Ronald McDonald House®
Greater Denver

2026

LIGHT THE HOUSES GIVING DAY

Tuesday, November 24



Gifts may qualify for the Child Care Contribution Tax Credit, a 50% credit on Colorado State taxes.

Light the Houses Giving Day 2026

On **November 24, 2026**, Ronald McDonald House Greater Denver will launch its **first annual Light the Houses Giving Day**, a community-wide fundraising event dedicated to supporting families with seriously ill or injured children. This special day will bring together donors, businesses, and advocates across our community to raise critical funds that help families stay close to the medical care their children need.

To maximize awareness and engagement, Light the Houses Giving Day will be supported through a robust multi-channel campaign, including dedicated email and text messaging outreach, social media promotions, and a promotional partnership with **Denver's holiday station, KOSI 101.1**.

A centerpiece of the campaign is the **Light the Houses Radiothon**, a 12-hour live broadcast on KOSI 101.1 that will share inspiring family stories, celebrate community generosity, and encourage listeners to support Ronald McDonald House Greater Denver throughout the day.

Sponsors will play a unique role in driving donor participation by helping create exciting giving incentives throughout the campaign. Donors will have the opportunity to unlock special experiences, celebrations, and seasonal events for Ronald McDonald House Greater Denver families as fundraising milestones are reached. Your sponsorship support can be directed toward funding these family experiences once unlocked or used as challenge and matching opportunities that inspire donors to give and help reach campaign goals faster.

By becoming a Light the Houses Giving Day sponsor, your organization will play a meaningful role in helping families navigate some of the most challenging moments of their lives while showcasing your commitment to making a difference in our community.

Sponsorship Promotion Includes:

- Five weeks of dedicated email campaigns reaching **21,000+ subscribers**
- Two mentions in monthly newsletters delivered to **13,000+ supporters**
- Featured placement on the event webpage with **1,700+ monthly visitors**
- Inclusion in social media promotions reaching **7,800+ followers**
- Live sponsor recognition during the **12-hour KOSI 101.1 broadcast**
- Opportunities to align your brand with one of Denver's most impactful holiday giving campaigns

Leadership Unlock Incentive Sponsor: $50,000

Launches the Giving Day campaign and will be announced as the gift that "unlocked" our donor goal of 250 donors, set for the day.

SOLD OUT!

Ronald McDonald House Greater Denver Event Promotion (5 weeks)

- Inclusion in 5 dedicated Light the Houses Giving Day e-blasts leading up to the event
- Inclusion in 4 Light the Houses Giving Day e-blasts on Giving Day
- Opportunity to send volunteers to man phone bank during the event

KOSI Promotion (6 months)

- Inclusion in 2 banner ads (dates TBD) on KOSI website Inclusion in on-air awareness campaign for two weeks in June & two weeks in October (22 spots/week)
- Inclusion in 2 direct targeted social media posts (Estimated 35,000 impressions)
- Inclusion in 2 dedicated emails (Estimated 42,000 impressions)
- Inclusion in 24 on-air promotional mentions for Radiothon/Giving Day
- On-Air Announcement of "Leadership Unlock Incentive" sponsorship on Radiothon/Giving Day

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Tuesday, November 24



Experience Incentive Sponsor: $20,000

Sponsorship is aligned with four giving incentives. Announced on-air as a sponsor all four times an experience incentive is introduced.

Ronald McDonald House Greater Denver Event Promotion (5 weeks)

- Inclusion in 5 dedicated Light the Houses Giving Day e-blasts leading up to the event
- Inclusion in 4 Light the Houses Giving Day e-blasts on Giving Day
- Your branding included on family experience, when scheduled in late 2026 or 2027
- Opportunity to send volunteers to man phone bank during the event

KOSI Promotion (3 months)

- Inclusion in on-air awareness campaign for two weeks in October (22 spots/week)
- Inclusion in 2 direct targeted social media posts (Estimated 35,000 impressions)
- Inclusion in 2 dedicated emails (Estimated 42,000 impressions)
- Inclusion in 24 on-air promotional mentions for Radiothon/Giving Day

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Light The Houses Giving Day
Tuesday, November 24



Radiothon Phone Bank Sponsor: $10,000

Ronald McDonald House Greater Denver Event Promotion:

- Inclusion in 5 dedicated Light the Houses Giving Day e-blasts leading up to the event
- Inclusion in 4 Light the Houses Giving Day e-blasts on Giving Day
- Branding as a phone bank sponsor at the Denver House during Radiothon
- Opportunity to send volunteers to man phone bank during the event

KOSI Event Promotion:

- Inclusion in 2 direct targeted social media posts (Estimated 35,000 impressions)
- Inclusion in 2 dedicated emails (Estimated 42,000 impressions)
- Five on-air mentions as Phone Bank Sponsor during Radiothon

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Light The Houses Giving Day
Tuesday, November 24



Experience Sponsor: $5,000 (4 Available)

On-air mention plus your branding on unlocked family experience for families when scheduled in late 2026 or 2027.

Ronald McDonald House Greater Denver Event Promotion:

- Inclusion in 2 dedicated Light the Houses e-blasts (Before and after event)
- Inclusion of logo in online event listing and on donation page
- Your branding on one of four family experiences

KOSI Event Promotion:

- One on-air announcement of gift during the Light the Houses Radiothon

Hero Sponsor: $2,500

Ronald McDonald House Greater Denver Event Promotion:

- Inclusion of logo in online event listing and on donation page

KOSI Event Promotion:

- One on-air announcement of gift during the Light the Houses Radiothon

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Light The Houses Giving Day
Tuesday, November 24



2025 Radiothon Event Images













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Light The Houses Giving Day
Tuesday, November 24

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