

ASHTON'S FOOTBALL CAMP



Benefitting Ronald McDonald House Charities of Marshfield

Ashton's Football Camp is a youth football camp to celebrate Ashton's memory while raising critical funds for the Ronald McDonald House Charities of Marshfield.

The 3rd Annual Ashton's Football Camp will be held on July 18, 2023 at Regis High School in Eau Claire, Wisconsin. The camp will continue to teach the community and area's youth football players the important life lessons of courage, strength and love. Each year the camp has surpassed more than 100 players and continues to grow in participants and gain media attention.

At the core of Ashton's Football Camp is a celebration of Ashton Adams. Born into a football family, Ashton already showed a love of the game. As an infant, Ashton was hospitalized at Marshfield Children's Hospital with a brain tumor and diagnosed with a rare form of brain and spinal cancer. The Adams stayed at the Ronald McDonald House in Marshfield, Wisconsin for four months. For 127 days, Ashton had a family member at his hospital bedside 24/7. Tragically, in April 2020, one-year-old Ashton passed away. Since his passing, Ashton's family has been searching for ways to honor his memory and legacy. With Ashton's dad, Martin's, extensive knowledge and passion for football, the idea for the "Ashton's Football Camp" was created. The football camp will not only keep Ashton's name and his legacy alive, but also raise money for Ronald McDonald House Charities of Marshfield, an organization close to the Adams Family's heart that has served thousands of families in need by keeping them close to their hospitalized child.

We are asking you to consider playing an important role in the event by becoming a sponsor! Sponsorship levels are outlined in the enclosed Sponsorship Opportunities booklet. All sponsors are recognized during the event through an assortment of opportunities. More importantly, you will become a part of the celebration of Ashton Adams' memory alongside his family and friends... all while supporting families with hospitalized children.

Regardless of your sponsorship participation, we ask that you consider posting the enclosed event flyer for your customers and like or share our social media pages!

Thank you for your consideration,

Ashton's Football Camp

Committee Member, Ashton's Football Camp

HEROES COME IN ALL SIZES

**Your support will help keep families close to each other
and the care and resources their sick child needs.**



Ashton's Football Camp

 <https://rmhc-marshfield.org/events/ashtonsfootballcamp>

 @ashtonsfootballcamp

 @ashtonsfootballcamp



SPONSORSHIP & RECOGNITION OPPORTUNITIES

GAME CHANGER - \$5,000 (EXCLUSIVE)

- Prominent "presented by" recognition on all printed and digital camper signage and collateral.
- Exclusive sponsor logo on camper cinch packs and registration page
- Exclusive "Game Changer" announcement of sponsorship support during opening remarks.
- Premium logo placement on commemorative camper t-shirt.
- Highly visible sponsor banner displayed during camp and option to display in business after event.
- Option to include company branded item in camper cinch sack or add logo to football camp themed item.
- (5) Shirts - Option to select up to five commemorative camper t-shirts for your use.
- (5) Camp Registrations - Option to register up to five campers.
- "Sponsor Shoutout" on social media channels featuring a link to the company's website and/or facebook page as well as company spotlight.

ALL-STAR - \$2,500 (2 AVAILABLE)

- Logo placement on commemorative camper t-shirt.
- Visible sponsor banner displayed during camp and option to display in business after event.
- Option to include company branded item in cinch sack.
- (2) Shirts - Option to select up to two commemorative camper t-shirts for your use.
- (2) Camp Registrations - Option to register up to two campers.
- "Sponsor Shoutout" on social media channels featuring a link to the company's website and/or facebook page.

PLAYMAKER - \$1,000 (5 AVAILABLE)

- Logo placement on commemorative camper t-shirt.
- Sponsor banner displayed during camp and option to display in business after event.
- Option to include company branded item in cinch sack.
- (1) Shirts - Option to select one commemorative camper t-shirt for your use.
- (1) Camp Registrations - Option to register one camper.
- "Sponsor Shoutout" on social media channels featuring a link to the company's website and/or facebook page.

SUPERSTAR - \$500

- Company name (text) on commemorative camper t-shirt.
- Individual "Sponsor Shoutout" on social media channels.

HUDDLE - \$250

- Company name (text) on commemorative camper t-shirt.
- Group "Sponsor Shoutout" on social media channels featuring list of all Huddle level sponsors.

KEEPING FAMILIES CLOSE - \$100

- Company name (text) on commemorative camper t-shirt.
- Group "Sponsor Shoutout" on social media channels featuring list of all Keeping Families Close level sponsors.

We offer these sponsorship opportunities to facilitate a collaborative conversation towards a mutually beneficial partnership, solely aimed at supporting families with hospitalized children.

To discuss a customized partnership idea for this event or other ways to engage with RMHC, please contact Lilee Pederson at 715.387.5899 or by email at lilee@rmhcofmarshfield.org.



WHY YOUR SPONSORSHIP MATTERS

By supporting your local Ronald McDonald House, you are giving the gift of togetherness and helping provide 24/7 hugs and kisses when they need it most.

Whether because of complications at birth, chronic illness, cancer, heart issues or trauma, families stay with us for reasons as diverse as the young patients themselves. But they all have one thing in common: they're away from home and in need of our own brand of compassionate hospitality, as well as a community to support them while their children receive treatment.



**400+ FAMILIES
SERVED**



**MORE THAN 5,400
ROOM NIGHTS**



LOCAL SUPPORT

99% of our funding comes from local community support.



FREE TO FAMILIES

Thanks to donor support, RMH is completely free to families.

However, it costs the charity more than \$80 a night to house each family.

ANNUALLY



ASHTON'S FOOTBALL CAMP SPONSOR COMMITMENT FORM

Please complete the following fields and mail form to:
Ronald McDonald House Charities of Marshfield
803 W North St, Marshfield, WI 54449

COMPANY, ORGANIZATION OR FAMILY

Name: _____
Please print exactly as name should appear in recognition materials.

Contact Name: _____

Email: _____

Phone: _____

Address: _____

City, State, Zip _____

PAYMENT OPTIONS

- Check enclosed (made payable to RMHC)
- Credit card:
 - Credit card no _____
 - Exp date _____
 - Name on card _____ CVC _____
 - Billing Address _____
 - City, State, Zip _____
- Please invoice
Complete billing address above if different than contact address



SPONSORSHIP COMMITMENT

Total Commitment \$: _____

Representative Signature: _____

NEXT STEPS

- Please also provide to RMHC:
 - High-res logo file(s)
*Send files to: iilee@rmhcofmarshfield.org
Title email "Ashton's Football Camp sponsor logo"*
 - URL for website links

 - Social media handle(s) for tagging
 -  _____
 -  _____

SPONSORSHIP LEVEL SELECTION

- Game Changer \$5,000
- All-Star \$2,500
- Playmaker \$1,000
- Superstar \$500
- Huddle \$250
- Keeping Families Close \$100

We offer these sponsorship opportunities to facilitate a collaborative conversation towards a mutually beneficial partnership, solely aimed at supporting families with hospitalized children.

THANK YOU

RMHC of Marshfield event staff will be in contact to confirm sponsorship submission and details.

In accordance with IRS regulations, sponsorships and donations will be tax-deductible to the fullest extent allowable by law.

Tax ID: 93-0833012

On behalf of Ronald McDonald House and the families we serve, thank you for giving the gift of togetherness. Your support allows us to provide a home away from home for families with hospitalized children.



TUESDAY

**JULY
18TH**

2023

ADMISSION

\$25

T-SHIRT INCLUDED

**REGIS HIGH
SCHOOL
EAU CLAIRE, WI**



**IN MEMORY OF
ASHTON ADAMS**
with proceeds to benefit
Ronald McDonald House



**Ronald
McDonald
House®**

ASHTON'S FOOTBALL CAMP

Ashton's Football Camp will provide players of all skill levels a first class learning experience from some of the area's most experienced coaches and past players.

THE FIRST SESSION

9:00AM-12:00PM*

GRADES 3-5

Offensive and defensive
fundamentals

THE SECOND SESSION

1:30PM-4:30PM*

GRADES 6-8

Offensive and defensive
fundamentals

Individual position drills

***PLEASE ARRIVE 15-MIN PRIOR TO
YOUR SESSION TO CHECK-IN**

FOR QUESTIONS

Contact camp head coach,
Martin Adams

715-379-8891

LEARN MORE

About the Ronald McDonald
House of Marshfield, visit
rmhc-marshfield.org

VISIT OUR FACEBOOK

For information, registration,
and Ashton Adams' legacy

facebook.com/ashtonsfootballcamp

FOLLOW OUR INSTAGRAM

[@AshtonsFootballCamp](https://www.instagram.com/AshtonsFootballCamp)