



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](mailto: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

# 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

