



**Ronald
McDonald
House®**

Arkansas &
North Louisiana

All proceeds directly benefit the
Ronald McDonald House: Washington Regional in Fayetteville
and
Ronald McDonald House Family Room: Mercy in Rogers

12th Annual/

RED SHOE SOIREE

An Evening in Capri



APRIL 10, 2026
6:30 pm

LEDGER
BENTONVILLE, AR

Join us for Northwest Arkansas's premier event of the year! Red Shoe Soiree's ***Evening in Capri*** includes hand-crafted cocktails and mocktails, a chef-prepared dinner, and time to dance the night away at the After Party.

You'll also hear from families who have stayed in the **Ronald McDonald House** or **Ronald McDonald House Family Room**, as to why your support is so important. We'll also recognize **dedicated Volunteers** who serve as the Heart of our mission.

Don't miss the exclusive Silent and Live Auctions, Raffles, 360 Photo Booth, and the electrifying After Party!

Questions? Contact Savannah Skidmore-Roesler

Community Engagement Associate

(870) 291-2230 | savannah@ronaldmcdonaldhousearnla.org

Sponsorship Opportunities

Your contribution DIRECTLY impacts families staying at
Ronald McDonald House: Washington Regional in Fayetteville and
Ronald McDonald House Family Room: Mercy in Rogers.

Your support helps families stay in their child's fight.

100% of proceeds benefit Ronald McDonald House programs in NWA

Presenting - \$15,000

Provides 150 Nights for Families

- 3 tables of 10 in Premier seating
- VIP Cocktail Hour for you and your guests
- Sponsor integrated with event name: "Red Shoe Soiree presented by <sponsor name>" in all marketing, including logo displayed on event website, Facebook event cover photo, all event emails, and promo graphics on social media + print*
- Opportunity to give Welcome remarks on-stage
- On-screen recognition at event
- Inclusion in two Monthly Newsletters
- Recognition in NWA Ronald McDonald House Programs
- Commemorative event photo of you and your guests

Platinum - \$10,000

Provides 100 Nights for Families

- 2 tables of 10 in Premier seating
- VIP Cocktail Hour for you and your guests
- Prominent corporate logo placement on event website
- Corporate logo on event emails, and select social media countdown posts*
- On-screen recognition at event
- Included in post-event Thank You on social and/or print
- Commemorative event photo of you and your guests

Gold - \$7,500

Provides 75 Nights for Families

- 1 table of 10 in Premier seating
- VIP Cocktail Hour for you and your guests
- Corporate logo displayed on event website
- Included in event emails and post-event social media*
- Recognition at event
- Commemorative event photo of you and your guests

Silver - \$5,000

Provides 50 Nights for Families

- 1 table of 8 in Premier seating
- VIP Cocktail Hour for you and your guests
- Corporate logo displayed on event website
- Included in event emails and post-event social media*
- Recognition at event
- Commemorative event photo of you and your guests

Bronze - \$2,500

Provides 25 Nights for Families

- 1 table of 8 in Preferred seating
- Corporate name displayed on event website
- Recognition at event

Patron - \$500

Provides 5 Nights for Families

- 2 Tickets
- Your name displayed on event website
- Name listed on-screen at event

*Detailed breakdown of marketing features upon request

Exclusive Sponsorships

All Exclusive Sponsorships include 1 Premier table of 10, logo on event website, select social media pre and post event, inclusion in event emails, your logo/name recognition on-screen at event, and MC recognition.

Each sponsorship provides **60 nights for families** at a Ronald McDonald House program in NWA

\$6,000 each

Only one of each available

Entertainment

- Exclusive recognition during Live Entertainment
- Logo placement on event signage

After Party

- Named as exclusive After Party Sponsor in event materials
- Logo featured on After Party Lounge signage

Auction

- Recognition as Auction Sponsor on mobile bidding site
- Printed signage on Auction tables
- Mention in pre-event social media and Auction emails

VIP Hour

- Signage at bars during VIP Cocktail Hour
- Signature Cocktail & Mocktail branded with your name (optional)

360 Photo Booth

- Logo on all printed photo strips
- Logo included in digital gallery of event photos

Specialty Drink

- Logo on cocktail napkins + bar signage
- Signature Cocktail & Mocktail branded with your name (optional)

Raffle

- Logo/name on Raffle display signage
- On-stage for Raffle ticket announcement



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12th Annual

**RED SHOE
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Directly Benefiting Ronald McDonald House Programs in Northwest Arkansas

SPONSOR CONTRACT

Event Date - April 10, 2026

Name As You Would Like To Be Recognized

Contact Name _____

Address _____

City/State/Zip _____

Phone _____

Email _____

Indicate Your Participation Level

☐ Presenting (\$15,000) ☐ Platinum (\$10,000) ☐ Gold (\$7,500) ☐ Silver (\$5,000) ☐ Bronze (\$2,500)

☐ Exclusive (\$6,000) - Please
circle one:

**Entertainment
After Party**

**Auction
VIP Hour**

**360 Photo Booth
Specialty Drink**

Raffle

☐ Patron (\$500)

☐ Individual Ticket (\$200) - # of Tickets Desired _____

☐ **Unable to attend**, but I'd still like to donate! \$ _____

Indicate Payment Option

☐ Enclosed is my Check payable to **Ronald McDonald House Arkansas & North Louisiana**

☐ Email **invoice** to _____

☐ Charge to my **Credit Card**

(Cards are subject to a card processing fee of up to 3.5%)

Card Number _____

Exp. Date _____

Cardholder Name _____

Sec. Code _____

Signature _____

Date _____

Presenting, Platinum, & Gold Sponsorship Contracts Due by February 20, 2026 to be included in E-invitation

PAYMENT DUE NO LATER THAN DATE OF EVENT - April 10, 2026

Mail completed contract to:

Ronald McDonald House AR & NLA
P.O. Box 8790
Fayetteville, AR 72703

Email completed contract to:

savannah@ronaldmcdonaldhousearnla.org
Questions? Savannah - 870.291.2230

Register Online: nwardshoesoiree.com