



RONALD McDONALD HOUSE CHARITIES OF SOUTH FLORIDA



October 30, 2008

Entered into the
Public Record during
the City of Coral Gables
Commission meeting
of 1/27/09,
in connection with
Agenda Item D-1.

WALTER J. FOEMAN
City Clerk

Alex Rodriguez, Chairmen
McDonald's Owner/Operator

4961 S.W. 74th Court
Miami, Florida 33155
P: (305) 661-0024

Dear Potential Sponsor,

The McDonald's All American High School Basketball Games (MAAHSBG) showcase the top boys and girls high school basketball players in the nation. The doubleheader is annually played in different host cities, drawing capacity crowds. We are asking for your company's consideration for sponsorship of the 2009 Annual McDonald's All American High School Basketball Games and events taking place here in Miami, Florida the week of March 30th, 2009.

For the first time in Florida, the Games will take place on Wednesday, April 1, 2009 at the University of Miami's Bank United Center in Coral Gables. The Games will be nationally televised on ESPN. In addition to the Games, the McDonald's All American's will participate in a separate POWERade JamFest on Monday, March 30, featuring the ESPN nationally televised slam dunk and three-point contests. There will also be a special awards banquet to honor the players and to present them with their All American rings on Tuesday, March 31.

Each year, proceeds from the McDonald's All American Games benefit the local chapter of the Ronald McDonald House Charities. This year, the net proceeds of the event will benefit Ronald McDonald House Charities of South Florida helping children in Miami Dade, Broward, Monroe and Palm Beach counties.

Millions of dollars have been raised for various children's charities since the games were first played in 1978. Attached you will find additional information about the McDonald's All American High School Basketball Games and events leading up to the game. Also enclosed are the sponsorship opportunities for your consideration. Please contact any of the following individuals if you have questions, would like additional information or would like to confirm sponsorship opportunities:

Alex Rodriguez
McDonald's Owner/Operator & AAB Game Chairperson
Phone: (305) 661-0024
Email: alex.rodriguez@partners.mcd.com

Beth Plotkin
Co-Chair of Sponsorship Committee
McDonald's Regional Marketing Manager
Phone: (813) 313-7026
Email: beth.plotkin@us.mcd.com

Leslie Pantin
Co-Chair of Sponsorship Committee
President: Pantin/Beber Silverstein Public Relations
Phone: (305) 929-9726
Email: leslie@thinkbsq.com

Liza Winkeljohn
University of Miami Development Officer
of University Advancement
Phone: 305-284-5630
Email: ewinkeljohn@miami.edu

Thank you in advance for consideration and support of the 2009 All American Basketball Games benefiting Ronald McDonald's House Charities of South Florida.

Sincerely,

Alex Rodriguez
McDonald's Owner/Operator
AAB Game Chairman

Ralph Alvarez
McDonald's President and COO
AAB Honorary Game Chairman



GENERAL INFORMATION AND TRIVIA

ORIGIN:

In 1977, McDonald's® selected the best high school basketball players in the country and named them to the first McDonald's All American High School Team. The Team competed in the Capital Classic Game (started in 1974) against the best players in the Maryland-D.C.-Virginia area.

Then, in 1978, just one year later, McDonald's launched its own all-star high school game -- the McDonald's All American High School Basketball Game®, featuring an East team and a West team of the best high school boy's players in the country. It was the first national high school basketball all-star game. The Inaugural Game was played in 1978 before a crowd of more than 13,000 at The Spectrum in Philadelphia.

Now, in 2009, McDonald's will host the 32nd annual Boys Game and the eighth annual Girls Game. Both games will take place at the BankUnited Center in Miami, FL on April 1, 2009.

31 BOYS GAMES, 32 BOYS TEAMS:



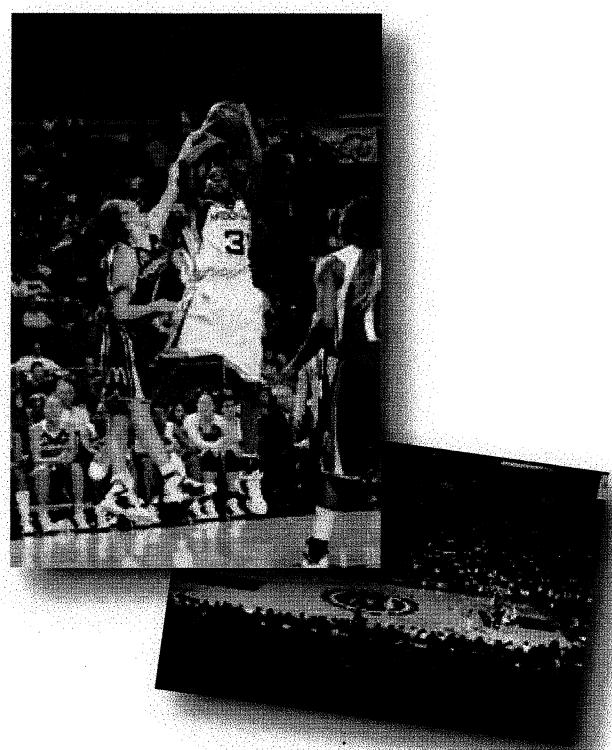
This year marks the 32nd annual McDonald's All American Boys High School Basketball Game, but the 33rd year in which a Boys Team has been named. The first McDonald's All American Boys Team in 1977 included future NBA greats Magic Johnson, Albert King and Gene Banks.

AN HONOR ROLL OF 743 BOYS

Including 2008, 743 boy players have been selected to the McDonald's All American High School Basketball Team®, coming from 45 states and the District of Columbia.

AN HONOR ROLL OF 168 GIRLS

Including 2008, 168 girls have been selected to the McDonald's All American High School Basketball Team, coming from 35 states and the District of Columbia.



MOST PROLIFIC STATES:

Over the past 32 years, California has produced the highest number of McDonald's All American boys with 78.

| | | | |
|------------|----|--------------|----|
| California | 78 | Michigan | 35 |
| New York | 61 | Indiana | 34 |
| Illinois | 57 | Georgia | 29 |
| Virginia | 53 | New Jersey | 29 |
| Texas | 35 | Pennsylvania | 24 |
| Maryland | 35 | Florida | 22 |

Note: California has also taken the lead for the highest number of McDonald's All American girls with 29 players over the past seven years.

NCAA CHAMPIONS:

Looking for a barometer to determine the chances of a college basketball team winning the NCAA Championship? At least one McDonald's All American boy had been part of every title since 1979 until 2002 when the University of Maryland won the title without any former McDonald's All Americans. In 2003, the streak began again with a victory by Syracuse University. In all, 81 alumni have played a role in at least one NCAA title:

| NCAA Champion | McDonald's All Americans |
|--------------------|--|
| '08 Kansas | Cole Aldrich ('07); Darrell Arthur ('06); Sherron Collins ('06) |
| '07 Florida | Corey Brewer ('04) |
| '06 Florida | Corey Brewer ('04) |
| '05 North Carolina | Raymond Felton ('02); Sean May ('02); Rashad McCants ('02); Jawad Williams ('01); Marvin Williams ('04) |
| '04 UConn | Taliek Brown ('00); Charlie Villanueva ('03) |
| '03 Syracuse | Carmelo Anthony ('02) |
| '01 Duke | Nate James ('96); Shane Battier ('97); Carlos Boozer ('99); Michael Dunleavy ('99); Casey Sanders ('99); Jay Williams ('99); Chris Duhon ('00) |
| '00 Michigan State | Mateen Cleaves ('96); Jason Richardson ('99) |
| '99 UConn | Khalid El-Amin ('97); Richard Hamilton ('96) |
| '98 Kentucky | Wayne Turner ('95) |
| '97 Arizona | Mike Bibby ('96) |
| '96 Kentucky | Tony Delk ('92); Antoine Walker ('94); Ron Mercer ('95); Wayne Turner ('95) |
| '95 UCLA | Ed O'Bannon ('90); Charles O'Bannon ('93); omm'A Givens ('94) |
| '94 Arkansas | Corliss Williamson ('92); Darnell Robinson ('93) |
| '93 North Carolina | Eric Montross ('90); Derrick Phelps ('90); Brian Reese ('90); Serge Zwikker ('92); George Lynch ('89) |
| '92 Duke | Christian Laettner ('88); Bobby Hurley ('89); Grant Hill ('90); Cherokee Parks ('91) |
| '91 Duke | Greg Koubek ('87); Christian Laettner ('88); Crawford Palmer ('88); Bobby Hurley ('89); Billy McCaffrey ('89); Grant Hill ('90) |
| '90 UNLV | Larry Johnson ('87); Elmore Spencer ('87) |
| '89 Michigan | Rumeal Robinson ('86); Sean Higgins ('87); Terry Mills ('88) |
| '88 Kansas | Danny Manning ('84); Mark Randall ('86); Mike Maddox ('87) |
| '87 Indiana | Daryl Thomas ('83); Rick Calloway ('85) |
| '86 Louisville | Milt Wagner ('81); Billy Thompson ('82); Kevin Walls ('84); Tony Kimbro ('85); Pervis Ellison ('85) |
| '85 Villanova | Ed Pinckney ('81); Harold Pressley ('82) |
| '84 Georgetown | Patrick Ewing ('81); Reggie Williams ('83) |
| '83 N.C. State | Sidney Lowe ('79); Derek Whittenberg ('79); Ernie Meyers ('82) |
| '82 North Carolina | James Worthy ('79); Jim Braddock ('79); Sam Perkins ('80); Matt Doherty ('80); Michael Jordan ('81); Buzz Peterson ('81) |
| '81 Indiana | Ray Tolbert ('77); Landon Turner ('78); Isiah Thomas ('79) |
| '80 Louisville | Scooter McCray ('78); Jerry Eaves ('78) |
| '79 Michigan State | Magic Johnson ('77) |

PROLIFIC HIGH SCHOOLS:

Oak Hill Academy in Mouth of Wilson, VA, has produced more McDonald's All Americans than any other school:

1. Oak Hill Academy, Mouth of Wilson, VA (24)

Cory Alexander ('91); Carmelo Anthony ('02); Chris Brooks ('86); Anthony Cade ('90); Rashaad Carruth ('01); Ben Davis ('91); Chris Davis ('92); Eric Devendorf ('05); DeSagana Diop ('01); Ivan Harris ('03); Stephen Jackson ('96); Brandon Jennings ('08); Tywon Lawson ('06); Kevin Lyde ('98); Glenn Mayers ('80); Jeff McInnis ('93); Ron Mercer ('95); Martice Moore ('92); Rajon Rondo ('04); Brian Shorter ('87); Josh Smith ('04); Nolan Smith ('07); Jerry Stackhouse ('93); Curtis Staples ('94)

2. DeMatha H.S., Hyattsville, MD (11)

Keith Bogans ('99); Adrian Branch ('81); Danny Ferry ('85); Joe Forte ('99); Austin Freeman ('07); Travis Garrison ('02); Steve Hood ('86); Sidney Lowe ('79); Jerrod Mustaf ('88); Duane Simpkins ('92); Derek Whittenberg ('79)

3. Dunbar H.S., Baltimore, MD (7)

Keith Booth ('93); Donta Bright ('92); Michael Brown ('84); Terry Dozier ('85); Michael Lloyd ('92); Norman Nolan ('94); Reggie Williams ('83)

4. St. Anthony's H.S., Jersey City, NJ (6)

Bobby Hurley ('89); Elijah Ingram ('02); Anthony Perry ('97); Rodrick Rhodes ('92); David Rivers ('84); Michael Rosario ('08)

5. Roman Catholic H.S., Philadelphia, PA (5)

Dallas Comegys ('83); Eddie Griffin ('00); Reggie Jackson ('78); Alonzo McFarlan ('80); Mark Stevenson ('85)

6. Martin Luther King H.S., Chicago, IL (5)

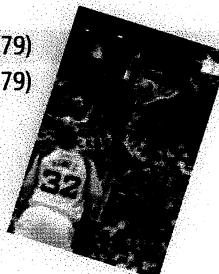
Jamie Brandon ('90); Rashard Griffith ('93); Teddy Grubbs ('79); Marcus Liberty ('87); Efrem Winters ('82)

NBA TRIVIA

NBA CHAMPIONS:

42 former McDonald's All Americans have contributed to NBA Titles. In all, they own a total of 72 NBA Championship rings. They are:

| | |
|---------------------------|--|
| '07-'08 Boston Celtics | Glen Davis ('04); Kevin Garnett ('95); Kendrick Perkins ('03); Paul Pierce ('95); Leon Powe ('03); Rajon Rondo ('04) |
| '06-'07 San Antonio Spurs | Jackie Butler ('03); Melvin Ely ('97); Jacque Vaughn ('93); James White ('01) |
| '05-'06 Miami Heat | Shaquille O'Neal ('89); Alonzo Mourning ('88); Jason Kapono ('99) |
| '04-'05 San Antonio Spurs | Dion Glover ('97); Glenn Robinson ('91) |
| '03-'04 Detroit Pistons | Tayshaun Prince ('98); Rasheed Wallace ('93); Chauncey Billups ('95); Richard Hamilton ('96); Corliss Williamson ('92) |
| '02-'03 San Antonio Spurs | Stephen Jackson ('96); Danny Ferry ('85) |
| '01-'02 L.A. Lakers | Shaquille O'Neal ('89); Kobe Bryant ('96) |
| '00-'01 L.A. Lakers | Shaquille O'Neal ('89); Kobe Bryant ('96) |
| '99-'00 L.A. Lakers | Shaquille O'Neal ('89); Kobe Bryant ('96) |
| '98-'99 San Antonio Spurs | Sean Elliott ('85) |
| '97-'98 Chicago Bulls | Michael Jordan ('81); Bill Wennington ('81); Keith Booth ('93) |
| '96-'97 Chicago Bulls | Michael Jordan ('81); Bill Wennington ('81); Brian Williams ('87) |
| '95-'96 Chicago Bulls | Michael Jordan ('81); Bill Wennington ('81) |
| '94-'95 Houston Rockets | Kenny Smith ('83); Peter Chilcutt ('86) |
| '93-'94 Houston Rockets | Kenny Smith ('83) |
| '92-'93 Chicago Bulls | Michael Jordan ('81); John Paxson ('79); Scott Williams ('86) |
| '91-'92 Chicago Bulls | Michael Jordan ('81); John Paxson ('79); Scott Williams ('86) |
| '90-'91 Chicago Bulls | Michael Jordan ('81); John Paxson ('79); Scott Williams ('86) |
| '89-'90 Detroit Pistons | Mark Aguirre ('78); Isiah Thomas ('79) |
| '88-'89 Detroit Pistons | Mark Aguirre ('78); Isiah Thomas ('79) |
| '87-'88 L.A. Lakers | Magic Johnson ('77); Byron Scott ('79); Billy Thompson ('82); Milt Wagner ('81); James Worthy ('79); Jeff Lamp ('77) |
| '86-'87 L.A. Lakers | Adrian Branch ('81); Magic Johnson ('77); Byron Scott ('79); Billy Thompson ('82); James Worthy ('79) |
| '85-'86 Boston Celtics | Greg Kite ('79); Sam Vincent ('81) |
| '84-'85 L.A. Lakers | Earl Jones ('80); Magic Johnson ('79); Byron Scott ('79); James Worthy ('79) |
| '83-'84 Boston Celtics | Greg Kite ('79) |
| '81-'82 L.A. Lakers | Magic Johnson ('79) |
| '79-'80 L.A. Lakers | Magic Johnson ('79) |



NBA ACHIEVEMENTS:

Five former McDonald's All American players have won a combined twelve NBA MVP Awards:

Kobe Bryant (1), Kevin Garnett (1), Magic Johnson (3), Michael Jordan (6) and Shaquille O'Neal (1).

Sixteen McDonald's All Americans have been named NBA Rookie of the Year:

Elton Brand, Vince Carter, Derrick Coleman, Kevin Durant, Patrick Ewing, Grant Hill, Jason Kidd, LeBron James, Larry Johnson, Michael Jordan, Mike Miller, Shaquille O'Neal, Chris Paul, Ralph Sampson, Amare' Stoudemire and Chris Webber.

Nineteen McDonald's alumni have gone on to become the first selection in the NBA draft:

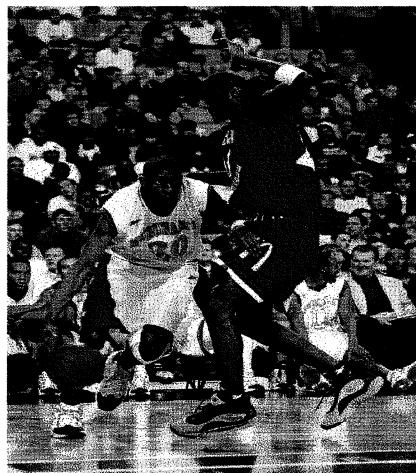
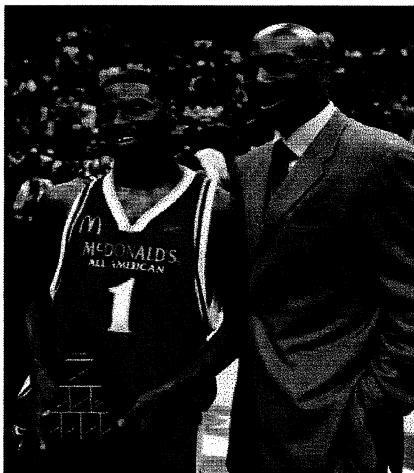
Mark Aguirre, Elton Brand, Kwame Brown, Derrick Coleman, Brad Daugherty, Pervis Ellison, Patrick Ewing, Dwight Howard, LeBron James, Larry Johnson, Magic Johnson, Danny Manning, Greg Oden, Shaquille O'Neal, Glenn Robinson, Derrick Rose, Ralph Sampson, Chris Webber and James Worthy.

OLYMPIC TRIVIA:

In the past five Olympic Games, 25 McDonald's All Americans have participated. In 2008, McDonald's All American's Carmelo Anthony, Carlos Boozer, Chris Bosh, Kobe Bryant, Dwight Howard, LeBron James, Jason Kidd, Chris Paul and Tayshaun Prince won the Gold Medal for Team USA. McDonald's All American's Carmelo Anthony, Mike Bibby, Carlos Boozer, LeBron James, Richard Jefferson, Stephon Marbury and Jermaine O'Neal wore the red, white and blue in 2004. In 2000, McDonald's All American's Shareef Abdur-Rahim, Vince Carter, Kevin Garnett, Allan Houston, Jason Kidd and Alonzo Mourning accounted for half of the U.S. Men's basketball team. In 1996, Grant Hill and Shaquille O'Neal helped capture the gold for the U.S. team. In 1992, U.S. Men's Olympic basketball team included Michael Jordan, Chris Mullin, Patrick Ewing, Magic Johnson and Christian Laettner.



Potential Sponsor Information & Opportunities



ABOUT THE MDONALD'S HIGH SCHOOL ALL AMERICAN GAMES:

The McDonald's All American High School Basketball games take place on Wednesday April 1, 2009 at the Bank United Center at the University of Miami. There is a girl's and a boy's game. The girl's game will start at 5:30pm and the boys game will start at 8:00 pm.

Before some of them were NBA Champions, NCAA Champions or Olympic Gold medalists they were McDonald's All Americans!

**Alonzo Mourning
Magic Johnson
Shaquille O'Neal**

**Michael Jordan
Kevin Garnett
Jason Kidd**

**LeBron James
Michael Beasley
Candace Parker**

**Carmelo Anthony
Candice Wiggins**

The 2009 game marks the 32nd anniversary of the boy's game and the 8th annual girl's game. A selection committee of prominent high school coaches, prep scouts and media from around the country choose the nation's top graduating high school boy and girl basketball players from a pool of approximately 2,500 eligible seniors. **Morgan Wootten**, the popular high school basketball coach with the most wins of all time, serves as the chairman of the McDonald's All American Selection Committee. The legendary, Coach **John Wooden**, Former UCLA basketball coach and chairman of the McDonald's All American Game, serves as an advisor to the committee.

Each year, proceeds from the McDonald's All American Games benefit the local chapter of the Ronald McDonald House Charities (RMHC). This year, the net proceeds of the event benefit the Ronald McDonald House Charities of South Florida. Millions of dollars have been raised for various children's charities since the games were first played in 1978. The participants of this year's McDonald's All American Games will have the opportunity to visit with patients at the Ronald McDonald House of Miami during game week.

ABOUT THE POWERADE JAMFEST:

The annual POWERade JamFest will be held at the Bank United Center at the University of Miami on Monday, March 30, 2009, from 7:00 – 9:00 p.m. (Times subject to change) The POWERade JamFest will provide an opportunity for the McDonald's All Americans to showcase their abilities in skills competitions. Players will compete in the slam dunk contest and the three-point shoot out. The estimated attendance of this event is over 5,000. The event will be aired live on ESPN.

ABOUT THE McDONALD'S ALL-AMERICAN AWARDS BANQUET:

The McDonald's All-American Awards Banquet will take place on Tuesday, March 31, 2009. Over the past few years, the banquet has featured some well known basketball names such as **Bill Walton, John Wooden, Lisa Leslie, Gail Goodrich, Jerry Colangelo & Jay Williams, Julius Irving (Dr. J)** as well as entertainer Laury Hill. The banquet also includes the special presentation of the All American rings to the players. It is truly a celebration of the game of basketball.

ABOUT RONALD McDONALD HOUSE CHARITIES:

All proceeds from the Games will benefit Ronald McDonald House Charities of South Florida. Ronald McDonald House Charities was founded in 1984, a decade after Dr. Audrey Evans and Philadelphia Eagles' tight end Fred Hill, whose daughter had leukemia, opened the first Ronald McDonald House in Philadelphia. In memory of McDonald's founder and children's advocate, Ray Kroc, RMHC was established to help seriously ill children and their families and to continue the success of the first Ronald McDonald House.

McDonalds is proud to support Ronald McDonald House Charities through World Children's Day and local fundraising efforts as well as countless volunteer hours. McDonald's and its Owner/Operators are dedicated to Ronald McDonald House Charities and its mission to create, find and support programs that directly improve the health and well being of children through its three core programs that help families in need:

- Ronald McDonald House®
- Ronald McDonald Family Room®
- Ronald McDonald Care Mobile®

The Ronald McDonald House provides a home away from home for families of seriously ill children receiving treatment at nearby hospitals.

The, Ronald McDonald Family Room, extends the comfort of a Ronald McDonald House into the hospital. Often located steps away from pediatric and intensive care units, a Ronald McDonald Family Room provides a place to enjoy a warm meal, talk with other parents and relax.

The Ronald McDonald House Care Mobile Unit is a fleet of state-of-the-art vehicles that deliver cost-effective medical and dental care directly to underserved children in their own neighborhoods. In the U.S. alone, almost 12 million children are uninsured and unable to obtain access to proper health care. Unlike most mobile clinics, the Ronald McDonald Care Mobiles are designed and built specifically as pediatric healthcare units.

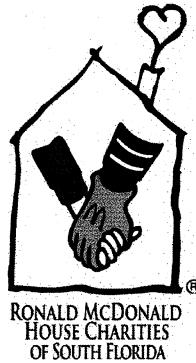
ABOUT RONALD McDONALD HOUSE CHARITIES OF SOUTH FLORIDA:

In the early 1980's a small group of dedicated volunteers, including McDonald's Owner Operators, set out to build the first Ronald McDonald House in South Florida, which opened on August 15, 1982 on the grounds of Jackson Memorial Medical Center in Downtown Miami. The 27-bedroom House has provided shelter and solace for more than 21,000 families from around the world. Established in 1988, Ronald McDonald House Charities (RMHC) of South Florida was created in memory of McDonald's founder Ray A. Kroc, who believed in sharing his good fortune with others.

After 15 years, the opportunity and partnership with the North Broward Hospital District made it possible to open a second House in the market. In May of 2004, the Ronald McDonald House of Fort Lauderdale opened its doors to serve and help children and families in Broward and Palm Beach Counties. With this addition to the market, the help has extended to over 700 families a year. Funding from the House comes from individuals, foundations, corporations, special events and with the help of local McDonald's restaurants through awareness, promotions and canisters.

RMHC of South Florida is committed to education and making it a priority, offering scholarships to local Hispanic and African American students who face limited access to educational and career opportunities. These scholarships provide the young leaders of tomorrow with an opportunity to achieve and accomplish their goals and dreams. RMHC / HACER of South Florida locally awards 10 senior high school students with a \$2,000 scholarship. The Future Achievers scholarship selects 11 students with the same award. Since inception the program has contributed almost \$500,000 to local South Florida students.

Donations are one of the primary functions of RMHC South Florida. RMHC focuses its grant donations to non-profit organizations whose work directly impacts a wide number of South Florida children 18 years and under. These grants are awarded to benefit children and families in the following important areas: Health Care and Medical Research; Educational and Social responsibility, including Ronald McDonald Houses. Since its inception, RMHC of South Florida has awarded over \$4 million dollars to other local, not-for-profit organizations benefiting children and families.



SPONSORSHIP OPPORTUNITES

BANQUET PRESENTING PARTNER (\$100,000)

- All American Awards Banquet and Silent Auction: 30 Tickets (Three tables)
- McDonald's All American Game at the BankUnited Center to both boys and girls' games: 1 Suite (16 capacity), 12 courtside tickets, 12 VIP tickets, 12 VIP hospitality passes and 12 VIP parking passes.
- POWERade JamFest at the BankUnited Center: 1 Suite (22 capacity), 30 premium tickets, 12 VIP hospitality passes and 12 VIP parking passes.
- Logo on a window poster up at McDonald's restaurants in the Miami, Ft. Lauderdale and West Palm Beach DMA for at least 2 months. This represents 248 restaurants and over 14 million impressions.
- Negotiations with media partners are on-going and additional mentions on radio or tv may come to fruition
- Logo on Welcome Banner at Host Hotel
- Logo on Welcome Banner at BankUnited Center during both JamFest and All American Game
- Eight (8) PA announcements (4 for JamFest and 4 for All American Game)
- Official Game Program Ad (Full Page)
- Partner recognition in Official Game Program
- Commemorative Autographed Ball
- Donor Gift

HOSPITALITY PRESENTING PARTNER (\$50,000)

- All American Awards Banquet and Silent Auction: 20 tickets (Two tables)
- McDonald's All American Game at the BankUnited Center to both boys and girls' games: 1 Suite (16 capacity), 8 courtside tickets, 8 VIP tickets, 8 VIP hospitality passes and 8 VIP parking passes.
- POWERade JamFest at the BankUnited Center: 1 Suite (16 capacity), 20 premium tickets, 8 VIP hospitality passes and 8 VIP parking passes.
- Logo on a window poster at McDonald's restaurants in the Miami, Ft. Lauderdale and West Palm Beach DMA for at least 2 months. This represents 248 restaurants and over 14 million impressions.
- Negotiations with media partners are on-going and additional mentions on radio or tv may come to fruition
- Logo on Welcome Banner at Host Hotel
- Logo on Welcome Banner at BankUnited Center during both JamFest and All American Game
- Eight (8) PA announcements (4 for JamFest and 4 for All American Game)
- Official Game Program Ad (Full Page)
- Partner recognition in Official Game Program
- Commemorative Autographed Ball
- Donor Gift

PLATINUM PARTNER (\$30,000)

- All American Awards Banquet and Silent Auction: 20 tickets (Two tables)
- McDonald's All American Game at the BankUnited Center to both boys and girls' games: 1 Suite (16 capacity), 4 courtside tickets, 4 VIP tickets, 4 VIP hospitality passes and 4 VIP parking passes.
- POWERade JamFest at the BankUnited Center: 1 Suite (16 capacity), 20 premium tickets, 4 VIP hospitality passes and 4 VIP parking passes.
- Logo on a window poster at McDonald's restaurants in the Miami, Ft. Lauderdale and West Palm Beach DMA for at least 2 months. This represents 248 restaurants and over 14 million impressions.
- Negotiations with media partners are on-going and additional mentions on radio or tv may come to fruition
- Logo and recognition on event promotional and marketing pieces
- Logo on Welcome Banner at Host Hotel
- Logo on Welcome Banner at BankUnited Center during both JamFest and All American Game
- Eight PA announcements (4 each for JamFest and All American Game)
- Official Game Program Ad (Full Page)
- Partner recognition in Official Game Program
- Commemorative Autographed Ball
- Donor Gift

GOLD PARTNER (\$20,000)

- All American Awards Banquet and Silent Auction: 10 tickets (One table)
- McDonald's All American Game at the BankUnited Center to both boys and girl's games: 6 VIP tickets, 6 Premium tickets, 2 VIP hospitality passes and 2 VIP parking passes.
- POWERade JamFest at the BankUnited Center: 10 premium tickets, 2 VIP hospitality passes and 2 VIP parking passes.
- Logo on a window poster at McDonald's restaurants in the Miami, Ft. Lauderdale and West Palm Beach DMA for at least 2 months. This represents 248 restaurants and over 14 million impressions.
- Negotiations with media partners are on-going and additional mentions on radio or tv may come to fruition
- Logo and recognition on event promotional and marketing pieces
- Logo on Welcome Banner at Host Hotel
- Logo on Welcome Banner at BankUnited Center during both JamFest and All American Game
- Four PA announcements (2 each for JamFest and All American Game)
- Official Game Program Ad (Full Page)
- Partner recognition in Official Game Program
- Commemorative Autographed Ball
- Donor Gift

SILVER PARTNER (\$15,000)

- All American Awards Banquet and Silent Auction: 10 tickets (One table)
- McDonald's All American Game at the BankUnited Center to both boys and girl's games: 4 VIP tickets, 4 Premium tickets, 2 VIP hospitality passes and 2 VIP parking passes.
- POWERade JamFest at the BankUnited Center: 10 premium tickets, 2 VIP hospitality passes and 2 VIP parking passes.
- Logo on a window poster at McDonald's restaurants in the Miami, Ft. Lauderdale and West Palm Beach DMA for at least 2 months. This represents 248 restaurants and over 14 million impressions.
- Negotiations with media partners are on-going and additional mentions on radio or tv may come to fruition
- Logo and recognition on event promotional and marketing pieces
- Logo on Welcome Banner at Host Hotel
- Logo on Welcome Banner at BankUnited Center during both JamFest and All American Game
- Four PA announcements (2 each for JamFest and All American Game)
- Official Game Program Ad (Half Page)
- Partner recognition in official game program
- Commemorative Autographed Ball
- Donor Gift

BRONZE PARTNER (\$10,000)

- All American Awards Banquet and Silent Auction: 6 Tickets
- McDonald's All American Game at the BankUnited Center to both boys' and girls' games: 2 VIP tickets, 6 Premium tickets, 2 VIP parking passes.
- POWERade JamFest at the BankUnited Center: 6 premium tickets, 2 VIP hospitality passes and 2 VIP parking passes.
- Logo and recognition on event promotional and marketing pieces
- Logo on Welcome Banner at Host Hotel
- Logo on Welcome Banner at BankUnited Center during both JamFest and All American Game
- Official Game Program Ad (Quarter Page)
- Partner recognition in official game program
- Commemorative Autographed Ball
- Donor Gift

CHARITY PARTNER (\$5,000)

- All American Awards Banquet and Silent Auction: 4 tickets
- Contribution goes towards purchasing 30 premium tickets for the POWERade Jam Fest. Tickets will be distributed to a non-profit or school of the contributor's choice.
- Donation will be recognized during the POWERade Jam Fest
- Sponsor recognition in Official Game Program
- Commemorative Autographed Ball
- Donor Gift



ABOUT RONALD McDONALD HOUSE CHARITIES

All proceeds from the Games will benefit Ronald McDonald House Charities of South Florida. Ronald McDonald House Charities was founded in 1984, a decade after Dr. Audrey Evans and Philadelphia Eagles' tight end Fred Hill, whose daughter had leukemia, opened the first Ronald McDonald House in Philadelphia. In memory of McDonald's founder and children's advocate, Ray Kroc, RMHC was established to help seriously ill children and their families and to continue the success of the first Ronald McDonald House.

McDonalds is proud to support Ronald McDonald House Charities through World Children's Day and local fundraising efforts as well as countless volunteer hours. McDonald's and its Owner/Operators are dedicated to Ronald McDonald House Charities and its mission to create, find and support programs that directly improve the health and well being of children through its three core programs that help families in need:

- Ronald McDonald House®
- Ronald McDonald Family Room®
- Ronald McDonald Care Mobile®

The Ronald McDonald House provides a home away from home for families of seriously ill children receiving treatment at nearby hospitals.

The, Ronald McDonald Family Room, extends the comfort of a Ronald McDonald House into the hospital. Often located steps away from pediatric and intensive care units, a Ronald McDonald Family Room provides a place to enjoy a warm meal, talk with other parents and relax.

The Ronald McDonald House Care Mobile Unit is a fleet of state-of-the-art vehicles that deliver cost-effective medical and dental care directly to underserved children in their own neighborhoods. In the U.S. alone, almost 12 million children are uninsured and unable to obtain access to proper health care. Unlike most mobile clinics, the Ronald McDonald Care Mobiles are designed and built specifically as pediatric healthcare units.



Established in 1988, Ronald McDonald House Charities (RMHC) of South Florida was created in memory of McDonald's founder Ray A. Kroc, who believed in sharing his good fortune with others. RMHC is a not-for-profit foundation dedicated to helping local children live happier, healthier and more productive lives by supporting health care and medical research programs, education and the arts, and civic and social programs.

RMHC takes tremendous pride in the high standards and outstanding reputation of the Ronald McDonald Houses, its cornerstone program, which is a "home-away-from home" for families who must travel hundreds, sometimes thousands of miles outside of their own community to seek medical treatment for a child. Families who stay at the House find other families with the same concerns and they also find staff and volunteers who listen and care during these difficult times.

In the early 1980's a small group of dedicated volunteers, including McDonald's Owner Operators, set out to build the first Ronald McDonald House in South Florida, which opened on August 15, 1982 on the grounds of Jackson Memorial Medical Center in Downtown Miami. The 27-bedroom House has provided shelter and solace for more than 21,000 families from as close as Miami to as far as other countries in Europe, Vietnam and Russia.

After 15 years, the opportunity and partnership with the North Broward Hospital District made it possible to open a second House in the market. On May 11, 2004, the Ronald McDonald House of Fort Lauderdale opened its doors to serve and help children and families in Broward and Palm Beach Counties. With this addition to the market, the help has extended to around 700 families a year.

Funding from the House comes from individuals, foundations, corporations, special events and with the help of local McDonald's restaurants through awareness, promotions and canisters.

RMHC of South Florida is committed to education and making it a priority, offering scholarships to local Hispanic and African American students who face limited access to educational and career opportunities. These scholarships provide the young leaders of tomorrow with an opportunity to achieve and accomplish their goals and dreams. RMHC / HACER of South Florida locally awards to 10 senior high school students with a \$2,000 scholarship and Future Achievers selects 11 students with the same award. Since inception the program has contributed almost \$500,000 to local South Florida students.

Donations are one of the primary functions of RMHC South Florida. RMHC focuses its grant donations to non-profit organizations whose work directly impacts a wide number of South Florida children 18 years and under. These grants are awarded to benefit children and families in the following important areas: Health Care and Medical Research; Educational and Social responsibility, including Ronald McDonald Houses. Since its inception, RMHC of South Florida has awarded over \$4 million dollars to other local, not-for-profit organizations benefiting children and families.



RONALD McDONALD HOUSE® OF MIAMI OFFERS A HOME AWAY FROM HOME FOR MIRACLE BABY

Beatriz Suarez was told her son would never survive. She was just two months pregnant when the doctors delivered the devastating news that her son suffered from urine blockage and would die because his lungs would never develop.

But Suarez refused to accept the diagnosis. She pleaded with physicians to try anything to save her baby. Two surgeries and three procedures later, she gave birth to Anthony Suarez on May 31, 2006 at Jackson Memorial Hospital in Miami.

Doctors told her he wouldn't live more than 30 minutes. Then they said he wouldn't live through the night. He received his final blessing from a priest. But Anthony and his mother are fighters.

Suarez commuted between Miami and her home in the Florida Keys daily, driving a total of eight hours a day so that she could care for her 5-year-old son Edward, and be there for Anthony. A sense of comfort and support was finally offered to Suarez and her family at the Ronald McDonald House of Miami, which is celebrating its 25th Anniversary this month.



"I was so tired, I was sleeping in my car," said Suarez. "The Ronald McDonald House helped me so much. I was able to move with Edward to Miami so that I could be close to the hospital and take care of both of my children."

Anthony has had four additional surgeries since his birth, and as soon as he reaches 22 pounds he is expected to undergo a kidney transplant with his mother serving as the donor. Every day Anthony grows stronger. At 15 months he is standing, crawling and almost walking. Doctors are amazed at his ability to eat through his mouth.

"They said it is a miracle that he is alive – they have no explanation," said Suarez, holding Anthony with extreme pride. "Doctors failed to ever give me a bit of hope that my child would perhaps survive, but my heart was telling me that my baby was going to be OK. The Ronald McDonald House staff, other families and volunteers have offered so much support and have truly acted like family."

(more)

The Ronald McDonald House® of Miami is the cornerstone program of Ronald McDonald House Charities of South Florida, a not-for-profit foundation dedicated to helping local children

live happier, healthier and more productive lives by supporting health care and medical research programs, education and the arts, and civic and social programs.

The Ronald McDonald House of Miami is a "home-away-from-home" for families of seriously ill children receiving treatment at any pediatric medical facility. Since opening its doors in 1982, the 28-bedroom House has provided shelter and solace for more than 18000 families from all over the world. Twenty-four hours a day, 365 days a year, the House offers parents and family members of ill children a refuge from the hospital.

#

Any Help
Is
Greatly Appreciated

The Ronald McDonald Houses are funded through the generosity of thousands of individuals, businesses and foundations, the support of McDonald's Owner/Operators and customers, fundraisers and donated products and services.



To help, and become part of
our family:

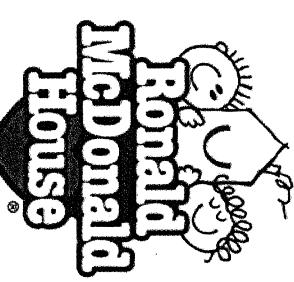
- ★ Volunteer at your local Ronald McDonald House
- ★ Make a contribution to the "Share-A-Night" program
- ★ Buy a brick and "Leave a Legacy" at Our "Garden" Adopt a Room
- ★ Sponsor any of our annual events such as Home for the Holidays, Spirit of Love Awards Dinner; etc.
- ★ Support our Cartridge Recycling Fundraiser
- ★ Participate in our "Adopt-A-Meal" program and provide a home cooked meal for the families.
- ★ Collect and "Pull for the Ronald McDonald House" by bringing pop tabs to the House or your closest McDonald's restaurant.
- ★ Conduct a "Wish List" drive or see our gift registry at Walmart.com

Convenient
Accommodations



Each house offers families:

- ★ At the Miami house- 27 guest bedrooms, each with 2 twin beds
- ★ At the Fort Lauderdale house- 20 bedrooms, each with 2 full beds and private bathrooms.
- ★ Large kitchen and dining room areas
- ★ Laundry facilities
- ★ Family rooms with televisions, movies, and games
- ★ Handicap accessibility and ADA compliant
- ★ Outdoor gardens and children's play areas
- ★ A community room for private meetings
- ★ An elevator



MIAMI
FORT LAUDERDALE

To learn more on how you can support the work of RMHC, please give us a call : 1-877-RMHC735, or send us an email : info@rmhcsouthflorida.org

Ronald McDonald House of Miami

1145 NW 14th Terrace

Miami, FL 33136

Tel. #: (305) 324-5683

Fax #: (305) 324-5689

Email: info@rmhcsouthflorida.org

**Ronald McDonald House of
Fort Lauderdale**

15 S.E. 15th Street

Fort Lauderdale, FL 33316

Tel. #: (954) 828-1822

Fax #: (954) 828-1824

Email: info@rmhcsouthflorida.org

For more information on RMHC's grant program and guideline information, please visit our website
www.rmhcsouthflorida.org



Advertising | New Media | Marketing



Admission Information

Our houses are

The Ronald McDonald House is a "home-away from home"® for families who must

travel hundreds, sometimes thousands of miles, outside their own community to seek medical treatment for a child. Each house offers families a refuge from the hospital- a special place providing warm, friendly and low cost housing alternatives to parents and siblings of seriously ill children.



though no family is turned away because of their inability to pay.



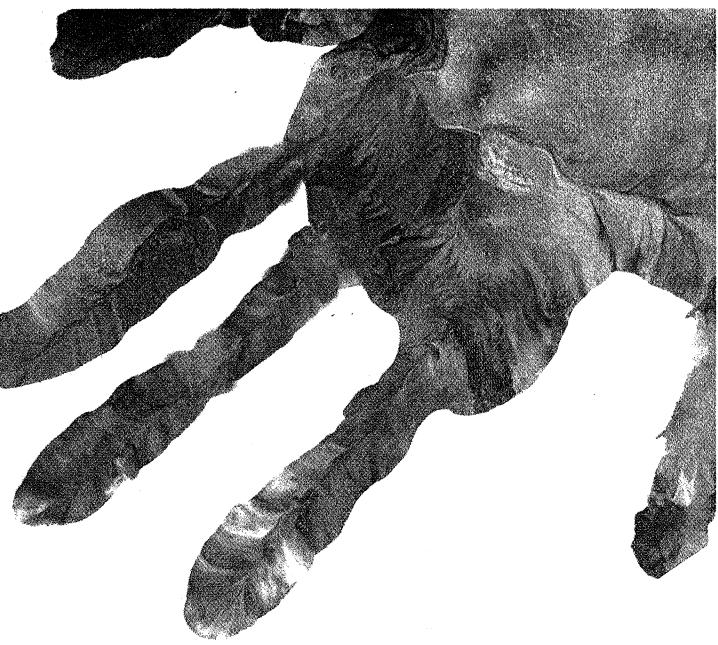
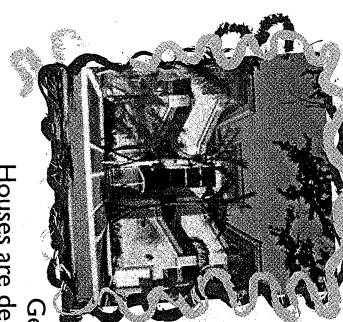
Children receiving treatment at the hospital must be under the age of 21, and a patient at any Miami-Dade or Broward County pediatric hospital. These include Holtz Children's

Hospital, Miami Children's Hospital, Chris Evert Children's Hospital,

Joe DiMaggio Children's Hospital, Plantation General Hospital, and Holy Cross Hospital.

Who We Are

Established in 1988, the Ronald McDonald House Charities® (RMHC) of South Florida is a non-profit organization dedicated to helping local children live happier, healthier, and more productive lives.

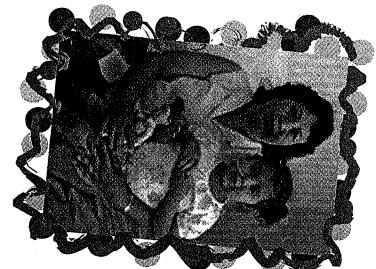


How It Began

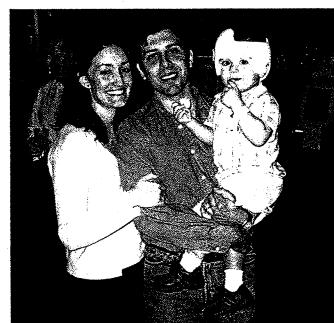
The first Ronald McDonald House opened in Philadelphia in 1974, responding to a family's struggle to cope with their daughter's leukemia treatment. Today, more than 254 houses are in operation around the world, each providing a comfortable and supportive living environment for over 6,000 people every night. Each house is independently operated by a local board of directors, and is responsible for their own fundraising.



The maximum length of stay is 30-60 days (depending on house location), after which each family is required to check out, and again be referred by a hospital staff member to be placed on a waiting list for re-admittance.



"We have an obligation to give something back to the communities that gives us so much."



RONALD MCDONALD
HOUSE CHARITIES
OF SOUTH FLORIDA

TOLL FREE NUMBER 1-877-764-2735
WWW.RMHCSOUTHFLORIDA.ORG
EMAIL: INFO@RMHCSOUTHFLORIDA.ORG

RONALD MCDONALD HOUSE OF MIAMI
1145 NW 14TH TERRACE MIAMI, FL 33136
(305) 324-5683 • (305) 324-5689 - FAX