



Ronald McDonald  
House Charities®  
VIC & TAS

# Ride

— *for* —

# SICK KIDS

**SPONSORSHIP PACKAGE**  
**2025**

# SPIN CHALLENGE

8 February 2025



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 this challenge, which is now in its 15th 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, Sunshine and Wodonga open for families when they need us the most.

In 2025 the Ride for Sick Kids team will take on a 10-Hour Spin Challenge on Saturday 8 February. Ride by yourself or as part of a team and it's all for a great cause – to provide a home-away-from-home for families of seriously ill children.

Throughout the event the riders will join together to raise funds and awareness, as well as support each other through this challenging yet rewarding journey. Over the past fourteen years the ride has raised over \$3.7m. In 2025 the team aims to go close to the \$4m mark, but we can't do it without your help!



# EVENT DETAILS



## Saturday 8 February 10-HOUR SPIN CHALLENGE

- 8am-6pm
- 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
- Up to 10 participants per team
- Food and drink will be provided throughout the day
- Singlet and Towel for each participant
- Silent Auction and Raffles throughout the event



# SPONSORSHIP INCLUSIONS

## PLATINUM SPONSORSHIP PACKAGE - \$20,000

- Acknowledgement on McDonald's noticeboards in all Vic Restaurants
- Company Advertisement shown on screens throughout the event - up to 5 times
- Two spin bikes in the 10-Hour Challenge valued at \$7200
- Time live on air with SEN "Off the Bench" morning of the event, to promote your company
- Use of RMHC imagery in communications eg. Houses, Family, Children
- Prominent logo placement on RFSK Spin participant singlet - each participant will receive one
- Acknowledgement in RMHC VIC & TAS RFSK comms
- Acknowledgement on RMHC VIC & TAS Facebook (audience of 20,000)
- Logo placement on RFSK Spin Website
- Sponsor Plaque in recognition of sponsorship
- Full use of RMHC RFSK logo for company communications
- Two staff engagement opportunities at Ronald McDonald House in Victoria valued at \$1,500 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

## GOLD SPONSORSHIP PACKAGE - \$15,000

- Acknowledgement on McDonald's noticeboards in all Vic Restaurants
- Company Advertisement shown on screens throughout the event - up to 4 times
- One spin bike in the 10-Hour Challenge, valued at \$3600
- Time live on air with SEN "Off the Bench" morning of the event, to promote your company
- Use of RMHC imagery in communications eg. Houses, Family, Children
- Logo placement on RFSK Spin participant singlets - each participant will receive one
- Acknowledgement in RMHC VIC & TAS RFSK Comms
- Acknowledgement on RMHC VIC & TAS Facebook (audience 20,000)
- Acknowledgement on RFSK Spin Website
- Full use of RMHC RFSK logo for company communications
- One staff engagement opportunities at Ronald McDonald House in Victoria valued at \$1,500
- 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

## SILVER SPONSORSHIP PACKAGE - \$10,000

- Acknowledgement on McDonald's noticeboards in all Vic Restaurants
- Company Advertisement shown on screens throughout the event - up to 3 times
- One spin bike in the 10-Hour Challenge being held on valued at \$3600
- Logo placement on RFSK Spin participant singlets - each participant will receive one
- Acknowledgement in RMHC VIC & TAS RFSK Comms
- Acknowledgement on RFSK Facebook
- Acknowledgement on RFSK Spin Website
- Use of RMHC RFSK Proudly Supporting Logo
- Opportunity to have a company representative tour a Ronald McDonald House

## BRONZE SPONSORSHIP PACKAGE - \$5000

- Acknowledgement on McDonald's noticeboards in all Vic Restaurants
- Company Advertisement shown once on screens throughout the event
- One spin bike in the 10-Hour Challenge valued at \$3600
- Logo placement on RFSK Spin participant singlets - each participant will receive one
- Acknowledgement in RMHC VIC & TAS RFSK Comms
- Acknowledgement on RFSK Spin Website
- Use of RMHC RFSK Proudly Supporting Logo for 12 months
- Opportunity to have a company representative tour a Ronald McDonald House

# SPONSORSHIP INCLUSIONS

	PLATINUM	GOLD	SILVER	BRONZE
	\$20,000	\$15,000	\$10,000	\$5,000
Acknowledgement on McDonald's noticeboards in all Vic Restaurants	√	√	√	√
Company Advertisement shown on screens throughout the event	5	4	3	1
Spin bikes in the 10-Hour Challenge	2	1	1	1
Time live on air with SEN Radio Show "Off the Bench" morning of the event	√	√		
Use of RMHC imagery in communications eg. Houses, Family, Children	√	√		
Logo on RFSK Spin participant singlet - each participant will receive one	√	√	√	√
Acknowledgement in RMHC VIC & TAS RFSK comms	√	√	√	√
Acknowledgement on RMHC VIC & TAS Facebook (audience of 20,000)	√	√	√	
Logo placement on RFSK Spin Website	√	√	√	√
Sponsor Plaque in recognition of sponsorship	√			
Full use of RMHC RFSK logo for company communications	√	√		
Staff engagement opportunities at Ronald McDonald House in Victoria	2	1		
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	√	√		

## In 2023...



**2,537**

FAMILIES STAYED AT OUR HOUSES



**152**

HOURS OF TUTORING FOR 19 STUDENTS WHO MEDICALLY CANNOT GO TO SCHOOL



**2,496**

SHUTTLE BUS TRIPS FOR FAMILIES



**29,438**

NIGHTS OF ACCOMODATION PROVIDED TO FAMILIES



**4,807**

FAMILY ROOM VISITS



**8.5**

NIGHTS AVERAGE LENGTH OF STAY



**348**

NIGHTS (AND COUNTING) IS THE LONGEST STAY



**1,034**

ONLINE LEARNING SESSIONS



**14,993**

TOTAL VOLUNTEER HOURS



**196**

VOLUNTEERS DEDICATED TO SUPPORTING OUR PROGRAMS

Take action now and become part of the 10 Hour Spin Challenge

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