



**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



Presented By:



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

Strategic Partnerships & Events Lead

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



Dear Friends,

It is truly an honor to invite you to the **12th Annual Red Shoe Soiree—An Evening in Capri**—taking place on **April 10, 2026, at Ledger in Bentonville**. This special evening is Northwest Arkansas's premier fundraising event benefiting **Ronald McDonald House: Washington Regional** in Fayetteville and the **Ronald McDonald House Family Room at Mercy** in Rogers, and I am thrilled to serve as this year's Chair.

Red Shoe Soiree is more than a beautiful night of hand-crafted cocktails, Italian-inspired cuisine, lively auctions, and dancing—it is a celebration of family, generosity, and the incredible impact our community can have when we come together. Every dollar raised directly supports families who need to stay close to their children during some of life's most challenging moments.

This mission is deeply personal to me.

When my son, Quincy, was born five weeks early, our family suddenly found ourselves in the NICU at Washington Regional Hospital in Fayetteville. Those early days were filled with fear, exhaustion, and hope—and in the middle of it all, Ronald McDonald House became an extraordinary gift to our family.

As a nursing mom, recovering from a C-section, and parenting a toddler at home, having a place just steps away from the NICU changed everything. Instead of spending hours driving back and forth, I was able to be close to my baby, rest when I needed to, and focus on healing and being present. I didn't have to think about meals, logistics, or where I would sleep—I felt cared for.

More than shelter, Ronald McDonald House felt like staying at someone's home. It offered comfort, warmth, and a sense of community during one of the most stressful times of our lives. We will always be grateful for the meals, the quiet places to rest, and the kindness that surrounded us during those days.

That gratitude is why this evening matters so much to me.

Your support of Red Shoe Soiree helps ensure that other families—right here in Northwest Arkansas—have that same sense of care, closeness, and comfort when they need it most. Together, we can help families stay near their children, reduce stress, and focus on what truly matters: healing and hope.

I hope you will join us for this unforgettable evening and consider supporting Red Shoe Soiree through sponsorship or attendance. Thank you for being part of a community that shows up for families when it matters most.

With sincere gratitude,

Jessica Schaff
Chair, 2026 Red Shoe Soiree

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 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

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



**Ronald
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House®**
Arkansas &
North Louisiana



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** **Auction** **360 Photo Booth**
After Party **VIP Hour** **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