



Race for the Roses GALA

SPONSORSHIP
OPPORTUNITIES

April 11, 2026 | 5:30 pm

Joseph A. Floreano
Rochester Riverside Convention Center
Rochester, NY



Why This Night Matters

BEHIND THE HATS AND ROSES: FAMILIES



For 35 years, Ronald McDonald House Charities of Rochester, NY has kept families close to their children in the hospital—serving more than **17,000 families** and providing over **230,000 nights** of care, comfort, and connection.

Your Sponsorship Helps Us:



House & Nourish Families

More than **9,700 nights** of free lodging each year, plus meals and transportation support.



Ease Financial Burdens

Over **\$2.5 million** in food, lodging, and transportation costs saved for families annually.



Be Where Care Happens

Houses, Family Rooms, sleep rooms, and hospitality carts across Rochester's major hospitals.



When a child is seriously ill or injured, every minute counts. Your partnership helps make those minutes easier, warmer, and more hopeful for families facing the unimaginable.

Sponsorship LEVELS

RACE FOR THE ROSES GALA



PRESENTING LEVEL

\$25,000

TRIPLE CROWN TITLE SPONSOR

Position your brand at the forefront of the evening and our mission.

- Recognition as a Title Sponsor across all gala materials and key event touchpoints, including prominent verbal recognition during key moments of the evening program
- High-visibility name/logo placement on the event registration, promotional, and on-site materials
- Full-page advertisement in premium location in the printed event program
- Priority on-screen recognition throughout the evening
- Opportunity to include a curated branded marketing piece at each guest table, subject to approval
- Dedicated recognition across social media and select email communications leading up to and following the event
- Premier reserved seating for 20 guests (two tables) with custom table signage

Includes a \$22,000 tax-deductible contribution.

BEST VALUE

\$10,000

GARLAND & GOLD SPONSOR

Enjoy high-visibility recognition paired with a hosted guest experience.

- Verbal recognition as a Garland & Gold Sponsor during the evening
- Half-page advertisement with enhanced visibility in the printed event program
- Enhanced on-screen recognition throughout the gala
- Social media recognition across RMHCR channels
- Reserved seating for 10 guests (one table) with table signage

Includes an \$8,500 tax-deductible contribution.

Sponsorship LEVELS

RACE FOR THE ROSES GALA

STARTING GATE SPONSOR

\$5,000

A meaningful sponsorship that delivers strong visibility at an accessible level.

- Quarter-page advertisement in the printed event program
- On-screen recognition during the event
- Social media recognition across RMHCR channels
- Reserved seating for 10 guests (one table) with table signage

Includes a \$3,500 tax-deductible contribution.

DERBY DAY PATRON SPONSOR

\$3,500

Show your support while enjoying a memorable night at the gala.

- On-screen recognition during the event
- Dedicated social media post recognizing your support
- Reserved seating for 10 guests (one table) with table signage

Includes a \$2,000 tax-deductible contribution.

TABLE SPONSOR

\$2,500

Host clients, colleagues, or friends while supporting families in need.

- Reserved seating for 10 guests (one table) with table signage

Includes a \$1,000 tax-deductible contribution.

We recognize that every partner's goals are unique. Customized sponsorship opportunities are available upon request.



AND NOW...IT'S POST TIME.

We'd love to explore how a partnership with RMHCR can help you achieve your goals while ensuring families never face a child's hospital journey alone.



**Ronald McDonald
House Charities®**
Rochester, NY

COURTNEY TRAWITZ

Director of Events & Community Engagement
(585) 442-5437, x2113
courtneyt@rmhcrochester.org