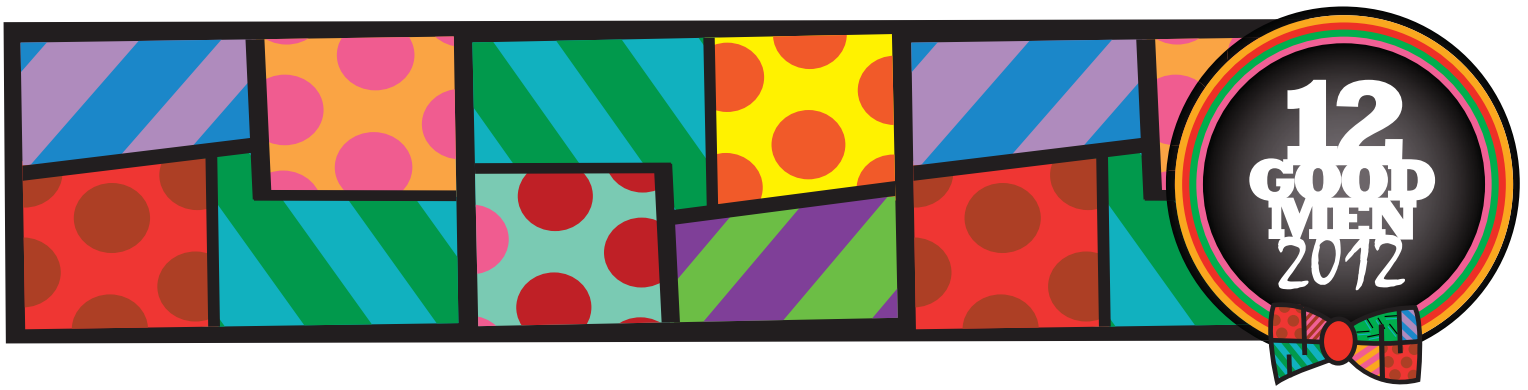




12
GOOD
MEN
2012

SPONSORSHIP OPPORTUNITIES
MARCH, 8 2012



Dear friend:

The **Twelve Good Men** Luncheon is the premiere fundraiser for the Ronald McDonald House Charities® of South Florida. The money raised each year at this luncheon helps fund our annual operation budget. The Ronald McDonald House is a place where families of seriously ill children, who are being treated at University of Miami/Jackson Memorial Medical Center and/or Broward General Medical Center of Fort Lauderdale and other local hospitals, can stay in a safe and loving environment during their medical crisis. Many of these families travel great distances to obtain medical treatment for their children and are in need of a place to stay that offers a loving environment. The Ronald McDonald House provides this service. Yet, we must have the support of our community to keep this “Home Away From Home” in operation.

This year marks the 18th annual luncheon and it promises to be another successful year. Please mark **Thursday, March 8, 2012**, on your calendar and plan to attend the event at **Jungle Island**. Therefore, we invite you to be a sponsor of this year’s Twelve Good Men Luncheon. Please refer to the back of this page to review the sponsorship levels. Every sponsor will be listed as a VIP in the luncheon program and will receive the additional complimentary items stated under each category. Your donation is tax deductible to the extent that the law permits. **Please consider supporting this worthwhile event by choosing one of the sponsorship levels listed on the back of this letter.**

If you choose to be a Twelve Good Men supporter, please complete the information on the enclosed form and send it with your check payable to the Ronald McDonald House Charities of South Florida. Feel free to contact us at 305-324-5683 or visit our website at www.rmhcsouthflorida.org if you have any questions. This truly is the “House That Love Built” because of caring people like you.

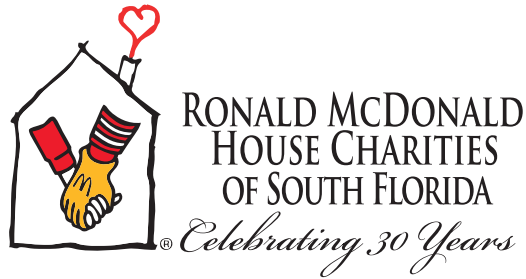
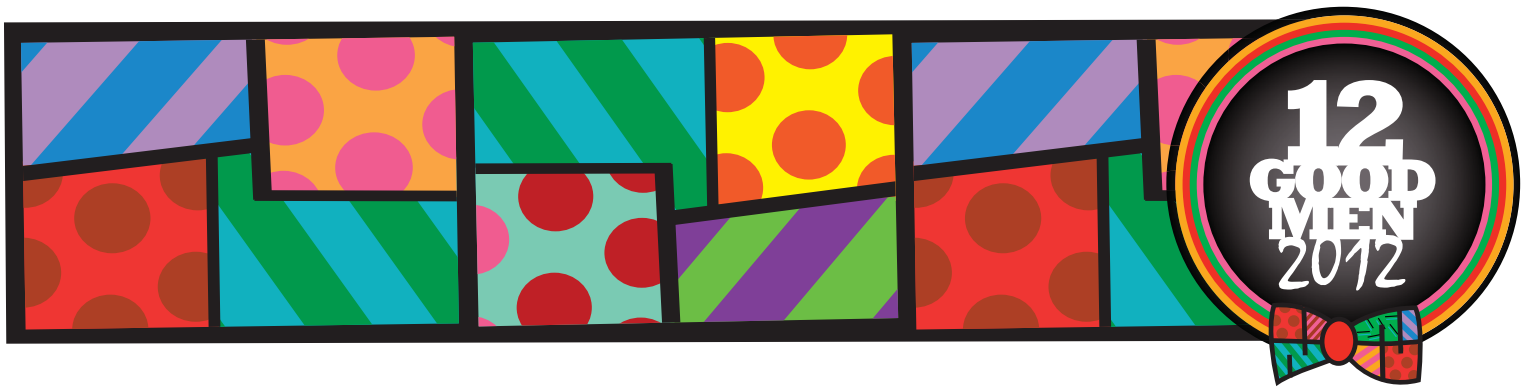
Sincerely,

Twelve Good Men Luncheon Committee Co-Chairs
Linda Levy-Goldberg; Jim Murphy; Julie Todaro



RONALD MCDONALD
HOUSE CHARITIES
OF SOUTH FLORIDA

Celebrating 30 Years



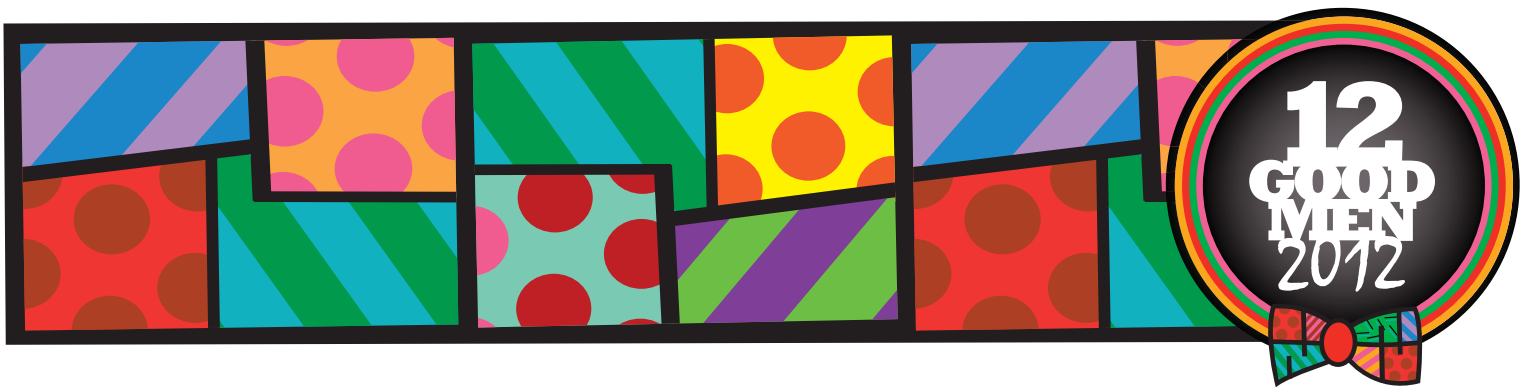
Throughout the past thirty years, the mission of Ronald McDonald House Charities (RMHC) of South Florida has been to create, find and support programs that directly improve the health and well-being of children and their families. We have done that through the operation of the Ronald McDonald House by providing a home-away-from-home for families with critically ill or injured children undergoing treatment at South Florida area pediatric hospitals.

Each year with the generous support of various partnerships Ronald McDonald Houses serves over 500 children and families of seriously ill or injured children who are receiving care in the South Florida area hospital. No other organization duplicates this service.

Staying at the Ronald McDonald House has many positive impacts on the child, the family, and the medical providers. The House provides children and their families' simple access to each other any time of the day or night which helps keep families together and enhance their coping skills during their child's hospitalization. Having families close by ensures that the child has access to top care and facilitates the transition to normal activities with the resources, support and encouragement they need, and reduces the level of stress in the child and parents. Medical providers and hospitals report that their partnership with the Ronald McDonald House strengthens the culture of family-centered care, improves patient satisfaction, improves adherence to treatment, and increases outpatient treatment options.

RMHC of South Florida also awards grants to local not-for-profit organizations serving children through a portion of donations from McDonald's customers and Global Ronald McDonald House Charities matching grants.

For more information visit our website at www.rmhcsouthflorida.org



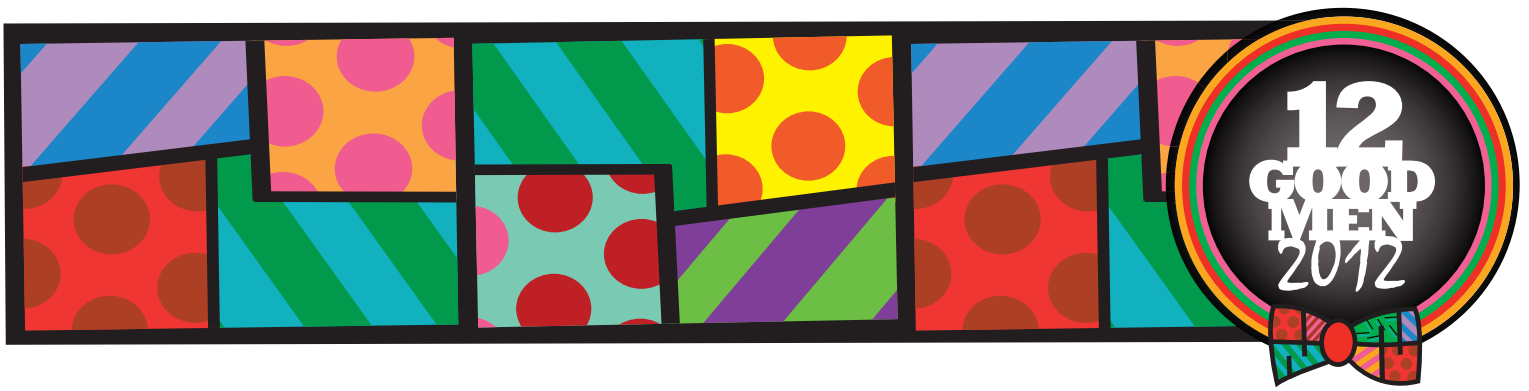
18TH ANNUAL TWELVE GOOD MEN 2012 SPONSORSHIP OPPORTUNITIES

1 A GOOD MAN LEVEL Presenting Sponsor - \$25,0000

- Four tables, with space for up to forty (40) guests, with Title Seating.
- Opportunity to welcome guests to event from stage, on-stage recognition and logo on audiovisual presentation.
- Recognition and signage at Cocktail reception. Taking place one month prior to the event at the Ronald McDonald House of Miami.
- Complimentary prominently placed ad in journal program (2 page spread with option of back cover)
- Logo on auction paddles – Logo will appear prominently
- Logo listing in the event invitation – Logo will appear on the main page of the e-invitation
- Logo listing on the RMHC South Florida as a Twelve Good Men underwriter
- Corporate name & logo on 1/2 page ad The Miami Herald and Ronald McDonald House Charities of South Florida website
- Mention as a sponsor in social media marketing communications on Facebook and Twitter
- Single name banner at front gate Logo listing in the e-newsletter (e-mailed to over 5,000 families/businesses)
- Logo with link on RMHC of South Florida website
- Recognition on news releases and other media opportunities
- Opportunity for Corporate display table at Cocktail reception, day of event

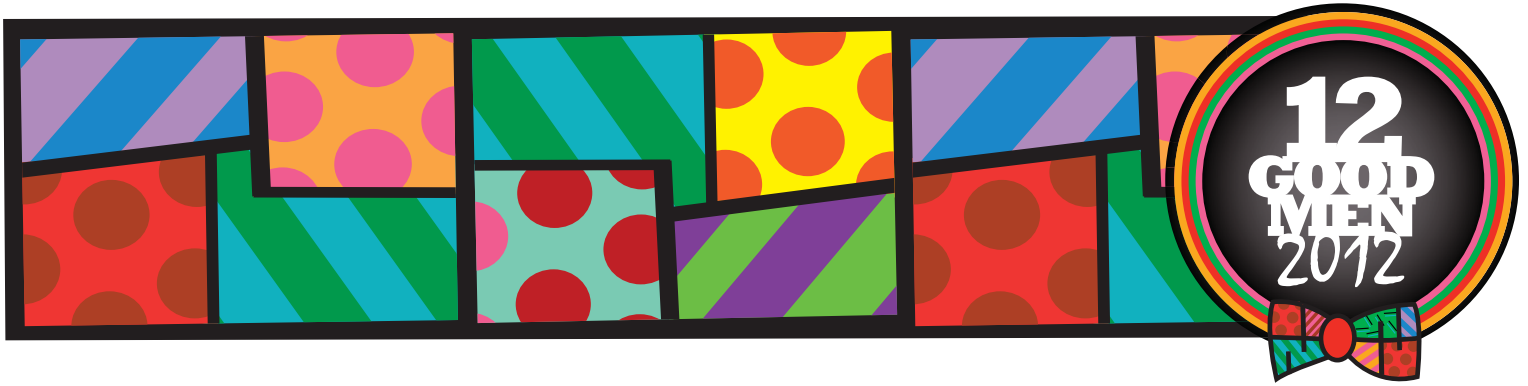
2 SPIRIT OF LOVE - \$10,000

- Corporate name & logo on invitation & event program
- Corporate name & logo on 1/4 page ad The Miami Herald and Ronald McDonald House Charities of South Florida website
- Corporate name & logo on email blast to 5,000 subscribers
- Preferred placement for your party of thirty (30) guests attending the event (3 tables)
- On-stage recognition with corporate name & logo on signage and audiovisual presentation
- Recognition and signage at Cocktail reception. Taking place one month prior to the event.
- Complimentary prominently placed ad in journal program (Full page color ad)
- Recognition on news releases and other media opportunities
- Corporate name or logo on article at RMHC of South Florida “Spreading the Love” newsletter - published in Spring / Summer 2012
- Opportunity for Corporate display table on March, 8 2012



18TH ANNUAL TWELVE GOOD MEN 2012 SPONSORSHIP OPPORTUNITIES

- 3 HUMANITARIAN LEVEL - \$5,000**
- Preferred placement for your party of twenty (20) guests attending the event (2 tables)
 - Recognition on invitation
 - Corporate name on 1/4 page ad The Miami Herald
 - On stage recognition and at audiovisual presentation
 - Recognition at cocktail reception. Taking place one month prior to the event
 - Complimentary ad in journal program (one full page black and white)
 - Recognition on news releases
 - Recognition in RMHC of South Florida "Spreading the Love" newsletter
- published in Spring / Summer 2012
- 4 HONORABLE LEVEL - \$3,000**
- Preferred placement for your party of ten (10) guests attending the event (1 table)
 - On-stage recognition and audiovisual presentation
 - Complimentary ad in journal program (1/2 page)
 - Recognition on news releases
 - Recognition in RMHC of South Florida "Spreading the Love" newsletter
- published in Spring / Summer 2012
- 5 Table Sponsorship Level
Table of ten - \$1,500**
- Recognition on ad journal program
 - Invitation to cocktail reception



18TH ANNUAL TWELVE GOOD MEN 2012 SPONSORSHIP CONFIRMATION

**Deadline for sponsorships
January, 13 2012**

Name _____

(Please print name as it should appear in print)

Address _____

City _____ State _____ Zip _____

Daytime Phone _____ Fax: _____

Email: _____

Sponsorship Request Levels (Please list your donation amount next to your sponsorship level.)

Spirit of Love Level (\$10,000) \$ _____

Humanitarian Level (\$5,000) \$ _____

Honorable Level \$3,000 \$ _____

Table Sponsorship Level (to purchase tables only)

Seating:

Number of Tables _____ @ \$1,500 (10 seats) = \$ _____

Number of Seats _____ @ \$150 = \$ _____

(\$128.50 is tax deductible per person)

Payment Information

Enclosed is a check in the amount of \$ _____

(Make Checks payable to Ronald McDonald House Charities of South Florida)

Charge to: _____

Card No. _____ Exp. Date _____

Signature _____

Thank you for your contribution.

All proceeds to benefit the Ronald McDonald Houses in South Florida

*Your contribution is tax deductible to the full extent of the law.
Ronald McDonald House Charities of South Florida is a
501(c)3 tax exempt organization of the Internal Revenue Code, Tax ID 59-1899866.*



**18TH ANNUAL TWELVE GOOD MEN 2012
AD JOURNAL CONTRACT**

**Deadline to submit ADS
Friday, February 24 2012**

Contact Name _____

Company Name _____

Address _____

City _____ State _____ Zip _____

Daytime Phone _____ Fax: _____

Email: _____

AD SIZE AND PRICING

<input type="checkbox"/> Outside Back Cover	\$1,000	7¼ x 93/4
<input type="checkbox"/> Inside Back Cover	\$750	7¼ x 93/4
<input type="checkbox"/> Full Gold Page	\$500	7¼ x 93/4
<input type="checkbox"/> Full Page	\$350	7¼ x 93/4
<input type="checkbox"/> Half Page	\$200	7¼ x 43/4
<input type="checkbox"/> Quarter Page	\$100	3½ x 47/4

Camera-ready copy supplied E-mailed artwork to: 12goodmen@rmhcsouthflorida.org please typeset

PAYMENT TYPE:

Names as it appears on the card _____

Credit Card: Card number: _____

Exp Date: _____

Check: Make checks payable to **Ronald McDonald House-Miami**

Ad/message:

Advertiser's signature required.

Please Sign here: _____

FOR MORE INFORMATION CALL:
 Soraya Rivera-Moya • Ronald McDonald House- Miami
 1145 N.W. 14th Terrace, Miami, FL 33136
 Phone (305) 324-5683 ext. #3 • Fax: (305) 324-5689
 E-mail: rmhmiami@rmhcsouthflorida.org