

# Sweet Home BREWS

BENEFITING



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

This annual craft brew event brings together some of the best Southeastern breweries in one place for a fun night to support the mission of Ronald McDonald House Charities of Alabama.

## Ronald McDonald House



**4,050**  
guests served  
(776 unique families)



**1,569**  
family stays



**16,487**  
room nights

**\$6.6 million**  
savings in food & lodging costs

**11 nights**  
average length of stay

**252 nights**  
longest stay in 2022

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



**469**  
room nights  
at UAB



**1,563**  
caregivers visited for  
a total of **12,193** times



**1,078**  
babies  
supported

## Volunteers



**126** groups  
and **661** individuals



**229**  
meals  
provided



**\$209,013**  
expenses saved  
through volunteer  
hours

## Top 5 Patient Diagnoses

Premature birth **25%**

Cancer **18%**

Heart-related **14%**

Brain/neurological **8%**

Stomach/GI **6%**

# SPONSORSHIP OPPORTUNITIES



## SPONSOR BENEFITS:

	Presenting <b>SOLD</b>	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 2023!**

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.