



Heart *in the* House



“From the very first day, we were cared for and supported like family.”

The Sandford Family spent six months at the Ronald McDonald House in Southern New Jersey while mom received care for pregnancy complications and their newborn son, Lucas, underwent treatment for a serious heart defect.



RMHC®

benefiting

**Greater Delaware
Philadelphia Region
Southern New Jersey**

Ronald McDonald House Charities®



RMHC creates, finds, and supports programs that directly improve the health and well-being of children and their families. In Philadelphia, Delaware, and Southern New Jersey, RMHC supports the following programs:



Ronald McDonald Houses

Located in Camden, Philadelphia (Chestnut St. and Front & Erie Ave.), and Wilmington, our four local Houses provide a “home-away-from-home” each night for 222 families of seriously ill children receiving treatment at nearby hospitals.



Ronald McDonald Family Rooms

offer all the comforts of home where families can eat, sleep, and relax, while being only steps away from their children in the hospital. There are 16 Family Rooms located in hospitals throughout the Greater Philadelphia Region.



Ronald McDonald Care Mobile

Operated in partnership with St. Christopher’s Foundation for Children, the Care Mobile is a mobile dental unit that delivers diagnostic, preventative, and restorative dental care at no cost to underserved children.



Ronald McDonald Camp

is a week-long overnight camp for children with cancer and their siblings held in the Pocono Mountains every August.



The Ronald McDonald House provided home-cooked meals, hot showers, and most importantly, the chance for us to be together.”



The Ronald McDonald House in Delaware was a lifeline for Addy and her family while she received treatment for a tumor on her spine.

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Heart *in the* House

— SEPTEMBER-DECEMBER AWARENESS CAMPAIGN —

Heart in the House will highlight the essential support RMHC chapters provide to families across the Greater Philadelphia Region, New Jersey, and Delaware.

In partnership with CBS Philadelphia, this campaign will feature stories of strength, resilience, and community in various formats, including:

- **RMHC Commercials**
Compelling and concise spots that raise awareness and call viewers to action.
- **Sponsor Messages**
Opportunities for sponsors to directly share their community involvement and support of RMHC with CBS viewers.
- **News Feature Segments**
Interviews and family profiles shared throughout the campaign as part of CBS's local news programming. **All editorial decisions are at the discretion of CBS News Philadelphia management.*
- **Thirty-Minute Television Special**
A powerful culmination of the campaign—airing in November with an encore in December—featuring all previously aired stories in a documentary-style special.

This regional media initiative aims to increase awareness, inspire community involvement, and generate vital support that keeps families close to the care their children need.

Your brand can be recognized across various touchpoints throughout the campaign, positioning your company as a champion for families and a leader in corporate citizenship.

The following Sponsorship Benefits grid outlines the available opportunities.

“ **There wasn't anywhere else we would have preferred to be during such a challenging time.**”

The Lopez Gonzalez family stayed 57 nights at the Ronald McDonald House on Chestnut Street in Philadelphia while mom received care at CHOP's Special Delivery Unit. ►



Sponsorship Benefits

Heart <i>in the</i> House	Presenting \$25k+	Platinum \$15k	Golden \$10K	Silver \$5K
September-December				
Logo inclusion in 30-second RMHC Commercials	♥	♥		
Logo inclusion in CBS Heartbeat September segment		♥	♥	
9 weeks of RMHC stories in CBS Philadelphia 5:00pm News (September through November)				
Logo inclusion in weekly "tune-in" commercials and shown on screen after each RMHC story	♥			
CBS-produced sponsor video message following RMHC story (Wednesdays at 5:00pm)	♥			
Logo shown on screen after re-airing of RMHC story during Sunday morning news		♥		
CBS-produced sponsor video message in Sunday morning news following re-airing of RMHC story		♥		
RMHC 30-Minute Special (Debuting Thurs, November 20 during 7:00 pm hour with encore in December)				
Logo inclusion in 15-second RMHC commercial (December)				♥
Logo inclusion in RMHC Special "tune-in" commercial			♥	
Logo shown on screen during RMHC Special	♥	♥		
30-second sponsor-produced commercial during RMHC Special	♥			
Logo inclusion in RMHC Special encore "tune-in" commercial (CBS)			♥	
Logo inclusion in RMHC Special encore "tune-in" commercial (Philly57)				♥
Logo shown on screen during RMHC Special encore	♥	♥		
30-second sponsor-produced commercial during RMHC Special encore	♥			
Volunteering Opportunities				
Volunteer with your team at the RMH closest to you. Examples: serve dinner, cleaning, making activity kits, and more.	♥	♥	♥	♥



Partnership Commitment Form

CBS PHILADELPHIA

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Yes! I would like to participate at the following level:

☐ Presenting - **\$25,000**

☐ Platinum - **\$15,000**

☐ Golden - **\$10,000**

☐ Silver - **\$5,000**

*Please make checks payable to
"RMHC Philadelphia."*

Company name: _____

Contact name: _____

Contact phone: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Name to be listed on signage and for all sponsorship mentions:

Please send all correspondences and sponsorship contributions to:

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