



# Light Up The House

**Benefitting Ronald McDonald House Charities of Nashville**  
**Broadcast Live on WKRN News 2**  
**Wednesday, December 6th**

RMHC of Nashville is bringing 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! With the continued rise in costs for families to stay in Nashville, and the increase of medical providers Nashville offers, families are in desperate need of housing, food, and support during this critical time of having a sick child.

**Light Up the House** benefits families of critically ill children who need the services provided by Ronald McDonald House Charities of Nashville through the Ronald McDonald House and the Ronald McDonald Family Room. On **Wednesday, December 6, 2023**, Ronald McDonald House Charities of Nashville will be featured throughout every WKRN News 2 newscast from 4:00am - 6:30pm. The broadcast will highlight our programs, the families who need them, volunteers, companies, and organizations who support RMHC of Nashville. During the live event, we will interview community leaders, families impacted by our programs, donors, and we will give viewers a closer look at our House and Family Room!

## 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 can 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.

## How can you help?

- **Participate as a sponsor.** Light Up the House sponsorship donation levels range from \$500-\$45,000. Learn more about sponsorship in the details below or visit [rmhcnashville.com/event/lightup](http://rmhcnashville.com/event/lightup).
- **Serve as a Champion of Light.** Ask your community, friends, and family to support RMHC of Nashville alongside you this season by setting a goal to raise \$1,050. Sign up to be a Champion of Light today by visiting [rmhcnashville.com/event/lightup](http://rmhcnashville.com/event/lightup)
- **Donate an auction item.** Consider donating an item, experience, gift card, etc. (minimum value of \$500) to be included in the event's silent auction. In return for your tax-deductible donation, you will receive acknowledgment on the event website. All proceeds of the auction will benefit RMHC of Nashville. Call (615) 343-4000 or email [rachel@rmhcnashville.com](mailto:rachel@rmhcnashville.com) to donate an auction item.



# Light Up The House

Become a Light Up the House sponsor by naming Ronald McDonald House Charities of Nashville as your selected charity partner for the 2023 Holiday season. Your sponsorship will be celebrated by illuminating the outside of our House in holiday lights live on WKRN News 2 on Wednesday, December 6, 2023.

## **Light Up the House Title Sponsor (Limit 1) - \$45,000**

Provides 83 nights for all families in the House

- Company representative invited to 'flip the switch' to Light Up the House, broadcast live on-air
- Name/Logo included on "lower third" banner throughout the day-of broadcast
- Name/Logo superimposed on the Light Up the House Graphic throughout the broadcast
- Company representative to appear in person during the live broadcast at a time of their choosing to talk about their engagement with RMHC of Nashville
- Company name mentioned on various portions of the Light Up the House broadcast
- Name/Logo exclusively included in 20 on-air 30 second PSAs and Advertorial airings on News 2
- Name/Logo featured on digital banners on WKRN.com for station website takeover day(s)
- Name/logo included in 2 email blasts to 94k+ recipients & 2 additional email blasts to 10% of original "openers"
- Company representative(s) to appear in-person during a live Local on 2 WKRN News 2 segment
- Name/Logo integrated in Addressable Targeting within 15K Households
- Name/Logo on printed signage for day-of Light Up the House event
- Name/Logo recognition on RMHC website event page if confirmed by Dec. 4
- Name/Logo in two RMHC of Nashville special event promotion e-blast (audience of 7K) if confirmed by Dec.4
- Name/Logo on every RMHC of Nashville pre-event social media posts if confirmed by Nov. 20
- Name/Logo on every RMHC of Nashville post-event social media posts including one dedicated post
- 20 RMHC of Nashville Holiday Ornaments
- First right of renewal in 2024



# Light Up The House

## **Shining Lights Sponsor (Limit 1) - \$40,000**

Provides 74 nights for all families to stay in the House

- Name/Logo included on "lower third" banner throughout the day-of broadcast
- Name/Logo superimposed on the Light Up the House Graphic throughout the broadcast
- Company representative to appear in person during the live broadcast at a time of their choosing to talk about their engagement with RMHC of Nashville
- Exclusive opportunity to participate alongside the Title Sponsor in the live on-air grand total announcement broadcast
- Company name mentioned on various portions of the Light Up the House broadcast
- Name/Logo exclusively included in 18 on-air 30 second PSAs and Advertorial airings on News 2
- Name/Logo featured on digital banners on WKRN.com for station website takeover day(s)
- Name/logo included in 2 email blasts to 94k+ recipients & two additional email blasts to 10% of original "openers"
- Company representative(s) to appear in-person during a live Local on 2 WKRN News 2 segment
- Name/Logo integrated in Addressable Targeting within 15K Households
- Name/Logo on printed signage for day-of Light Up the House event
- Name/Logo recognition on RMHC website event page if confirmed by Dec. 4
- Name/Logo in two RMHC of Nashville special event promotion e-blast (audience of 7K) if confirmed by Dec.4
- Name/Logo on every RMHC of Nashville pre-event social media posts if confirmed by Nov. 20
- Name/Logo on every RMHC of Nashville post-event social media posts including one exclusive post
- 20 RMHC of Nashville Holiday Ornaments
- First right of renewal in 2024

## **Gleaming Lights Sponsor (Limit 2) - \$30,000**

Provides 55 nights for all families to stay in the House

- Company representative invited to 'flip the switch' to Light Up the House, broadcast live on-air
- Name/Logo included on "lower third" banner throughout the day-of broadcast
- Name/Logo superimposed on the Light Up the House Graphic throughout the broadcast
- Company representative to appear in person during the live broadcast at a time of their choosing to talk about their engagement with RMHC of Nashville
- Company name mentioned on various portions of the Light Up the House broadcast
- Name/Logo exclusively included in 20 on-air 30 second PSAs and Advertorial airings on News 2
- Name/Logo featured on digital banners on WKRN.com for station website takeover day(s)
- Name/logo included in 2 email blasts to 94k+ recipients & two additional email blasts to 10% of original "openers"
- Company representative(s) to appear in-person during a live Local on 2 WKRN News 2 segment
- Name/Logo integrated in Addressable Targeting within 15K Households
- Name/Logo on printed signage for day-of Light Up the House event
- Name/Logo recognition on RMHC website event page if confirmed by Dec. 4
- Name/Logo in two RMHC of Nashville special event promotion e-blast (audience of 7K) if confirmed by Dec.4
- Name/Logo on every RMHC of Nashville pre-event social media posts if confirmed by Nov. 20
- Name/Logo on every RMHC of Nashville post-event social media posts including one exclusive post
- 20 RMHC of Nashville Holiday Ornaments
- First right of renewal in 2024



# Light Up The House

## **Twinkling Lights Sponsor (Limit 2) - \$20,000**

Provides 37 nights for all families to stay 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
- Exclusive opportunity to participate alongside the Title Sponsor in the live on-air grand total announcement broadcast
- Company name mentioned on various portions of the Light Up the House throughout the broadcast
- Name/Logo exclusively included in 10 on-air 30 second PSAs and Advertorial airings on News 2
- Name/logo included in one email blast to 94k+ recipients & one additional email blast to 10% of original "openers"
- Name/Logo on printed signage for day-of Light Up the House event
- Name/Logo recognition on RMHC website event page if confirmed by Dec. 4
- Name/Logo in two RMHC of Nashville special event promotion e-blast (audience of 7K) if confirmed by Dec.4
- Name/Logo on every RMHC of Nashville pre-event social media posts if confirmed by Nov. 20
- Name/Logo on every RMHC of Nashville post-event social media posts
- 13 RMHC of Nashville Holiday Ornaments

## **Bright Lights Sponsor (Limit 2) - \$15,000**

Provides 27 nights for all families to stay 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 throughout the broadcast
- Name/Logo exclusively included in 8 on-air 30 second PSAs and Advertorial airings on News 2
- Name/Logo on printed signage for day-of Light Up the House event
- Name/Logo recognition on RMHC website event page if confirmed by Dec. 4
- Name/Logo in two RMHC of Nashville special event promotion e-blast (audience of 7K) if confirmed by Dec.4
- Name/Logo on three RMHC of Nashville pre-event social media posts if confirmed by Nov. 20
- Name/Logo on two RMHC of Nashville post-event social media posts
- 12 RMHC of Nashville Holiday Ornaments

## **Lights of Hope Sponsor (Limit 2) - \$10,000**

Provides 18 nights for all families to stay in the House

- Company name mentioned on various portions of the Light Up the House throughout the broadcast
- Name/Logo exclusively included in 6 on-air 30 second PSAs and Advertorial airings on News 2
- Name/Logo on printed signage for day-of Light Up the House event
- Name/Logo recognition on RMHC website event page if confirmed by Dec. 4
- Name/Logo in two RMHC of Nashville special event promotion e-blast (audience of 7K) if confirmed by Dec.4
- Name/Logo on two RMHC of Nashville pre-event social media posts if confirmed by Nov. 20
- Name/Logo on two RMHC of Nashville post-event social media posts
- 10 RMHC of Nashville Holiday Ornaments



# Light Up The House

## **Lights of Cheer Sponsor (Limit 3) - \$7,500**

Provides 13 nights for all families to stay in the House

- Company name mentioned on various portions of the Light Up the House throughout the broadcast
- Name/Logo on printed signage for day-of Light Up the House event
- Name/Logo recognition on RMHC website event page if confirmed by Dec. 4
- Name/Logo in two RMHC of Nashville special event promotion e-blast (audience of 7K) if confirmed by Dec.4
- Name/Logo on one RMHC of Nashville pre-event social media posts if confirmed by Nov. 20
- Name/Logo on one RMHC of Nashville post-event social media posts
- 8 RMHC of Nashville Holiday Ornaments

## **Lights of Love Sponsor (Limit 3) - \$5,000**

Provides 9 nights for all families to stay in the House

- Company name mentioned on various portions of the Light Up the House throughout the broadcast
- Name/Logo on printed signage for day-of Light Up the House event
- Name/Logo recognition on RMHC website event page if confirmed by Dec. 4
- Name/Logo in one RMHC of Nashville special event promotion e-blast (audience of 7K) if confirmed by Dec.4
- Name/Logo on one RMHC of Nashville pre-event social media posts if confirmed by Nov. 20
- Name/Logo on one RMHC of Nashville post-event social media posts
- 8 RMHC of Nashville Holiday Ornaments

## **Lights of Comfort Sponsor - \$2,500**

Provides 166 nights for one family to stay at the House

- Name/Logo on printed signage for day-of Light Up the House event
- Name/Logo recognition on RMHC website event page if confirmed by Dec. 4
- Name/Logo on one RMHC of Nashville pre-event social media posts if confirmed by Nov. 20
- Name/Logo on one RMHC of Nashville post-event social media posts
- 5 RMHC of Nashville Holiday Ornaments

## **Lights of Warmth Sponsor - \$1,500**

Provides 100 nights for one family to stay at the House

- Name/Logo on printed signage for day-of Light Up the House event
- Name/Logo recognition on RMHC website event page if confirmed by Dec. 4
- Name/Logo on one RMHC of Nashville post-event social media posts
- 4 RMHC of Nashville Holiday Ornaments

## **Lights of Joy Sponsor - \$1,000**

Provides 66 nights for one family to stay at the House

- Name/Logo on printed signage for day-of Light Up the House event
- Name/Logo recognition on RMHC website event page if confirmed by Dec. 4
- 3 RMHC of Nashville Holiday Ornaments



# Light Up The House

## **Lights of Peace Sponsor - \$500**

Provides 33 nights for one family to stay at the House

- Name/Logo recognition on RMHC website event page if confirmed by Dec. 4
- 3 RMHC of Nashville Holiday Ornaments

## **A Warm Welcome Sponsor - \$280**

Provides 18 nights for one family to stay at the House

- Name/Logo recognition on RMHC website event page if confirmed by Dec. 4
- 2 RMHC of Nashville Holiday Ornaments

## **Lights for 7 Nights - \$105**

Provides one week for one family to stay at the House

- Any donation of \$105 or more includes a RMHC of Nashville Holiday Ornament, picked up or shipped directly to you!

# Light Up The House

Please check the line next to the sponsorship tier you would like to commit to. You may make checks payable to RMHC of Nashville. If you wish to pay by credit card, please provide your name, address and payment information the space provided below or visit [rmhcnashville.com/donate](http://rmhcnashville.com/donate) or call 615-343-4000. Thank you!

Name: \_\_\_\_\_

Company (if applicable): \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

## Sponsorship Options:

- |  |  |
|--|--|
| <b>SOLD</b> Title Sponsor - \$45,000                         | <input type="checkbox"/> Lights of Comfort Sponsor - \$2,500 |
| <input type="checkbox"/> Shining Lights Sponsor - \$40,000   | <input type="checkbox"/> Lights of Warmth Sponsor - \$1,500  |
| <input type="checkbox"/> Gleaming Lights Sponsor - \$30,000  | <input type="checkbox"/> Lights of Joy Sponsor - \$1,000     |
| <input type="checkbox"/> Twinkling Lights Sponsor - \$20,000 | <input type="checkbox"/> Lights of Peace Sponsor - \$500     |
| <input type="checkbox"/> Bright Lights Sponsor - \$15,000    | <input type="checkbox"/> A Warm Welcome Sponsor - \$280      |
| <input type="checkbox"/> Lights of Hope Sponsor - \$10,000   | <input type="checkbox"/> Lights for 7 Nights - \$105         |
| <input type="checkbox"/> Lights of Cheer Sponsor - \$7,500   |  |
| <input type="checkbox"/> Lights of Love Sponsor - \$5,000    |  |

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

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Billing Address \_\_\_\_\_ Billing State \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

Name as it appears on card \_\_\_\_\_

### **Please return to:**

Ronald McDonald House Charities of Nashville  
2144 Fairfax Ave  
Nashville, TN 37212

### **Or email to:**

[rachel@rmhcnashville.com](mailto:rachel@rmhcnashville.com)