



## **Room Sponsorship Opportunity Ronald McDonald House<sup>®</sup> of Cleveland, Inc.**

The Room Sponsorship Program provides the opportunity for individuals, corporations and foundations to positively influence the lives of our families during a time of great anxiety and uncertainty through the support of one of the 37 guestrooms. Sponsorships are available for \$5,000 per year. Based on our average length of stay (9 days), Room Sponsors directly affect the lives of 41 families each year who will call this room "home" while their child is receiving medical treatment at Cleveland area hospitals.

Our cost to operate a room is \$75 per night (\$27,375 per year), yet we ask families to pay only \$20 per night. Furthermore, no one is ever turned away due to their inability to pay. An average of 40% of our room nights are at a reduced rate or at no charge at all, amounting to almost \$100,000 in uncollected room fees per year.

What are the benefits to you, your company or foundation? Room sponsorship at the Ronald McDonald House of Cleveland is a win-win. It genuinely assists families in need while providing marketing benefits for donors. Benefits include:

- Your name/company's name/foundation's name included on the guest registration board in the lobby.
- A sign outside the guest room stating, "This room is supported by...."
- A recognition item for your personal/corporate/foundation office.
- Thank you letters from families.
- Recognition in the Ronald McDonald House newsletter and annual report.
- An invitation to our Annual Meeting.
- The opportunity to directly impact the life of an ill child and their family.

If you or your company is interested in more information, please contact Mary Horoszko at 216-229-5757, ext. 129 or [mhoroszko@clevelandrmh.org](mailto:mhoroszko@clevelandrmh.org).