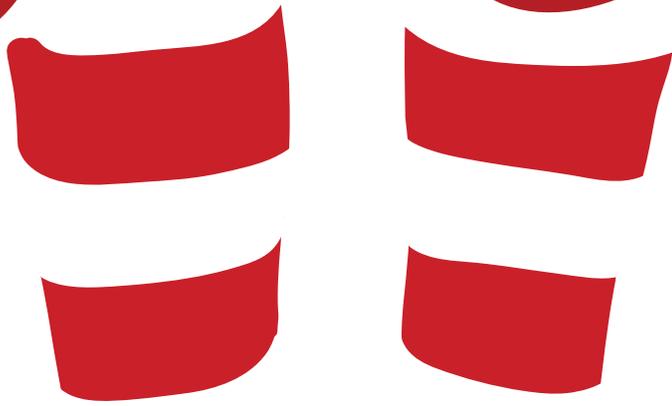


*The 3<sup>rd</sup> Annual*

# *Red Shoe Gala*



*Friday,  
October 10, 2014*



*Make Someone Happy!*

A benefit for Ronald McDonald House Charities® Northern Nevada

What does a gala have to do with helping families heal?

Just ask Tiffany Day.



**August 27, 2012** should have

been Tiffany Day's first day as a Carson High junior. Instead, it was the day her car - and life - flipped over. In a split second, Tiffany was ejected from the driver's side window and the car rolled over her.

One moment Tiffany was a happy, healthy teenager. The next, she was fighting for her life. She was flown to Renown Regional Medical Center's Intensive Care Unit where she received treatment for major lung and head trauma, including skull and orbital fractures, and a broken pelvis, sacrum and collar bone.

**"It was the hardest time of my life... seeing my baby lying in a hospital bed," said Stephanie Day, Tiffany's mother. "I would have done anything to make it all go away."**

*That's where the Red Shoe Gala comes in.*

*The Ronald McDonald House is a place for hope, healing and stability when a family's world is falling apart. Gala sponsors ensure families like the Days can focus on their child rather than travel, lodging and meals.*

Both Stephanie and Mark, Tiffany's father, stayed at the Reno Ronald McDonald House® for every one of the 77 nights Tiffany stayed in the hospital.

"We'd heard of Ronald McDonald Houses, but didn't realize what they were until the night of Tiffany's accident. We were offered a private, quiet bedroom and bathroom, stocked cupboards and fridge, laundry room and more. It's right next to Renown so we were able to get to Tiffany's room in less than 5 minutes."

Still, as Tiffany healed, she dealt with several setbacks and extreme pain.

**"It broke my heart to see her wince in pain. I felt so helpless but when I would look at Tiffany she gave me strength,"** said Stephanie.

In turn, Tiffany found that strength from her family and friends. She pushed through every challenge with determination as she learned how to breathe, eat, walk and talk again. Though she missed an entire semester of school, she worked hard to catch up and she graduated with her class this spring. In fact, her senior project raised more than \$600 for the Reno Ronald McDonald House®.

The 3rd Annual Red Shoe Gala is a continued celebration of the progress our organization has made, the families we have served and the far-reaching impact we've had in northern Nevada. **While it's just one evening, a sponsorship for the 3rd Annual Red Shoe Gala will help families like the Days when they need it most.**

*make someone happy · an evening for you · a lifetime for someone else*



# The 3<sup>rd</sup> Annual Red Shoe Gala

*Make Someone Happy!*

The Atlantis Casino Resort Spa  
 Friday, October 10, 2014 | 6:00 p.m. Cocktails | 7:00 p.m. Dinner

<b>Platinum Sponsor</b> <input type="radio"/>	<b>\$20,000</b> <i>\$18,000 tax deductible</i>	<ul style="list-style-type: none"> <li>Two tables of eight guests in the preferred seating section</li> <li>Speaking time at the event</li> <li>Included in all radio and TV promotion</li> <li>Four complimentary hotel rooms*</li> <li>Recognized in the program</li> </ul>	<ul style="list-style-type: none"> <li>Logo displayed on the electronic screen (<i>number of repetitions of the sponsor logo is determined by sponsor level</i>)</li> <li>Logo on all printed materials for event</li> <li>Full page ad – premium placement</li> </ul>
<b>Gold Sponsor</b> <input type="radio"/>	<b>\$10,000</b> <i>\$9,000 tax deductible</i>	<ul style="list-style-type: none"> <li>Two tables of eight guests in the preferred seating section</li> <li>Recognized as the entertainment sponsor</li> <li>Included in all radio and TV promotion</li> <li>Two complimentary hotel rooms*</li> </ul>	<ul style="list-style-type: none"> <li>Recognized in the program</li> <li>Logo displayed on the electronic screen (<i>number of repetitions of the sponsor logo is determined by sponsor level</i>)</li> <li>Logo on all printed materials for event</li> <li>Full page ad in the program</li> </ul>
<b>Silver Sponsor</b> <input type="radio"/>	<b>\$5,000</b> <i>\$4,400 tax deductible</i>	<ul style="list-style-type: none"> <li>One table of eight guests in the preferred seating section</li> <li>Recognized in the program and on the event banner</li> </ul>	<ul style="list-style-type: none"> <li>Logo displayed on the electronic screen (<i>number of repetitions of the sponsor logo is determined by sponsor level</i>)</li> <li>Logo on all printed materials for event</li> <li>½ page ad in the program</li> </ul>
<b>Bronze Sponsor</b> <input type="radio"/>	<b>\$2,500</b> <i>\$1,900 tax deductible</i>	<ul style="list-style-type: none"> <li>One table of eight guests</li> <li>Recognized in the program as a sponsor</li> </ul>	<ul style="list-style-type: none"> <li>Logo displayed on the electronic screen (<i>number of repetitions of the sponsor logo is determined by sponsor level</i>)</li> <li>¼ page ad in the program</li> </ul>
<b>Table Sponsor</b> <input type="radio"/>	<b>\$1,500</b> <i>\$900 tax deductible</i>	<ul style="list-style-type: none"> <li>One table of eight guests</li> </ul>	<ul style="list-style-type: none"> <li>Recognized in the program as a sponsor</li> </ul>

*\*subject to availability*

## Company Information

Company				
Billing address				
City		State		Zip
Contact Name				
Telephone		Email		

## Payment Information

Credit card number		Expiration Date	
Authorized signature			

**Please make checks payable to:** RMHC | 323 Maine Street | Reno, NV 89502

**Fax or email form to:** 775.322.8670 | [info@rmhc-reno.org](mailto:info@rmhc-reno.org)

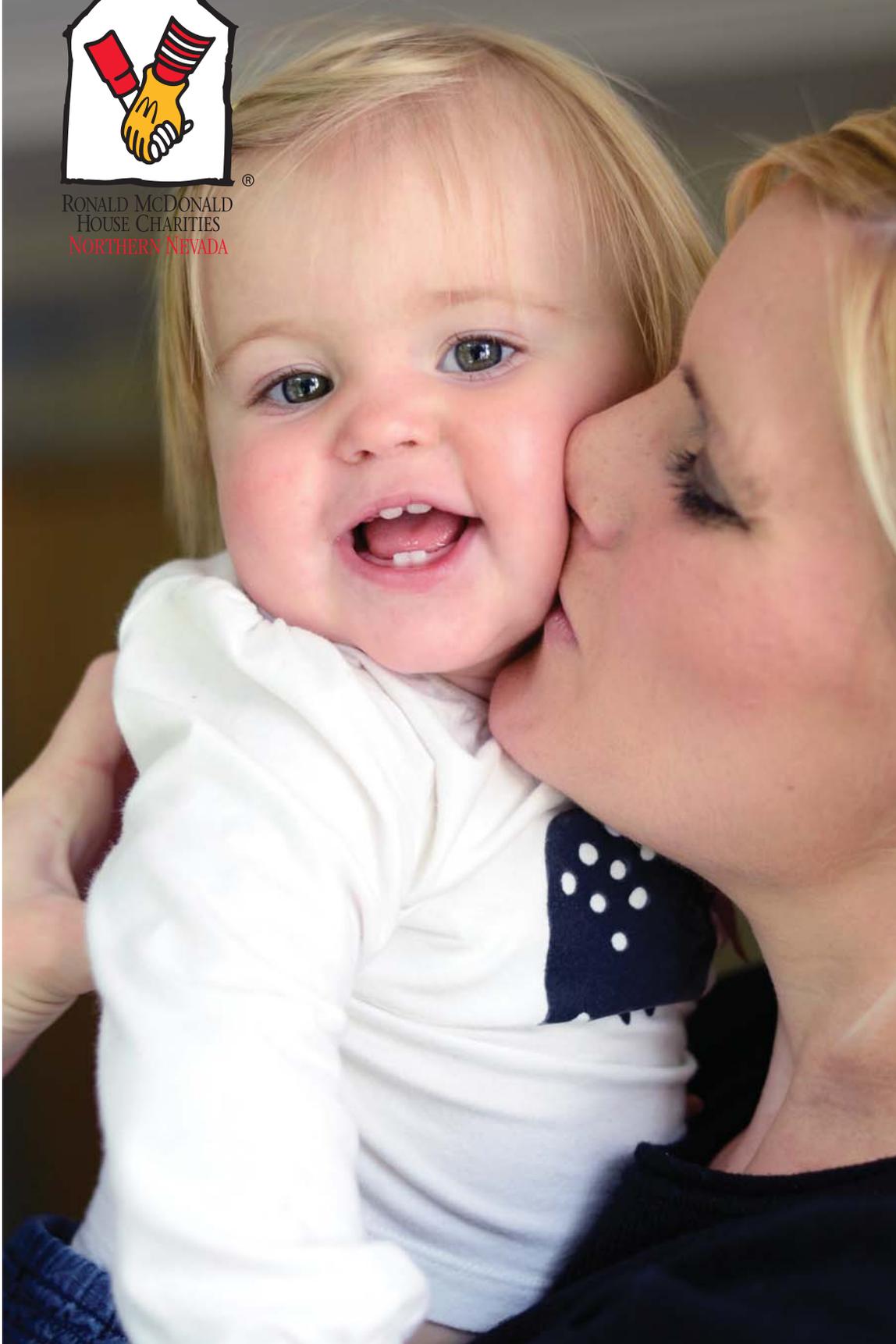
**For more information:** contact Marty Ozer at 775.322.4663 or email [martyozer@rmhc-reno.org](mailto:martyozer@rmhc-reno.org)

Corporate names, logos and ads must be submitted by **Monday, September 1, 2014.**

Please submit files to [rachel@rmhc-reno.org](mailto:rachel@rmhc-reno.org). Acceptable files include: illustrator, pdf, jpg or png.



RONALD MCDONALD  
HOUSE CHARITIES  
NORTHERN NEVADA



Last year  
we served:

160  
children  
in our Home

254  
children  
on the  
Care Mobile

104  
students  
with scholarships

20  
children needing  
out-of-area  
treatment

222  
children in our  
Family Room

With your  
help, these  
numbers  
can grow.

We hope to see you at the 3<sup>rd</sup> Annual Red Shoe Gala  
in your best red shoes!

[www.rmhc-reno.org](http://www.rmhc-reno.org)