

RED SHOE SOIREE

AN EVENING IN ROMA



Presenting
Sponsors



APRIL 9, 2027

6:30 PM

LEDGER

BENTONVILLE, AR

Join us for Northwest Arkansas's premier event of the year!

Our **Evening In Roma** includes hand-crafted cocktails and mocktails, a chef-prepared dinner, and time to dance the night away at the After Party.

You'll hear from families who have stayed in the **Ronald McDonald House** or **Ronald McDonald House Family Room** and how your support keeps them close when they need it most. We'll also present the **Taylor Award** to honor a special supporter who has significantly advanced our mission and programs in Northwest Arkansas.

And you won't want to miss the exclusive Silent and Live Auctions, Photo Booth, and electrifying After Party!

New This Year - THE DOOR!

THE DOOR is our unique raffle. More info inside.



**Ronald
McDonald
House®**
Arkansas &
North Louisiana

Questions? Contact Savannah
(870) 291-2230

savannah@ronaldmcdonaldhousearnla.org



**Ronald
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Arkansas &
North Louisiana



Dear Friends,

It is an honor to invite you to the **13th Annual Red Shoe Soiree—An Evening in Roma**, taking place on **April 9, 2027, at Ledger in Bentonville**. This special evening will bring our Northwest Arkansas community together in support of **Northwest Arkansas Ronald McDonald House Programs** and the families they serve.

This year, the mission is especially personal to me.

Last summer, my son was born nearly six weeks early and spent the first 40 days of his life in the NICU. Our world changed in an instant. And for those 40 days, there was nowhere we wanted to be except close to him.

That experience gave me a perspective I didn't have before. Suddenly, my world became very small. The things that once filled my days were replaced by a single priority: being there for my child. But the everyday things—where you'll sleep, what you'll eat, how you'll manage being away from home—don't simply disappear.

That's what makes the work of Ronald McDonald House so meaningful.

For families with a sick or hospitalized child, Ronald McDonald House provides far more than a place to stay or a meal. It provides comfort and stability when very little feels certain. It takes some of those everyday burdens off of a family's shoulders, so they can focus on what matters most: being there for their child.

The 13th Annual Red Shoe Soiree will support the **Ronald McDonald House: Washington Regional** in Fayetteville and the **Ronald McDonald House Family Room: Mercy NWA**, helping families right here in Northwest Arkansas remain close to their children when they need it the most.

One of the things I love most about Northwest Arkansas is the way this community shows up for people. On April 9, I hope you'll join us for An Evening in Roma and consider supporting this important mission through sponsorship or attendance. It will be a wonderful evening of food, cocktails, dancing, and giving—but its impact will reach far beyond a single night.

My family's NICU experience changed the way I understand this mission. I know what it feels like to count the days until you can bring your child home. I also know how much it matters during those days to have people around you who make the hard things a little easier.

Together, we can be those people for families in our community.

With sincere gratitude,

Meghan Nicholas

Chair, 2027 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 Rogers.

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

100% of proceeds benefit Northwest Arkansas Ronald McDonald House programs.

Presenting - \$15,000

*Provides **150 Nights** for Families*

3 tables of 10 in Premier seating

20 VIP Cocktail Hour Tickets

Sponsor integrated with event name:

"Red Shoe Soiree presented by <your name>" in all marketing*

Opportunity to give Welcome remarks on-stage

On-screen and MC recognition at event

Inclusion in two Monthly Newsletters

Recognition in NWA Ronald McDonald House Programs

Platinum - \$10,000

*Provides **100 Nights** for Families*

2 tables of 10 in Premier seating

10 VIP Cocktail Hour Tickets

Prominent corporate logo placement on event website

Logo or Name on event emails, and select social media posts*

On-screen and MC recognition at event

Included in post-event Thank You on social and/or print

Gold - \$7,500

*Provides **75 Nights** for Families*

2 tables of 8 in Premier seating

8 VIP Cocktail Hour Tickets

Logo or Name displayed on event website

Included in event emails and post-event social media*

On-screen and MC recognition at event

Silver - \$5,000

*Provides **50 Nights** for Families*

1 table of 10 in Premier seating

6 VIP Cocktail Hour Tickets

Logo or Name displayed on event website

Included in event emails

On-screen and MC recognition at event

Bronze - \$2,500

*Provides **25 Nights** for Families*

1 table of 8 in Preferred seating

Name displayed on event website

Recognition at event

Patron - \$500

*Provides **5 Nights** for Families*

2 Tickets

Name displayed on event website

*Detailed breakdown of marketing features upon request

Exclusive Sponsorships

All Exclusive Sponsorships include 1 Premier table of 10, 6 VIP cocktail hour tickets, logo on event website, select pre and post event inclusion in social media or emails, inclusion in digital invitation, your logo or name 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



Mission Moment

Exclusive recognition during Feature Family moment
Logo or Name placement on family story table cards

After Party

Named as exclusive After Party Sponsor in event materials
Logo or Name featured on After Party 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
Toast of encouragement during the VIP Hour

Photo Booth

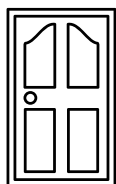
Logo or Name on all printed photo strips
Logo or Name included on digital prints

Specialty Drink

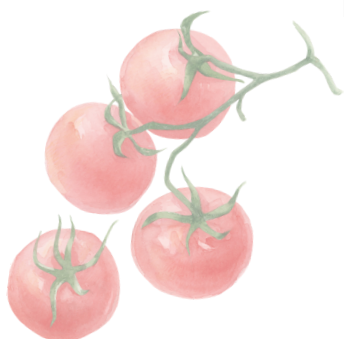
Logo on cocktail napkins and bar signage
Signature Cocktail & Mocktail branded with your name (optional)

New This Year! THE DOOR

THE DOOR is an exciting and interactive raffle experience. Raffle tickets are sold for a chance to open THE DOOR. Just before the After Party, 10 tickets are drawn. Those 10 ticket holders will draw from 10 keys, **but only ONE key will open THE DOOR!**



Logo signage at THE DOOR table
Logo on THE DOOR
Logo on screens during THE DOOR Drawing
On-stage during the drawing



Ciao!





**Ronald
McDonald
House®**
Arkansas &
North Louisiana

RED SHOE SOIREE

AN EVENING IN ROMA



Directly Benefiting Ronald McDonald House Programs in Northwest Arkansas

SPONSOR CONTRACT

Event Date - Friday, April 9, 2027

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) - **Circle one**
- | | | | |
|-----------------------|-----------------|------------------------|-----------------|
| Mission Moment | Auction | Photo Booth | The DOOR |
| After Party | VIP Hour | Specialty Drink | |
- ☐ Patron (\$500)
- ☐ Individual Ticket (\$200) - # of Tickets Desired _____
- ☐ **Unable to attend**, but want to support families who need Ronald McDonald House in NWA! \$ _____

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%; credit card information is not stored and is securely shredded after processing.

Card Number _____ Exp. Date _____
Cardholder Name _____ Sec. Code _____
Signature _____ Date _____

Presenting, Platinum, & Gold Sponsorship Contracts Due by February 19, 2027 to be included in E-invitation
PAYMENT DUE NO LATER THAN DATE OF EVENT - April 9, 2027

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