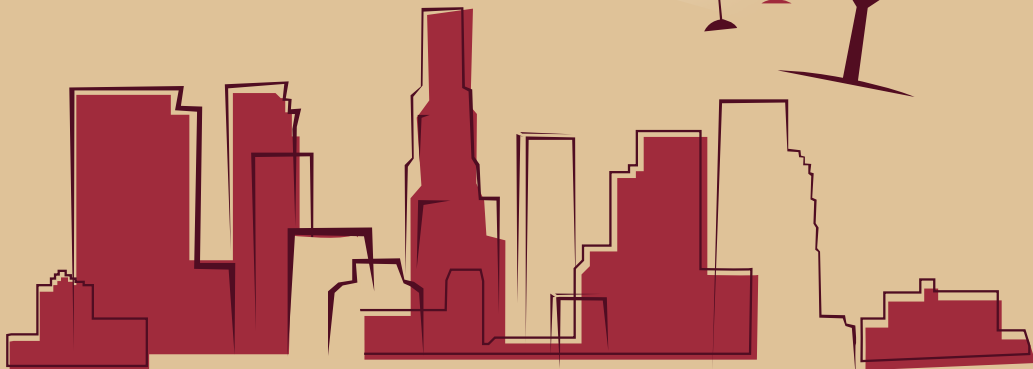


20th Annual Mac Tonight Gala Sponsorship Opportunities

Saturday, September 24, 2011



MAC TONIGHT ENABLES US TO SERVE...



Mothers & Babies



Fathers & Sons



Families....



& Daughters





Los Angeles Ronald McDonald House

On Saturday, September 24th, we will be holding our 20th Annual Mac Tonight Gala at the California Science Center. Over 400 guests attend this wonderful event where they dine on Big Macs and fries and dance late into the night. I am writing to request your sponsorship support for this event. We hope that, though your schedule may be busy, that you will be a part of this incredible evening by purchasing one of our sponsorship packages. Every level of support will give you and your company great exposure to hundreds of guest, many of which are prominent members of the Los Angeles community. Mac Tonight is one of our largest fundraisers of the year, bringing in over four million dollars since its inception.

Mac Tonight is crucial in helping us raise the funds necessary to continue providing families with a "home-away-from-home" in their greatest time of need. Over 55% of our families are unable to afford the nominal nightly fee of twenty-five dollars, yet not a single family has ever been turned away because of the inability to pay.

We hope you will consider joining us this year by purchasing one of our sponsorship packages.

Thankfully,

Vince Bryson
Executive Director
Los Angeles Ronald McDonald House



MAC TONIGHT

WHEN:

Saturday, September 24, 2011
Silent Auction & Reception 6pm-7:15PM
Dinner, Dancing, Live Auction-7:30pm

WHERE:

California Science Center
Wallis Annenberg Building
700 State Drive, LA. CA.



Mac Tonight is the oldest fundraising event of the Los Angeles Ronald McDonald House (LARMH). It started in 1991 at the McDonalds Production Center in the City of Industry. The event is held annually in September in the Wallis Annenberg Building at the California Science Center. Unlike other galas Mac Tonight is an evening of live entertainment, dancing, live and silent auctions. What makes this event unique is supporters enjoy a traditional McDonald's meal of Big Macs and French fries, along with wine and four bars serving a variety of cocktails.

The Los Angeles Ronald McDonald House

is dedicated to supporting the health and well-being of children, by providing a "home away from home" for families of seriously-ill children who are receiving care in Southern California. The Los Angeles Ronald McDonald House accommodates 75 families, making it one of the largest Houses in the United States.





2011 SPONSORSHIP OPPORTUNITIES

GOLD SPONSOR-\$20,000

- Two VIP tables of 10 to dinner
- Back cover in the tribute book
- Special recognition at the event
- Listing in all media and printed materials
- Company logo and/or name projected on stage screen throughout the evening
- Mention on all press releases

SILVER SPONSOR -\$10,000

- One VIP table of 10 to dinner
- Inside front cover in the tribute book
- Special recognition at the event
- Listing in all media and printed materials
- Company logo and/or name projected on stage screen throughout the evening
- Company logo on website with direct link to sponsor homepage

BRONZE SPONSOR-\$5,000

- One VIP table of 10 dinner tickets
- Full page ad in tribute book
- Recognition as the bar or entertainment sponsor
- Recognition at the event
- Company Logo and/or name displayed at Mac Tonight
- Company logo on website with direct link to sponsor homepage

TABLE SPONSOR- \$2,500

- One table of 10 dinner tickets
- Half page ad in tribute book
- Recognition at the event
- Company Logo and/or name displayed at Mac Tonight

SPECIALTY SPONSORSHIP OPPORTUNITIES



BAR SPONSOR

- One table of 10 dinner tickets
- Full page advertisement in tribute book as the official bar sponsor
- Company logo and/or name displayed at bars in the auction area and main ballroom
- Company logo on website with direct link to sponsor homepage

ENTERTAINMENT SPONSOR

- Five dinner tickets
- Full page advertisement in tribute book as the official entertainment sponsor
- Company logo and/or name displayed in stage area
- Opportunity to promote band and/or group
- Company logo on website with direct link to sponsor homepage

VALET SPONSOR

- One table of 10 dinner tickets
- ¼ page ad in tribute book
- Premier identification as Valet Sponsor at event
- Automobile and signage prominently displayed throughout valet area
- Company logo on website with direct link to sponsor homepage

2011 SPONSOR FORM



- Gold Sponsor - \$20,000
- Silver Sponsor- \$10,000(page 6)
- Bronze Sponsor- \$5,000
- Table Sponsor- \$2500
- Individual Ticket - \$300
- Inside Front or Back Cover \$2,000 5"(w) x 8"(h)
- Full Page Tribute \$1,000 5"(w) x 8"(h)
- Half Page Tribute \$500 5"(w) x 3.625"(h)
- Quarter Page & Business Card Tribute \$300 2.375"(w) x 3.625"(h)
- Name only listing \$100 provide name as desired in journal I cannot attend, but would like to make a donation of :\$_____

SPONSOR INFORMATION:

Contact: _____

Name & Title _____

Company/Organization _____

Address: _____

Street _____

City

State

Zip

Telephone: _____ Fax: _____ Email _____

VISA____ MC____ AMEX____

Card # _____ Exp. _____



2011 AD BOOK OPPORTUNITIES

AD BOOK

- Inside Front or Back Cover \$2,000 5"(w) x 8"(h)
- Full Page Ad \$1,000 5"(w) x 8"(h)
- Half Page Ad \$500 5"(w) x 3.625"(h)
- Quarter Page & Business Card Ad \$300 2.375"(w) x 3.625"(h)
- Name only listing \$100 provide name as desired in journal

Ad Book size is 8.5"x 5.5". Provide PDF art only. All tributes are full color, 133dpi. Type-only tributes can be set by the journal designer. **Tribute art deadline is Wednesday, September 14th.**

AD BOOK INFORMATION:

Contact: _____

Name & Title _____

Company/Organization _____

Address: _____

Street _____

City

State

Zip

Telephone: _____ Fax: _____ Email _____

VISA _____ MC _____ AMEX _____

Card # _____ Exp. _____

Please make checks payable to:

Los Angeles Ronald McDonald House

1250 N. Lyman Place

Los Angeles, CA 90029-1913

Tax ID 95-3167869

For further information, or customized sponsor packages: (323)644.3082/eperry@larmh.org

2010 SPONSORS



Kaiser Permanente
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The Southern California AMOA
Khorrami Pollard & Abir LLP
Payden & Rygel
EPIC
Keesal, Young & Logan
Allen Matkins Leek Gamble Mallory & Natsis LLP
Wells Fargo
DSR Designs
First & Hope Restaurant

