

Sweet Home BREWS

BENEFITING



Hosted by the RMHCA Junior Board
Friday, August 26th
6:00 p.m. - 9:00 p.m. at Pepper Place

The hottest ticket of the summer isn't only about great beer, food, friends and live music. Our summertime craft beer event raises money to support programs at the Ronald McDonald House in Birmingham.

Ronald McDonald House



1,063
people served
(389 unique families)



547
family stays



7,805
room nights



\$3 million
savings in food
& lodging costs



16 nights
average length
of stay



236 nights
longest stay
in 2021

Ronald McDonald Family Room at UAB Women's and Infants Center



276
room nights
at UAB



1,131
caregivers visited for
a total of **8,223** times



803
babies supported

Volunteers



255
groups and
individuals with **1,605**
hours of service



282
meals
provided



\$172,706
expenses saved
through volunteer
hours

Top 5 Patient Diagnoses

Premature birth **36%**

Heart-related **18%**

Cancer **10%**

Brain/neurological **8%**

Stomach/GI **6%**

SPONSORSHIP OPPORTUNITIES



	Presenting \$5,000	Keg \$2,500	Growler \$1,000	Specialty \$500
Featured social media post on the Sweet Home Brews event page and website mentions on www.rmcha.org	Exclusive	✓	✓	✓
Mentions in the Ronald McDonald House Charities of Alabama e-newsletter to 6,000+	✓	✓	✓	✓
On site event signage and recognition on Pepper Place social platforms	✓	✓	✓	✓
Recognition on welcome banner displayed during the event	Exclusive	Exclusive	✓	
Opportunity to display promotional materials at the event	✓	✓	✓	
Recognition on all marketing materials	Exclusive	Exclusive	✓	
Verbal recognition of support from the stage multiple times during event	Exclusive	✓		
Reserved space for a tent during the event	✓			
Logo featured on tasting cups	✓			
Event tickets	15	8	6	4

Yes! We want to support Sweet Home Brews 2022!

Business/Individual Name

Mailing Address

Point of Contact

Email

Check Enclosed

Send an Invoice

MasterCard

Visa

American Express

Name on Card

Exp. Date

CSV Code

Card Card #

Mail checks to:

Ronald McDonald House
Charities of AL.
1700 4th Ave., South
Birmingham, AL 35233

Please contact Bryant Cheatham, Finance Chair at (205) 445-2268 or bryant.cheatham@truist.com with any questions.