



RMHC Monthly Mixers Venue Sponsorship

On the third Thursday of each month, Ronald McDonald House Charities (RMHC) of Greater Las Vegas hosts mixers at select “hot spots” in Las Vegas to raise funds and awareness. This is a great opportunity for RMHC supporters to network and have fun in an informal setting, all while supporting a great cause and exploring new establishments.

You can be a part of this wonderful event that will give you great publicity, a live radio remote and widespread advertising throughout Las Vegas. In addition, you will help provide a “home away from home” for families caring for a seriously ill child in Las Vegas.

Sponsored Venue to Receive

- A minimum of 20 promotional announcements live on one of Las Vegas’ premiere radio stations.
- Four live radio announcements from your place of business at the live remote
- Logo inclusion on Clear Channel digital rotary outdoor board (deadlines apply)
- Logo inclusion on 1 x Asian Journal 1/2 pg 4c ad (deadlines apply)
- Event promotion on RMHC website
- Logo inclusion and address on 2 e-blasts (~5,000 contacts)
- Logo inclusion on Facebook and Twitter pages
- Press release distribution and additional promotion as available (deadlines apply)
- Event pictures on Facebook & Twitter
- A tax-deduction receipt is also provided once donation is received.

Media Value \$5,500

Guest Attendance

Many high profile business individuals that may not be familiar with your location will be in attendance at the event including RMHC Board, media industry, donors, volunteers and general market on-air listeners.

Venue to Provide

- Third Thursday of any month | *Contact RMHC for availability*
- Minimum of 2 hours of promotion | *Preferably during Happy Hour Specials*
- Portion of sales donated to RMHC | *Suggested: 50% sales or Wrist band purchase*
- Raffle item donation | *Gift certificate, t-shirt/goody package, etc*
- Sampling of complimentary appetizers for RMHC guests

Dates Available

- **May 17, 2012**
- August 16, 2012
- September 20, 2012

Information needed to confirm

- Mixer Agreement completed and returned (last page)
- Hi res jpeg logo emailed to tara@rmhlv.com
- One to two sentences about the venue to include in promotional materials.

Contact information

Tara Pozos
RMHC Special Events Coordinator
702.252.4663 x8
tara@rmhlv.com

Thank you, and we look forward to having you as a partner on this great event.



Organization/Company: _____

Contact Name: _____ Phone: (_____) _____

Email: _____

Street: _____

City: _____ State: _____ Zip: _____

The purpose of this letter is to confirm the agreement between _____ from here on referred to as "Co-venturer" and Ronald McDonald House Charities of Greater Las Vegas ("RMHC") regarding the program to be conducted by CO-VENTURER to benefit RMHC.

On (date) _____ from (time) _____ to _____, CO-VENTURER will donate _____% of the proceeds to RMHC of Greater Las Vegas from _____. Additionally Co-venturer will provide appetizers (please describe) _____ and a raffle prize of _____.

RMHC of Greater Las Vegas will provide event promotion of a minimum of 20 promotional announcements and four live announcements live on one of Las Vegas' premiere radio stations, inclusion on RMHC website, 2 e-blasts, mentions on facebook and twitter pages, press release distribution and additional promotion as available.

Any and all advertising materials to be used in support of this fund-raiser must be submitted to RMHC for its review and written approval prior to production CO-VENTURER may not use any trademarks, service marks, or other property of McDonald's Corporation ("McDonald's") in any of its other advertising or promotional materials without the prior written approval of McDonald's.

CO-VENTURER will provide RMHC with all contributions within 30 days of the completion of the event. Contributions will be accompanied by an accounting of donations. If for any reason there is a delay in compiling this information or disbursing funds, you will keep us constantly apprised of the situation.

CO-VENTURER agrees to indemnify and hold harmless RMHC and McDonald's Corporation from any and all third-party claims made in connection with this fundraising program, and from any and all claims relating to purchases made by consumers from CO-VENTURER as part of this program.

Each party will forward to the other any complaints or comments it receives relating to this program.

Co-Venturer Signature: _____ Date: _____

Printed Name: _____ Title: _____

Please return form to Ronald McDonald House Charities
Ronald McDonald House | 2323 Potosi St | Las Vegas, NV 89146
f 702.252.7345 | p 702.252.4663 | email: tara@rmhlv.com