



Ronald McDonald
House Charities®
VIC & TAS

Ride
— for —
SICK KIDS

**SPONSORSHIP PACKAGE
2023**

RIDE FOR SICK KIDS

15, 17 & 18 March 2023



The Ronald McDonald House Charities (RMHC) Ride for Sick Kids Victoria is an annual cycling event which consists of cyclists who will pedal to raise much needed funds for Ronald McDonald House Charities Victoria & Tasmania.

The sole purpose of the ride, which is now in its 13th year, is to help keep the doors of our Ronald McDonald Houses at Monash, North Fitzroy, Hobart and Parkville and Ronald McDonald Family Rooms at Monash, Northern, Sunshine and Wodonga open for families when they need us the most.

In 2023 the Ride for Sick Kids team will ride around Melbourne on Friday 17 March and do a 12-Hour Spin Challenge on Saturday 18 March. While the riders will be hurting physically on the ride, it's all for a great cause – to provide a home-away-from-home for families of seriously ill children.

Along the ride, riders will join together as a team to raise funds and awareness, as well as support each other through this challenging yet rewarding journey. Over the past twelve years the ride has raised over \$3m. In 2023 the team aims to surpass the \$3.5m mark, but we can't do it without your help!



RIDE FOR SICK KIDS

15, 17 & 18 March 2023



Wednesday 15 March

NIGHT FUNCTION IN SUPPORT OF RFSK

- Starting at 7:00pm, until 11pm
- Join us for a fun night out in support of Ride For Sick Kids
- Location is at Encore at St Kilda Sea Baths
- If you require extra tickets they can be purchased for \$180 per guest

Friday 17 March

DAY RIDE

- Starting at 10am
- You will start and finish at North Fitzroy Ronald McDonald House
- You can choose to ride 60kms or 100kms
- Receive a Jersey for your participants
- Get your participants to fundraise further for RMHC VIC & TAS

Saturday 18 March

12-HOUR SPIN CHALLENGE

- 7am-7pm (TBC)
- Location is on the rooftop at St Kilda Sea Baths
- Entry for your spin bike is included in your package
- Signage on your bike
- This is a chance to get your Company staff join in and have a fun day out
- Get your staff members to fundraise further for RMHC VIC & TAS
- Opportunity to have a company advertisement shown on screens throughout the day

SPONSORSHIP INCLUSIONS

PLATINUM \$20,000

- Acknowledgement on McDonald's noticeboards in all Vic Restaurants
- Two tables of ten at Night Function being held on Wednesday 15 March valued at \$3600
- All costs included for two riders to participate in road ride being held on Friday 17 March valued at \$1000
- One spin bike in the 12-Hour Challenge valued at \$1500
- Use of RMHC imagery in communications eg. Houses, Family, Children
- Prominent logo placement on RFSK rider jerseys
- Acknowledgement in RMHC VIC & TAS RFSK comms
- Acknowledgement on RMHC VIC & TAS Facebook (audience of 18,000)
- Logo placement on RFSK Website
- Sponsor Plaque of your choice
- Full use of RMHC RFSK logo for company communications
- Four staff engagement opportunities at Ronald McDonald House in Victoria valued at \$1,000 each*
- Opportunity for an RMHC VIC & TAS representative to speak at your company event
- Opportunity for RMHC family to attend and speak at your company
- Opportunity to have a company representative tour a Ronald McDonald House
- Personalised branded one-minute video for internal communications and your socials

*Note: Subject to COVID restrictions and some additional food costs apply for Meals from the Heart Program



Thank you to our Generous Sponsors



SPONSORSHIP INCLUSIONS

GOLD \$15,000



- Acknowledgement on McDonald's noticeboards in all Vic Restaurants
- One table of ten at Night Function being held on Wednesday 15 March valued at \$1800
- All costs included for two riders to participate in road ride being held on Friday 17 March, valued at \$1000
- One spin bike in the 12-Hour Challenge, valued at \$1500
- Use of RMHC imagery in communications eg. Houses, Family, Children
- Logo placement on RFSK rider jerseys
- Acknowledgement in RMHC VIC & TAS RFSK Comms
- Acknowledgement on RMHC VIC & TAS Facebook (audience 18,000)
- Acknowledgement on RFSK Website
- Full use of RMHC RFSK logo for company communications
- Two staff engagement opportunities at Ronald McDonald House in Victoria valued at \$1,000 each*
- Opportunity for an RMHC VIC & TAS representative to speak at your company event
- Opportunity to have a company representative tour a Ronald McDonald House
- Personalised branded one-minute video for internal communications and your socials



*Note: Subject to COVID restrictions and some additional food costs apply for Meals from the Heart Program

SPONSORSHIP INCLUSIONS

SILVER \$10,000



- Acknowledgement on McDonald's noticeboards in all Vic Restaurants
- Five Guest seats at Night Function being held on Wednesday 15 March valued at \$900
- All costs included for one rider to participate in road ride being held on Friday 17 March valued at \$500
- One spin bike in the 12-Hour Challenge being held on Saturday 18 March valued at \$1500
- Logo placement on RFSK rider jerseys
- Acknowledgement in RMHC VIC & TAS RFSK Comms
- Acknowledgement on RFSK Facebook
- Acknowledgement on RFSK Website
- Use of RMHC RFSK Proudly Supporting Logo
- One staff engagement opportunities at Ronald McDonald House valued at \$1000 *
- Opportunity to have a company representative tour a Ronald McDonald House



*Note: Subject to COVID restrictions and some additional food costs apply for Meals from the Heart Program

SPONSORSHIP INCLUSIONS

BRONZE \$5,000



- Acknowledgement on McDonald's noticeboards in all Vic Restaurants
- Two guest tickets to Night Function being held on Wednesday 15 March valued at \$360
- All costs included for one rider to participate in road ride being held on Friday 17 March valued at \$500
- One spin bike in the 12-Hour Challenge valued at \$1500
- Acknowledgement in RMHC VIC & TAS RFSK Comms
- Acknowledgement on RFSK Website
- Use of RMHC RFSK Proudly Supporting Logo for 12 months
- Opportunity to have a company representative tour a Ronald McDonald House



OUR IMPACT

In 2021 Ronald McDonald House Charities Victoria & Tasmania had a significant impact on seriously ill children and their families.



4,800+
MEALS PROVIDED
TO FAMILIES



1,009
SESSIONS
CONDUCTED ONLINE
VIA ZOOM EDUCATION



6,466
FAMILY ROOM VISITS

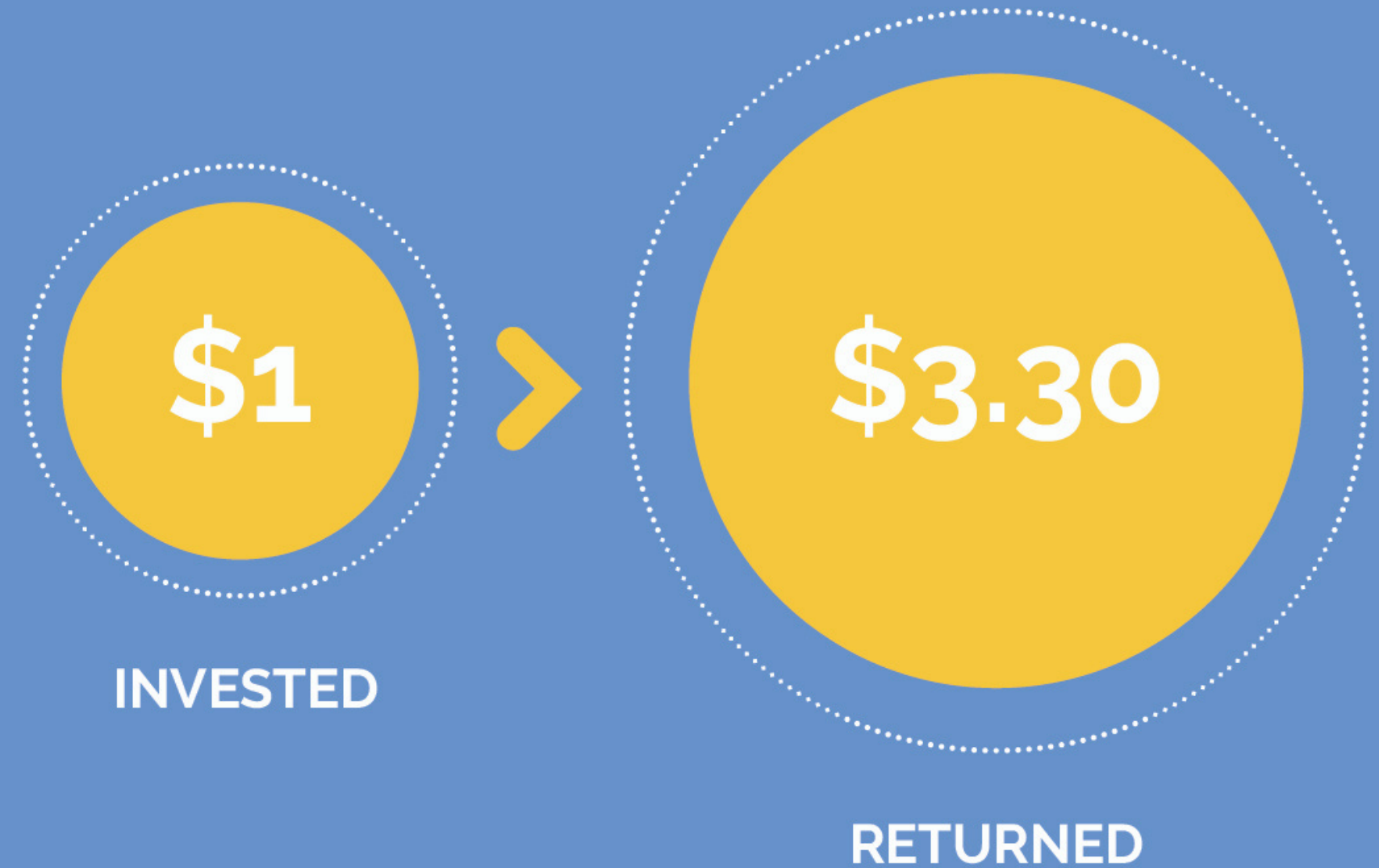
1,750+
SHUTTLE BUS TRIPS
FOR FAMILIES



SOCIAL RETURN ON INVESTMENT



For every **\$1** invested, Ronald McDonald House is able to return **\$3.30*** to improve the lives of seriously ill and injured children and their families.



*Independent research from Social Ventures Australia

HOW DO I SECURE OUR SPONSORSHIP?

Please contact the below for further information or discuss this opportunity:

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