



Ronald McDonald  
House Charities®  
VIC & TAS

**Ride**  
*for*  
**SICK KIDS**

**SPONSORSHIP PACKAGE  
2024**

# SPIN CHALLENGE

3 February 2024



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 14th 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 2024 the Ride for Sick Kids team will take on a 10-Hour Spin Challenge on Saturday 3 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 thirteen years the ride has raised over \$3.5m. In 2024 the team aims to surpass the \$3.7m mark, but we can't do it without your help!



# DATES OF EVENTS



## Saturday 3 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

## March - Date TBC

### 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

# SPONSORSHIP INCLUSIONS

## PLATINUM SPONSORSHIP PACKAGE - \$20,000

- Acknowledgement on McDonald's noticeboards in all Vic Restaurants
- One table of ten at Night Function being held in March valued at \$1800
- Two spin bikes in the 10-Hour Challenge valued at \$6000
- 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
- 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

## GOLD SPONSORSHIP PACKAGE - \$15,000

- Acknowledgement on McDonald's noticeboards in all Vic Restaurants
- One table of ten at Night Function being held in March valued at \$1800
- One spin bike in the 10-Hour Challenge, valued at \$3000
- 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
- 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

## SILVER SPONSORSHIP PACKAGE - \$10,000

- Acknowledgement on McDonald's noticeboards in all Vic Restaurants
- Five Guest seats at Night Function being held in March valued at \$900
- One spin bike in the 10-Hour Challenge being held on valued at \$3000
- 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
- One staff engagement opportunities at Ronald McDonald House valued at \$1000 \*
- Opportunity to have a company representative tour a Ronald McDonald House

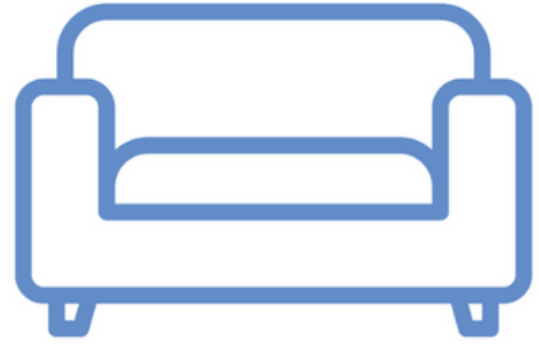
## BRONZE SPONSORSHIP PACKAGE - \$5000

- Acknowledgement on McDonald's noticeboards in all Vic Restaurants
- Two guest tickets to Night Function being held mid March valued at \$360
- One spin bike in the 10-Hour Challenge valued at \$3000
- 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	√	√	√	√
Tickets to Night Function in March	10	10	5	2
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	4	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	√	√		

# Thanks to your support in 2022...



**10,381**

FAMILY ROOM VISITS



**23,431**

TOTAL VOLUNTEER HOURS

**285**

NIGHTS (AND COUNTING)  
IS THE LONGEST STAY



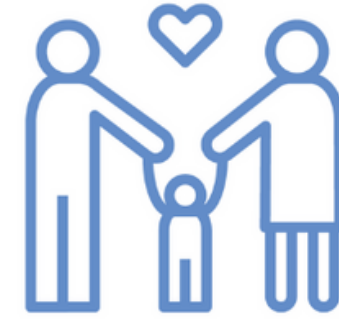
**8,180+**

MEALS PROVIDED  
TO FAMILIES



**1,666+**

SHUTTLE BUS TRIPS FOR FAMILIES



**2,048**

FAMILIES STAYED AT OUR HOUSES  
(1,608 NEW, 440 RETURNING)



**145**

AVERAGE NIGHTLY GUESTS  
STAYING AT RONALD MCDONALD



**334**

STUDENTS HELPED BY THE  
LEARNING PROGRAM



**55,504**

NIGHTS OF ACCOMMODATION  
PROVIDED TO FAMILIES



**943**

SESSIONS CONDUCTED  
ONLINE, SUPPORTING  
81 STUDENTS



**86**

EDUCATORS RECEIVED EDMED  
PROFESSIONAL DEVELOPMENT



**19**

HOLIDAY PROGRAM ACTIVITIES WERE  
OFFERED, WITH 92 CHILDREN AND  
PARENTS ATTENDING



**3,161** KMS

LONGEST DISTANCE TRAVELLED  
BY A FAMILY TO GET TO A HOUSE



**171**

VOLUNTEERS  
DEDICATED TO  
SUPPORTING OUR PROGRAMS



**95**

TUTORS SUPPORTED  
STUDENTS ACROSS  
VICTORIA & TASMANIA

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

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