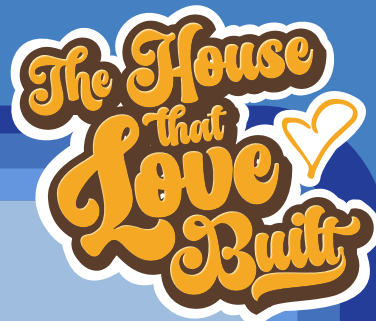




**In 1974, the Ronald McDonald House was founded with a simple but meaningful goal: to create a home away from home for families traveling to Philadelphia for pediatric care.**

It all started with a seven-bedroom house following Dr. Audrey Evans' vision, which was made possible thanks to the help of Fred and Fran Hill, the Philadelphia Eagles, Eagles Fly for Leukemia, Elkman Advertising, and McDonald's. Now, 50 years later, our organization offers seven distinct programs in Philadelphia, and there are programs in over 62 countries and regions around the world.

We are proud of our legacy as the first Ronald McDonald House in the world, and as a leader in providing access to healthcare for families with sick children. We look forward to continuing our evolution to provide even more support for families.



The world's first Ronald McDonald House at 4032 Spruce Street



**1974**

First House founded at 4032 Spruce St. (7 rooms)



**1981**

Moved to 3925 Chestnut St. (20 rooms)

**1986**

Ronald McDonald Camp created



**1995**

East Wing Expansion (44 rooms)



**2005**

Care Mobile began operating

**2006**



CHOP Oncology Family Room opened

**2008**

Front & Erie House opened (20 rooms)



**2017**

St. Christopher's Hospital Family Room opened



**2019**

CHOP Seashore House Family Room opened



**2019**

Tower opened (127 rooms at Chestnut Street)



**2024**



**Celebrating 50 years!**



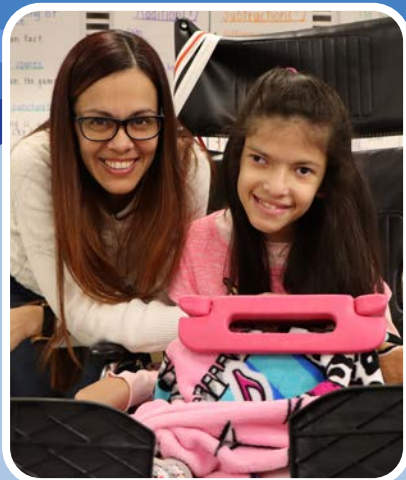
# Looking Ahead to the Next 50 years

Help us sustain our vital programs and expand into the future by making a one-time gift or multi-year commitment of support. With your input, we will tailor your contribution in a way that resonates with your philanthropic vision.

All of our Lead Partners may choose to sponsor a premier area at one of our 50th Anniversary events, or select from programmatic and other exclusive underwriting opportunities.

Our Lead Partners will also be invited to join us at a VIP Reception hosted by the Philadelphia Eagles at Lincoln Financial Field on September 25.

Please speak with a Development team member for more information. Contact information is provided on the back of this packet.



In our time of need,  
you made us feel  
secure and loved.  
You will stay forever  
in our hearts!"

Lead Partnership Levels:	
Welcome Home	\$1 million
Wrapped in Comfort	\$500,000
Foster Community	\$250,000
Nourish Kindness	\$100,000
Stay Strong	\$50,000
Rest Easy	\$25,000

## Come Celebrate with us!



**VIP Reception**  
September 25, 2024  
Lincoln Financial Field Stadium



**50<sup>th</sup> Anniversary Festival**  
October 19, 2024  
The Mann Center

At our VIP Reception, we will celebrate our legacy and our future, and recognize our Co-Founder Awards recipients, who exemplify the spirit of Dr. Audrey Evans and Jimmy Murray. Our Co-Founder Awards honor extraordinary individuals committed to improving the lives of families in our community. For our 50th Anniversary, we are honored to present the Dr. Audrey Evans Award of Excellence to Dr. John Maris and Dr. Yael Mosse for their decades-long work in childhood cancer neuroblastoma research and their commitment to supporting families through their cancer journeys. In addition, we are proud to present the Jimmy Murray Community Leadership Award to the Philadelphia Eagles, one of our legacy partners, as a leader in supporting the Philadelphia community over the past 50 years.

## OUR AWARDEES



**Dr. John Maris**  
**Dr. Yael Mossé**

Giulio D'Angio Professor of Pediatric Oncology  
Perelman School of Medicine at the University of Pennsylvania  
Division of Oncology - Children's Hospital of Philadelphia

Professor of Pediatrics - Patricia Brophy Endowed Chair in Neuroblastoma Research  
Perelman School of Medicine at the University of Pennsylvania  
Children's Hospital of Philadelphia

### DR. AUDREY E. EVANS AWARD OF EXCELLENCE

Recognizing individuals who have made significant contributions to the health and well-being of children. Dr. Evans dedicated her career to helping children with cancer. In the medical community, she was a pioneer in the study and treatment of childhood cancers. She built a world-renowned pediatric cancer program at the Children's Hospital of Philadelphia. It was her dream and determination that led to the inception of the first Ronald McDonald House in Philadelphia in 1974.



## Philadelphia Eagles

### JIMMY MURRAY COMMUNITY LEADERSHIP AWARD

Recognizing a commitment to improving the lives of families and children through community involvement. Jimmy Murray co-founded the world's first Ronald McDonald House in Philadelphia and was instrumental in the opening of Ronald McDonald Houses across the U.S. and around the world. He has remained deeply committed to children and families by serving on numerous non-profit boards and continues to act as an ambassador for RMHC of the Philly Region.



# Sponsorship Benefits

## Stay Strong \$50,000

### Events

- 20 premium seats in section A (October 19 - Mann Center)
- 8 tickets to a private meet and greet with the performer prior to the show (October 19 - Mann Center)
- 4 VIP parking passes (October 19 - Mann Center)
- Invitation for 4 guests to the 50th Anniversary VIP sponsor reception (September 25 - Lincoln Financial Field)



### Branding and Recognition

- Sponsorship of a high-traffic area such as food and bar stations (October 19 - Mann Center)
- A customized digital ad featuring personal message or company design (Deadline: 9/6/24)
- Premier placement of digital ad on jumbotron and LED screens (both events)
- Print logo/name displayed in high traffic area and premier placement of name/logo on jumbotron (both events)
- Opportunity for 30-second pre-recorded video to be featured on RMHC Philly social media channels, email blast, and 50th website
- Digital marketing promotion - detailed information provided on request
- Name or logo recognition on all event-related collateral and website (both events)
- Recognition as a Premier Corporate Partner and invitation to annual breakfast
- Inclusion in additional marketing opportunities as they become available

## Rest Easy \$25,000



### Events

- 16 premium seats in section A (October 19 - Mann Center)
- 4 VIP parking passes (October 19 - Mann Center)
- Invitation for 2 guests to the 50th Anniversary VIP sponsor reception (September 25 - Lincoln Financial Field)

### Branding and Recognition

- A customized digital ad featuring personal message or company design (Deadline: 9/6/24)
- Premier placement of digital ad on jumbotron and LED screens (both events)
- Print logo/name displayed in high-traffic area and premier placement of name/logo on jumbotron (both events)
- Opportunity for 30-second pre-recorded video to be featured on RMHC Philly social media channels, email blast, and 50th website
- Name or logo recognition on all event-related collateral and website (both events)
- Recognition as a Premier Corporate Partner and invitation to annual breakfast

**If you cannot attend and would like to donate seats to current and former RMHC Philly guest families, please let us know!**

## Find Hope \$10,000

### Event

- 10 seats in section B - center stage (October 19 - Mann Center)
- 4 VIP parking passes (October 19 - Mann Center)

### Branding and Recognition

- Print logo/name displayed in high traffic area and premier placement of name/logo on jumbotron and LED screens throughout the event (October 19 - Mann Center)
- A customized digital ad featuring personal message or company design (Deadline: 9/6/24)
- Recognition as a Premier Corporate Partner and invitation to annual breakfast



## Take Heart \$5,000

### Event

- 8 premium seats in section B (October 19 - Mann Center)

### Branding and Recognition

- Placement of name/logo on jumbotron and LED screens throughout the event (October 19 - Mann Center)
- A digital advertisement featuring donor name or company logo (Deadline: 9/6/24)



## Draw Courage \$2,500

### Event

- 4 premium seats in section B (October 19 - Mann Center)

### Branding and Recognition

- Placement of name/logo on jumbotron and LED screens throughout the event (October 19 - Mann Center)
- A digital advertisement featuring donor name or company logo (Deadline: 9/6/24)

## Digital Advertisement \$1,000

### Ad Specs:

1920x1080 pixels, 72 dpi  
png or pdf file preferred

### Deadline: 9/6/24

Submit to Michael Kelly at  
mkelly@rmhcphilly.org.

Ad featuring donor name or company logo will be shown on the jumbotron and LED screens throughout both events.

## Single Event Ticket \$250

Seat in Section B  
(Mann Center)

# Headline Performance by Nile Rodgers & CHIC



**NILE  
RODGERS  
&  
CHIC**

**Nile Rodgers is a Rock & Roll Hall of Fame inductee, Songwriters Hall of Fame inductee, and a multiple Grammy Award winning songwriter, composer, producer, arranger, and guitarist.**

As the co-founder of CHIC, Rodgers pioneered a musical language that generated chart-topping hits like "Le Freak," the biggest selling single in the history of Atlantic Records, and sparked the advent of hip-hop with "Good Times."

His work in the CHIC Organization including "We Are Family" with Sister Sledge and "I'm Coming Out" with Diana Ross and his productions for artists like David Bowie ("Let's Dance"), Madonna ("Like A Virgin") and Duran Duran ("The Reflex") have sold over 500 million albums and 100 million singles worldwide, while his innovative, trendsetting collaborations with Daft Punk ("Get Lucky"), Daddy Yankee ("Agua"), and Beyoncé ("Cuff It," "Levii's Jeans") reflect the vanguard of contemporary hits.

Nile was recently awarded the 2024 Polar Music Prize, one of the most prestigious and unique music prizes in the world.

## Event Timeline (Shine or Rain)

- 4:30 pm** Gates Open
- 4:30-7:00 pm** Food, Fun, Music
- 7:00 pm** Main Stage: 50th Anniversary Program
- 7:30 pm** Main Stage: Headline Performance
- 9:00 pm** Fireworks

## For more information, contact:

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