**Light Up the House**

**Live on WKRN News 2**

**Wednesday, December 7, 2022**

**Live throughout all Newscasts (4:00 a.m. – 6:30 p.m.)**

RMHC of Nashville is trying to bring the light of hope and love to families who have a child being treated for a critical illness in a local Nashville hospital this holiday season. We continue to face a significant shortfall due to COVID-19 and only with your help are we able to continue our mission of ‘keeping families close.’ With the cancellation of some events, and volunteer restrictions, the needs for the families who stay with us have not changed. Families are still in need of housing, food, and support during this critical time of having a sick child. Light Up the House benefits RMHC of Nashville and the families of critically ill children who need the services provided by Ronald McDonald House Charities of Nashville: the Ronald McDonald House and Ronald McDonald Family Room.

On Wednesday, December 7, 2022, Ronald McDonald House Charities of Nashville will be featured throughout every WKRN News 2 newscast starting with Good Morning Nashville from 4am-7am, News 2 at 11am, Local on 2 at 2pm and again in the evening News 2 broadcast from 4pm-6:30pm. During this station takeover we will highlight our programs and the families who need them as well as the volunteers, companies and organizations who support RMHC of Nashville each year. During the live event, we will interview community leaders and donors, families who have utilized our programs, donors, and we will give viewers a closer look at our House and Family Room!



**How can you help?**

* Serve as a Chamption of Light by setting a goal to raise $1,050. **Sign up to be a Champion of Light today by visiting** [**rmhcnashville.com/event/lightup/**](https://rmhcnashville.com/event/lightup/)**.**
* Participate as a Light Up the House Sponsor with a $500-$30,000 donation to Ronald McDonald House Charities of Nashville as a selected charity partner for the 2022 Holiday season. **To learn more or sign up today, visit** [**rmhcnashville.com/event/lightup/**](rmhcnashville.com/event/lightup/)**.**
* Donate an incentive prize that callers receive for making donations at various levels (minimum value of $500). **Call (615) 343-4000 or email** **liz@rmhcnashville.com** **to make an incentive prize donation.**

**Why is your help so important?**

Every day, there are families traveling to Nashville area hospitals with a sick or injured child and they are going through what could be their family’s “darkest time”. We believe that when a child is sick, the entire family needs comfort and support. The Nashville Ronald McDonald House is a beacon of light for families because they are able to stay together and near the medical care they need. You have an opportunity to be a light of hope and love to families staying at the Nashville Ronald McDonald House through our ‘Light Up the House’ campaign.

**For more information, please contact us at** **liz@rmhcnashville.com****,**

**call (615) 343-4000 or visit** [**rmhcnashville.com**](rmhcnashville.com)**.**

**Sponsorship Opportunities**

Become a Light Up the House sponsor by naming Ronald McDonald House Charities of Nashville as your selected charity partner for the 2022 Holiday season. Your sponsorship will be celebrated by illuminating the outside of our House in holiday lights live on WKRN News 2 on December 7, 2022.

**$ 30,000 Light Up the House Gleaming Lights Sponsor**

**Provides 55 nights for all families in the House**

* Name preceding event title in all promotional elements leading up to the event – name/logo included in 2 email blasts to 94k+ recipients & 2 additional email blasts to 10% of original “openers”, 131 on-air PSAs and Advertorial airings on News 2, online donation banners on WKRN.com
* Company logo included on telephone number banner throughout the broadcast
* Company logo superimposed on the Light Up the House Graphic throughout the broadcast
* Company representative invited to appear in person during the live broadcast to talk about their engagement with Ronald McDonald House Charities of Nashville
* Company representative invited to ‘flip the switch’ to Light Up the House
* 2 designated social media posts highlighting support of this event
* Name and/or logo featured on the RMHC of Nashville website, all social media posts & collaterals
* RMHC of Nashville Holiday Ornaments (15)
* RMHC of Nashville Holiday supporter yard signs (10)

**$ 20,000 Twinkling Lights Sponsor**

**Provides 27 nights for all families in the House**

* Name/logo included in 2 email blasts to 94k+ recipients & 2 additional email blasts to 10% of original “openers”
* Company representative to appear in person during the live day-of broadcast to talk about their engagement with Ronald McDonald House Charities of Nashville
* Company name mentioned on various portions of the Light Up the House Graphic throughout the broadcast and in promotional elements leading up to the event - name/logo included in 100 on-air PSAs and Advertorial airings on News 2, as well as in integrated segments in 2pm Local on 2 Lifestyle Show and online donation banners on WKRN.com
* One designated social media post highlighting support of this event
* Name and/or logo featured on the RMHC of Nashville website & collaterals
* RMHC of Nashville Holiday Ornaments (13)
* RMHC of Nashville Holiday supporter yard signs (10)

**$ 15,000 Bright Lights Sponsor**

**Provides 18 nights for all families in the House**

* Company representative to appear in person during the live broadcast to talk about their engagement with Ronald McDonald House Charities of Nashville
* Company name mentioned on various portions of the Light Up the House Graphic throughout the broadcast and in promotional elements leading up to the event - name/logo included in 72 on-air PSAs and Advertorial airings on News 2, as well as in integrated segments in 2pm Local on 2 Lifestyle Show and WKRN.com
* Name and/or logo included on the RMHC of Nashville website
* One designated social media post highlighting support of this event
* Name and/or logo featured on the RMHC of Nashville website & collaterals
* RMHC of Nashville Holiday Ornaments (12)
* RMHC of Nashville Holiday supporter yard signs (10)

**$ 10,000 Lights of Hope Sponsor**

**Provides 18 nights for all families in the House**

* Company representative to appear in person during the live broadcast to talk about their engagement with Ronald McDonald House Charities of Nashville
* Company name mentioned on various portions of the Light Up the House Graphic throughout the broadcast and in promotional elements leading up to the event - name/logo included in 35 on-air PSAs and Advertorial airings on News 2, as well as in integrated segments in 2pm Local on 2 Lifestyle Show and WKRN.com
* Name and/or logo included on the RMHC of Nashville website, social media channels & collaterals
* Name included in social media post highlighting support of this event
* RMHC of Nashville Holiday Ornaments (10)
* RMHC of Nashville Holiday supporter yard signs (10)

**$ 5,000 Lights of Love Sponsor**

**Provides 9 nights for all families in the House**

* Company name superimposed on various portions of the Light Up the House Graphic throughout the live broadcast
* Name and/or logo included on the RMHC of Nashville event page website
* Name and/or logo included on the RMHC of Nashville social media channels & collaterals
* Name included in social media post highlighting support of this event
* RMHC of Nashville Holiday Ornaments (8)
* RMHC of Nashville Holiday supporter yard signs (8)

**$ 2,500 Lights of Comfort Sponsor**

**Provides 24 weeks for a family**

* Logo on signage at House lighting event
* Logo in special event promotion e-blasts
* Logo featured on RMHC of Nashville social media event pages and event page website
* Access to a digital graphic showcasing your holiday support for RMHC of Nashville to be shared for personal use
* Name included in social media post highlighting support of this event
* RMHC of Nashville Holiday Ornaments (5)
* RMHC of Nashville Holiday supporter yard signs (5)

**$ 1,500 Lights of Warmth Sponsor**

**Provides 3 1/2 months for a family**

* Logo on signage at House lighting event
* Logo featured on RMHC of Nashville social media event pages
* Logo recognition on event page website
* Access to a digital graphic showcasing your holiday support for RMHC of Nashville to be shared for personal use
* Name recognition on event page website
* Name included in social media post highlighting support of this event
* RMHC of Nashville Holiday Ornaments (4)
* RMHC of Nashville Holiday supporter yard signs (4)

**$ 1,000 Lights of Joy Sponsor**

**Provides 2 months for a family**

* Logo on signage at House lighting event
* Logo featured on RMHC of Nashville social media event pages
* Logo recognition on event page website
* Access to a digital graphic showcasing your holiday support for RMHC of Nashville to be shared for personal use
* Name recognition on event page website
* Name included in social media post highlighting support of this event
* RMHC of Nashville Holiday Ornaments (3)
* RMHC of Nashville Holiday supporter yard signs (3)

**$ 500 Lights of Peace Sponsor**

**Provides 33 nights for a family**

* Access to a digital graphic showcasing your holiday support for RMHC of Nashville to be shared for personal use
* Name recognition on event page website
* RMHC of Nashville Holiday Ornament
* RMHC of Nashville Holiday supporter yard sign

**$ 280 A Warm Welcome**

**Provides one week and 7 meals for a family**

* RMHC of Nashville Holiday Ornament
* RMHC of Nashville Holiday supporter yard sign
* Name recognition on event page website

**$ 105 Lights for 7 Nights**

**Provides one week for a family**

* Any donation of $105 or more includes a RMHC of Nashville Holiday Ornament
* RMHC of Nashville Holiday supporter yard sign

**$ 30 Shine for RMHC of Nashville**

**Provide one night and dinner for a family**

* Any donation of $30 or more includes a RMHC of Nashville holiday supporter yard sign

***For more information about any of the Light Up the House Sponsorships, please contact us at*** ***liz@rmhcnashville.com*** ***or call (615) 343-4000.***

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**Completion of this reservation form serves as your commitment to participate in this event.**

**To register online, visit** [**rmhcnashville.com**](http://www.rmhcnashville.com/events)**.**

\_\_\_ Yes, I would like to participate as the **\_\_\_\_\_\_\_\_ Sponsor at $\_\_\_\_\_\_.00.**

\_\_\_ No, I am unable to participate in the Light Up the House Campaign, but **enclosed is my donation in the**

 **amount of**: \_\_\_\_ $1,000 \_\_\_\_ $500 \_\_\_\_$250 \_\_\_\_ Other

**Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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**Company \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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**Work Phone \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Home Phone \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Fax \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**I would like to pay by: Check \_\_\_\_\_ MasterCard \_\_\_\_\_ VISA \_\_\_\_\_ AMEX \_\_\_\_\_**

**Total enclosed: $ \_\_\_\_\_\_\_\_\_\_\_.**

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**Card Number Expiration Date CVV**

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**Name as it appears on card (Please print)**