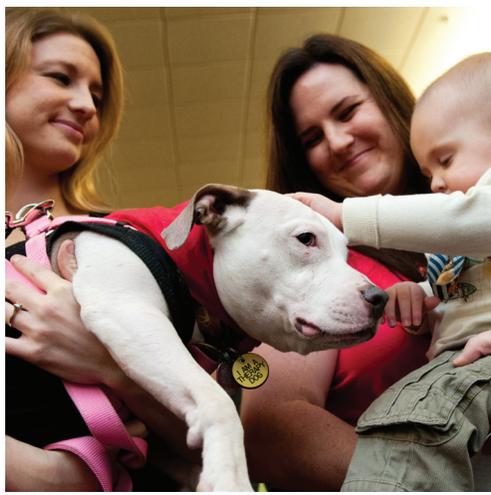




Ronald McDonald House®
Philadelphia

Champions of
HOPE
Awards

Sponsorship Opportunities ♦ October 11, 2017



Join us at the Second Annual

Champions of HOPE Awards

October 11, 2017

6:00 p.m. Reception
7:00 p.m. Dinner

Union League of Philadelphia
140 S. Broad Street
Philadelphia, PA 19102

philaRMH.org/Champions



From the Executive Director



Dear Friends,

I am thrilled to invite you to our second annual Champions of Hope Awards dinner this October as we continue new traditions and celebrate our 43rd birthday. This year, we are proud to honor Dr. Gregory Halligan and Salli Mickelberg, two individuals who exemplify the vision and compassion of our co-founders, Dr. Audrey Evans and Jimmy Murray, through their life-long dedication to the well-being of children and families.

We will also recognize the unsung heroes who allow us to provide a community of comfort and hope to families of seriously ill children every day of the year—our volunteers. As the heart of our House, these individuals selflessly devote their time to ensuring that every family who walks through our doors feels welcomed, and that they have everything they need to focus on the health of their children.

Every gesture—whether it is preparing a meal so that families don't have to worry about what to eat after a long day at the hospital, driving guests to the Hospital so that they never have to miss an appointment, welcoming families so that they feel right at home from the moment they walk in, or participating as a counselor at Ronald McDonald Camp so that children with cancer and their siblings can experience the joys of summer camp, or just listening—helps us to keep families close.

As we prepare to expand our House and fulfill our dream of being able to accommodate more than twice as many families, our enthusiastic volunteers and generous supporters are more vital now than ever. We are grateful to them for sharing our belief that families coming to Philadelphia to seek the best possible healthcare for their children should not have to worry about the financial burdens associated with being away from home.

On behalf of all of the families who have called our Houses their home since 1974, and all of the families who will come through our doors in the years ahead, I extend our deepest gratitude. We look forward to celebrating with you at the Union League.

Warm regards,

A handwritten signature in cursive script that reads "Susan Campbell".

Susan Campbell
Executive Director



Champions of Hope Awards



Dr. Audrey E. Evans Award of Excellence:

Gregory Halligan, M.D.

Gregory Halligan, M.D., is the chief of oncology for St. Christopher's Hospital for Children in Philadelphia. Dr. Halligan has been a pediatric oncologist for over 33 years and has made strides in pediatric cancer research by participating in clinical trials throughout his career. His commitment to improving the lives of children with cancer has brought hope to thousands of patients and their families.

Words are not sufficient to express Dr. Halligan's dedication to his patients. He has remarkable knowledge, research, and perseverance in the oncology field, which brings comfort to the children and their parents, helping them feel confident that their child is in the best hands during their battle with cancer.

His late nights at the hospital with patients in the oncology transplant unit, the smiles he brings to the faces of kids through jokes, and the bond of friendship and trust he shares with his patients all demonstrate Dr. Halligan's commitment to being there for his kids while they face pain and fear, letting them know that they are not alone.

The Dr. Audrey E. Evans Award of Excellence recognizes individuals who have made significant contributions to the health and well-being of children.

Dr. Evans has dedicated her career to helping treat children with cancer. In the medical community, she is known as a pioneer in the clinical study and treatment of childhood cancers and she built a world-renowned pediatric cancer program at the Children's Hospital of Philadelphia. She is a co-founder of the Philadelphia Ronald McDonald House, and it was her dream and determination that led to the inception of the very first Ronald McDonald House here in Philadelphia in 1974.



Jimmy Murray Community Leadership Award:

Salli Mickelberg

Salli Mickelberg has devoted her time to the Philadelphia Ronald McDonald House as a volunteer and board member for over 25 years. As a professional photographer, Salli has captured beautiful images of our families and campers throughout the years to help us create a historical archive of our mission, and two collections are permanently displayed at our Houses. Salli has also led several art projects with local artists to create murals, sculptures, and artwork that truly create an environment of comfort and hope for our families to enjoy. In addition, Salli

helped to create our Read for the House program over 20 years ago which encourages children to read, and to learn about the House while raising substantial funding for operations. As co-chair of the Board's Ronald McDonald Camp Committee, Salli has attended Ronald McDonald Camp for 14 years and is committed to ensuring that our campers have a remarkable experience each and every year. Salli also volunteers once a week at our Front & Erie House, greeting our guest families and helping to create a welcoming and supportive community.

Salli is dedicated to her family, and she is so proud of her children and grandchildren. Salli is a remarkable woman who has committed countless hours to supporting all of our families.

The Jimmy Murray Community Leadership Award honors individuals who are committed to substantially improving the lives of families and their children through their community involvement.

Jimmy Murray co-founded the Philadelphia Ronald McDonald House and was instrumental in the opening of several Ronald McDonald Houses near pediatric hospitals across the United States 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 the Philadelphia Ronald McDonald House.



Sponsorship Opportunities

Join us in honoring the Dr. Audrey Evans and Jimmy Murray Awardees and the volunteers who tirelessly provide hope to guest families each and every day at the Philadelphia Ronald McDonald House.

Our formula for Hope comprises many elements—including Inspiration, Compassion, Generosity, and Comfort—and hope itself requires support at different levels. Each level of sponsorship is an essential contribution to our mission of supporting families of seriously ill children by creating a community of comfort and hope.

Presenting Sponsor (1 available)- \$25,000

Be the exclusive presenting sponsor of the Champions of Hope Awards, and highlight the great work of outstanding volunteers.

- Two tables of 10
- Opportunity to introduce awards via a pre-recorded video and explain importance to your company
- Option to recognize employee or group during the event as a Champion of Hope
- Your company mentioned as the presenting sponsor on Champions of Hope-related radio advertisements to be played ahead of the event.
- Your company name or logo prominently listed as the presenting sponsor on all Champions of Hope-related social media posts, event web page, and program book
- Two-page centerfold advertisement or photo in the program book as well as your message on the event presentation
- Your name or logo featured on presentation highlighting Champions of Hope
- Name or logo will appear as part of the Messages of Hope Newsletter
- Name or logo will appear on all Champions of Hope volunteer awards
- Name recognition on the Annual Report

Inspiration (2 available) - \$10,000

Be the exclusive presenting sponsor of the Dr. Audrey E. Evans Award or the James Murray Award.

- One table of 10
- Opportunity to introduce award via a pre-recorded video and explain importance to you or your company
- Option to recognize employee or group during the event as a Champion of Hope
- One full-page advertisement or photo in the program book as well as your message on the event presentation
- Name or logo will appear on the event web page
- Name or logo will appear as part of the Messages of Hope Newsletter
- Name recognition on the Annual Report
- Name recognition in select event-related collateral



Sponsorship Opportunities

(Continued)

Compassion - \$5,000

Honor an individual or employee group from your company at the event.

- One table of 10
 - Recognize employee or group in a photo collage throughout the event
 - One full-page advertisement or photo in the program book as well as your message on the event presentation
 - Name or logo will appear on the event web page
 - Name or logo will appear as part of the Messages of Hope Newsletter
 - Name recognition on the Annual Report
 - Name recognition in select event-related collateral
-

Generosity - \$5,000

In the event that you cannot attend the Dinner, you can opt to generously offer your table to PRMH volunteers and they will be honored that night.

- One table of 10 for PRMH volunteers
 - PRMH volunteers will be recognized in a photo collage throughout the event
 - One full-page advertisement or photo in the program book as well as your message on the event presentation
 - Name or logo will appear on the event web page
 - Name or logo will appear as part of the Messages of Hope Newsletter
 - Name recognition on the Annual Report
 - Name recognition in select event-related collateral
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Comfort - \$2,500

- Four seats
- One half-page advertisement or photo in the program book as well as your message on the event presentation
- Name or logo will appear on the event web page
- Name or logo will appear as part of the Messages of Hope Newsletter
- Name recognition on the Annual Report
- Name recognition in select event-related collateral

PROGRAM LISTING DEADLINE FOR SPONSORS AND PATRONS IS SEPTEMBER 13TH.



Fine Clothing

50% OFF SALE

CHOOSE ANY

Advertising Opportunities

By placing your message in the Champions of Hope Awards program book, you will not only be showing your appreciation to the dedicated volunteers who give their time and effort to make the Philadelphia Ronald McDonald House's programs possible, you will be helping to ensure that we can continue to support families of seriously ill children by creating a community of comfort and hope. Your message will also appear on a presentation during the event.

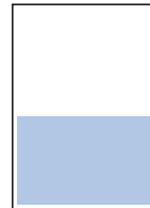
Full Page - \$1,000

8" wide x 10.5" high



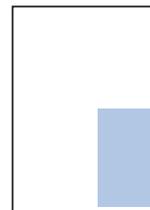
Half Page - \$750

8" wide x 5.25" high



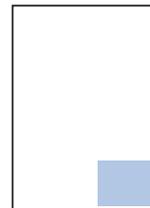
Quarter Page - \$500

4" wide x 5.25" high



Business Card - \$275

4" wide x 2.65" high



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Champions of **HOPE** *Awards*

Since 1974, the Philadelphia Ronald McDonald House has supported families of seriously ill children by creating a community of comfort and hope. We would not be able to do it without the dedication of our volunteers and the generosity of our supporters.



Ronald McDonald House®
Philadelphia

**For more information contact Anthony Stover
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or Chris Callanan at (267) 969-6212 or
chris@philarmh.org.**