



Handbag **HULLABALOO!**[™]

Being fashionable never felt this good.

March 28 • Cobb Energy Performing Arts Centre



Valued Donor.

Atlanta Ronald McDonald House Charities (Atlanta RMHC) is proud to announce our 7th annual Handbag **HULLABALOO!**[™] on Thursday, March 28, 2024 at Cobb Performing Arts Centre. This year's event will be offered in-person and virtual.

Handbag **HULLABALOO!**[™] is a unique fundraising event that gives participants the opportunity to win high-end designer handbags while supporting Atlanta RMHC. Winners are selected by playing a "Bingo-like" game with raffle drawings throughout the evening. With multiple bags available as prizes, guests have a great chance of going home with a brand new, designer bag. Our annual handbag event is the **ONLY** fundraiser of its kind in Atlanta.

In 2023, Handbag **HULLABALOO!**[™] raised over \$200,000, helping over 1,300 families utilize our programs and services. We depend on community members, sponsors, and supporters to help us not just meet our fundraising goals but surpass them – all to move our mission forward to nurture the health and well-being of children and families.

There are many ways you can help support our families at Handbag **HULLABALOO!**[™]: Become a sponsor, Purchase tickets, Donate items for the silent auction, or Make a donation.

Atlanta RMHC provides comfort, care and support for families as they care for a child who is receiving treatment for illness or injury. Your support will make a tremendous impact for the growing number of children and families who rely on Atlanta RMHC in their time of need.

For more information on our Handbag **HULLABALOO!**[™] event, including tickets and sponsorships, please visit <https://armhc.org/calender-event/annual-handbag-hullabaloo/>. On behalf of the families who will benefit, thank you for your consideration of this important request.

Best,

Erin Long
2024 Handbag **HULLABALOO!**[™] Event Chair

SPONSORSHIP & TICKET LEVELS

In-person guests will receive food, drinks, and the opportunity to participate in the specialty games.

\$20,000 Presenting* Sponsor <small>*Limited to one sponsor per event</small>	
In-Person Benefits	Virtual Benefits
<ul style="list-style-type: none"> Premier reserved seating with tableside drink service and food for 20 guests 20 raffle tickets, 20 game booklets 20 parking passes, including 4 VIP parking spaces VIP photo opportunity Logo or name recognition featured on all printed and electronic marketing collateral, including social media posts Branded rounds 1 and 6 A 30-second commercial during live event Mentions in select text messages prior to the event Mentions in live program and online chat during the event Logo or name recognition in thank you ad in local publication 	<ul style="list-style-type: none"> 20 virtual guest tickets, 20 raffle tickets, 20 game booklets Logo or name recognition featured on all printed and electronic marketing collateral, including social media posts Branded rounds 1 and 6 A 30-second commercial during live event Mentions in select text messages prior to the event Mentions in live program and online chat during the event Logo or name recognition in thank you ad in local publication <p style="text-align: center;"><i>Virtual event link and game booklet(s) to be emailed to sponsor/ host for all guests prior to event</i></p>

\$10,000 Platinum Sponsor
<ul style="list-style-type: none"> Preferred reserved seating, food and drinks for 16 guests 32 raffle tickets (2 per guest) 32 game booklets (2 booklets per guest) Logo or name recognition featured on all printed and electronic marketing collateral, including social media posts Branded rounds 2 and 5 Mentions in select text messages prior to the event Mentions in live program and online chat during the event VIP photo opportunity and 2 VIP parking spaces Logo or name recognition in thank you ad in local publication <p><i>*Virtual Sponsorship Available upon Request</i></p>

\$7,000 Gold Sponsor
<ul style="list-style-type: none"> Reserved seating closest to the stage, food and drinks for 14 guests 28 raffle tickets (2 per guest) 28 game booklets (2 booklets per guest) Logo or name recognition on all printed and digital material, including select social media posts Mentions in select text messages prior to event Mentions in live program and online chat during the event VIP photo opportunity and 1 VIP parking space Logo or name recognition in thank you ad in local publication <p><i>*Virtual Sponsorship Available upon Request</i></p>

\$5,000 Silver Sponsor

- Reserved seating, food and drinks for 12 guests
- 24 raffle tickets (2 per guest)
- 24 game booklets (2 booklets per guest)
- Logo or name recognition on all printed and digital material, including select social media posts
- Mentions in live program and online chat during the event
- Logo or name recognition in thank you ad in local publication
- **Virtual Sponsorship Available upon Request*

\$3,000 Bronze Sponsor

- Reserved seating, food and drinks for 10 guests
- 20 raffle tickets (2 per guest)
- 20 game booklets (2 booklets per guest)
- Logo or name recognition on all printed and digital material
- Mentions in live program and online chat during the event
- Name recognition in thank you ad in local publication
- **Virtual Sponsorship Available upon Request*

\$2,000 Party Host Ticket Package**

***Only available for individuals, not corporate sponsors*

- Reserved seating, food and drinks for 10 guests
- 20 raffle tickets (2 per guest)
- 20 game booklets (2 booklets per guest)
- Logo or name recognition on all printed and digital material
- Mentions in live program and online chat during the event
- Name recognition in thank you ad in local publication
- **Virtual Option Available upon Request*

\$200 IN-PERSON Ticket/\$150 Virtual Ticket

\$200 In-person ticket includes:

- Food and drinks
- 1 raffle ticket
- 2 game booklets

\$150 Virtual ticket includes:

- Virtual guest ticket
- 1 raffle ticket
- 2 Game booklets

Virtual event link and game booklet(s) to be emailed to ticket holder prior to event

\$250 IN-PERSON Ticket & Bundle/ \$200 Virtual Ticket and Bundle

\$250 In-person ticket bundle includes:

- Food and drinks
- 3 raffle tickets
- 3 game booklets

\$200 Virtual ticket bundle includes:

- Virtual guest ticket
- 3 raffle tickets
- 3 game booklets

Virtual event link and game booklet(s) to be emailed to ticket holder prior to event

Sponsorship Pledge Form

Name <i>(as you would like it to appear in printed and digital material)</i> :	
Mailing Address:	
Phone Number:	
Event Sponsorship Levels	
\$20,000 Presenting Sponsor	<input type="checkbox"/> In-Person <input type="checkbox"/> Virtual
\$10,000 Platinum Sponsor	<input type="checkbox"/> In-Person <input type="checkbox"/> Virtual
\$ 7,000 Gold Sponsor	<input type="checkbox"/> In-Person <input type="checkbox"/> Virtual
\$ 5,000 Silver Sponsor	<input type="checkbox"/> In-Person <input type="checkbox"/> Virtual
\$ 3,000 Bronze Sponsor	<input type="checkbox"/> In-Person <input type="checkbox"/> Virtual
\$ 2,000 Table Party Host	<input type="checkbox"/> In-Person Not Available
\$ 1,500 Table Party Host	Not Available <input type="checkbox"/> Virtual
MARKETING	
<p>If a company, you agree to e-mail a high-resolution EPS logo file to events@armhc.org within 48 hours of completing this form. If not, we cannot guarantee your logo will appear in the marketing efforts that correlates with your sponsorship level. Please check one.</p> <p style="text-align: center;"> <input type="checkbox"/> YES <input type="checkbox"/> NO </p>	
PAYMENT	
<input type="checkbox"/> I plan to pay by Credit Card.	
<input type="checkbox"/> I plan to pay by Check made payable to <i>Atlanta Ronald McDonald House Charities</i> .	
<input type="checkbox"/> Please send me an invoice.	
COORDINATING GUEST LOGISTICS	
<i>Our team will work with the following individual to collect names, e-mail addresses, and other pertinent contact information of your event guests:</i>	
Name:	
Phone:	
Email Address:	

Please return form to:
 Atlanta Ronald McDonald House Charities, 795 Gatewood Road NE Atlanta, GA 30329
 OR Events@armhc.org