



Ronald McDonald
House Charities®
Southwest Virginia

Online Auction

June 10th - June 12th

RMHC-SWVA ONLINE AUCTION

Over the years, local dollars have helped fund the work Ronald McDonald House Charities of Southwest Virginia does in giving families with sick kids the gift of togetherness, and keeps them near the care and resources they need to thrive. As you may know, our House cares for 700 families a year on average. When a family has a sick child, the last thing they need to worry about is where they can afford to stay, where they will get their next meal or where they will rest their head at night. The Ronald McDonald House allows families to focus on what's most important, getting their child better. This exciting event is a great marketing opportunity for your company with a large selection of auction items for over 200 expected bidding participants to choose from. Please fill out and return the registration form to participate. Please visit us online to see all about our programs and read about some of our amazing families at www.rmhc-swva.org.

Give & Bid to keep families with sick children together!

Invite your friends to join in on the fun! This year's charity auction goal is to have over 200 bidders raise \$12,000. As an auction business sponsor, item donor, or bidding participant you'll be giving a critically ill child what they need to get better: their family through the program RMHC-SWVA provides.

Become a Sponsor: \$2,500, \$1,000 or \$500 and get marketing exposure for your business at the level you choose. See details on form.

Donate an Item: Art, Collectables, Gift Cards & Certificates, Golf & Fishing Trips, Dinner & Hotel Packages, Overnight Bed & Breakfast, Photography Services, Private Chef Dinners, Spa & Beauty Packages, Sporting Event Tickets, Time-Shares, Vacation Rentals.... etc!

Participate in Auction: You'll have 3 days to bid and win on a large selection of great auction items. Please refer others... and bid, bid, bid!

Also, all registered bidder names will randomly be selected to win daily drawing prizes April 1st - April 10th! As an auction participant you'll be helping families feel at home - even when they can't be.

Donate, Sponsor & Bid!

www.32auctions.com/RMHCSWVA2022spring • www.rmhc-swva.org
cpeters@rmhouse.net • (540) 857-0770

RMHC-SWVA is recognized as a public charity under Internal Revenue Code section 509(a) and has 501(c)(3) status. We are supported through the generosity of individuals, foundations and businesses like you. Tax Exempt #54-1244769



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Sponsorship Registration

- ☐ Champion of Hope Presenting Sponsor - \$2,500
☐ Sharing Hope Sponsor - \$1,000
☐ Supporting Hope Sponsor - \$500
☐ Item of Hope Sponsor

☐ Certificate ☐ Gift Card AND/OR ☐ Item:

Contact Name _____

Company _____

Website _____

Facebook _____

Phone _____

Email _____

Street _____

City _____ State _____ Zip _____

Item Donation

Description of Item _____

Value of Item \$ _____

☐ Item will need to be picked up* OR ☐ Item included

*A RMHC-SWVA representative will contact you to arrange pick-up

Payment Instructions

☐ Make Checks Payable: RMHC-SWVA

Mail to: RMHC-SWVA

2224 Jefferson Street SE

Roanoke, VA 24018

☐ Contact Charlotte Peters at RMHC-SWVA:

(540) 857-0770 - cpeters@rmhouse.net

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Sponsorship Packages

Champion of Hope Presenting Sponsor (\$2,500)

Acknowledgement During Auction.

Company Logo Recognition and Web Links from Social Media Efforts (Online Auction, Website & Facebook) Before & After Auction. Company Logo & Prominent Name Recognition in the Printed Newsletter, in the eNewsletter and any other Additional Event Advertising (Poster, Save the Date and etc.). Prominently Placed with Logo Linked to Your Website and Brief Business Description on Auction Sponsorship Website.

Sharing Hope Sponsor (\$1,000)

Acknowledgement During Auction.

Company Logo Recognition and Web Links from Social Media Efforts (Online Auction, Website & Facebook) Before & After Auction. Special Mention in the Printed Newsletter, in the eNewsletter and any other Additional Event Advertising (Poster, Save the Date and etc.). Listed with logo linked to your website and brief business description on Auction Sponsorship Website.

Supporting Hope Sponsor (\$500)

Company Logo Recognition and Web Links to Sponsors Site during Auction.

Recognized in the eNewsletter. Business Listed on Auction Sponsorship Website Linked to Your Website.

Item of Hope Sponsor (\$500)

Individual Name or Company Name Recognition with Item.

Marketing Value

RMHC-SWVA Social Media & Marketing Reach

- Newsletter Subscribers (2,300)
- Save-the-Date Cards (400)
- eNewsletter Monthly Recipients (3,600)
- Facebook Fans (5,574)
- Instagram Followers (212)
- Auction Participants (200+)