Benefitting Ronald McDonald Nashville
Broadcast Live on WKRN News 2
Wednesday, December 9, 2026

Ronald McDonald House Nashville is bringing the light of hope and love to families who have a child being treated for a critical illness in a local Nashville hospital this holiday season! With the continued rise in costs for families to stay in Nashville, and the increase of medical providers Nashville offers, families are in desperate need of housing, food, and support during this critical time of having a sick child. **Light Up the House** benefits families of critically ill children who need the services provided by Ronald McDonald House Nashville through the Ronald McDonald House and the Ronald McDonald House Family Room. On **Wednesday, December 9, 2026,** Ronald McDonald House Nashville will be featured throughout every WKRN News 2 newscast from 4:00am 6:30pm. The broadcast will highlight our programs, the families who need them, volunteers, companies, and organizations who support Ronald McDonald House Nashville. During the live event, we will interview community leaders, families impacted by our programs, donors, and we will give viewers a closer look at our House and Family Room!

Why is your help so important?

- Every day, there are families traveling to Nashville area hospitals with a sick or injured child and they are going through what could be their family's "darkest time". We believe that when a child is sick, the entire family needs comfort and support. The Nashville Ronald McDonald House is a beacon of light for families because they can stay together and near the medical care they need. You have an opportunity to be a light of hope and love to families staying at the Nashville Ronald McDonald House through our 'Light Up the House' campaign.

How can you help?

- **Participate as a sponsor**. Light Up the House sponsorship donation levels range from $500-$45,000. Learn more about sponsorship in the details below or visit https://ronaldmcdonaldhousenashville.org/event/lightup/
- **Serve as a Champion of Light**. Ask your community, friends, and family to support Ronald McDonald House Nashville alongside you this season by setting a goal to raise $1,050. Sign up to be a Champion of Light today by visiting https://ronaldmcdonaldhousenashville.org/event/lightup/
- **Donate an auction item**. Consider donating an item, experience, gift card, etc. (minimum value of $500) to be included in the event's online auction. In return for your tax-deductible donation, you will receive acknowledgment on the event website. All proceeds of the auction will benefit Ronald McDonald House Nashville. Call 615-343-4000 or email info@ronaldmcdonaldhousenashville.org to donate an auction item.

Become a Light Up the House sponsor by naming Ronald McDonald House Nashville as your selected charity partner for the 2026 Holiday season. Your sponsorship will be celebrated by illuminating the outside of our House in holiday lights live on WKRN News 2 on Wednesday, December 9, 2026.

Light Up the House Title Sponsor (Limit 1) - $45,000
Provides 83 nights for all families in the House

- Company representative invited to 'flip the switch' to Light Up the House, broadcast live on-air
- Name/Logo included on "lower third" banner throughout the day-of broadcast
- Name/Logo superimposed on the Light Up the House Graphic throughout the broadcast
- Company representative to appear in person during the live broadcast at a time of their choosing to talk about their engagement with Ronald McDonald House Na
- Company name mentioned on vario ouse broadcast
- Name/Logo exclusively in vertorial airings on News 2
- Name/Logo featured on
- Company representative(ive Local on 2 WKRN News 2 segment
- Name/Logo on printed sig Light Up the House event
- Name/Logo recognition on Ronald McDonald House Nashville website event page if confirmed by Dec. 4
- Name/Logo in 2 Ronald McDonald House Nashville special event promotion e-blast (audience of 7K) if confirmed by Dec. 4
- Name/Logo on every Ronald McDonald House Nashville pre-event social media post if confirmed by Nov. 20
- Name/Logo on every Ronald McDonald House Nashville post-event social media post including one dedicated post 20 Ronald McDonald House Nashville Holiday Ornaments
- First right of renewal in 2027

SOLD

Shining Lights Sponsor (Limit 1) - $40,000
Provides 74 nights for all families to stay in the House

- Name/Logo included on "lower third" banner throughout the day-of broadcast
- Name/Logo superimposed on the Light Up the House Graphic throughout the broadcast
- Company representative to appear in person during the live broadcast at a time of their choosing to talk about their engagement with Ronald McDonald House Nashville
- Exclusive opportunity to participate alongside the Title Sponsor in the live on-air grand total announcement broadcast
- Company name mentioned on various portions of the Light Up the House broadcast
- Name/Logo exclusively included in 18 on-air 30 second PSAs and Advertorial airings on News 2
- Name/Logo featured on digital banners on WKRN.com
- Company representative(s) to appear in-person during a live Local on 2 WKRN News 2 segment
- Name/Logo on printed signage for day-of Light Up the House event
- Name/Logo recognition on Ronald McDonald House Nashville website event page if confirmed by Dec. 4
- Name/Logo in 2 Ronald McDonald House Nashville special event promotion e-blast (audience of 7K) if confirmed by Dec. 4
- Name/Logo on every Ronald McDonald House Nashville pre-event social media post if confirmed by Nov. 20
- Name/Logo on every Ronald McDonald House Nashville post-event social media post including one exclusive post 20 Ronald McDonald House Nashville Holiday Ornaments
- First right of renewal in 2027

Gleaming Lights Sponsor (Limit 2) - $30,000
Provides 55 nights for all families to stay in the House

- Company representative invited to 'flip the switch' to Light Up the House, broadcast live on-air
- Name/Logo included on "lower third" banner throughout the day-of broadcast
- Name/Logo superimposed on the Light Up the House Graphic throughout the broadcast
- Company representative to appear in person during the live broadcast at a time of their choosing to talk about their engagement with Ronald McDonald House Nashville
- Company name mentioned on various portions of the Light Up the House broadcast
- Name/Logo exclusively included in 20 on-air 30 second PSAs and Advertorial airings on News 2
- Name/Logo featured on digital banners on WKRN.com
- Company representative(s) to appear in-person during a live Local on 2 WKRN News 2 segment
- Name/Logo on printed signage for day-of Light Up the House event
- Name/Logo recognition on Ronald McDonald House Nashville website event page if confirmed by Dec. 4
- Name/Logo in 2 Ronald McDonald House Nashville special event promotion e-blast (audience of 7K) if confirmed by Dec. 4
- Name/Logo on every Ronald McDonald House Nashville pre-event social media post if confirmed by Nov. 20
- Name/Logo on every Ronald McDonald House Nashville post-event social media post including one exclusive post 20 Ronald McDonald House Nashville Holiday Ornaments
- First right of renewal in 2027

Twinkling Lights Sponsor (Limit 2) - $20,000
Provides 37 nights for all families to stay in the House

- Company representative to appear in person during the live broadcast to talk about their engagement with Ronald McDonald House Nashville
- Exclusive opportunity to participate alongside the Title Sponsor in the live on-air grand total announcement broadcast
- Company name mentioned on various portions of the Light Up the House throughout the broadcast
- Name/Logo exclusively included in 10 on-air 30 second PSAs and Advertorial airings on News 2
- Name/Logo on printed signage for day-of Light Up the House event
- Name/Logo recognition on Ronald McDonald House Nashville website event page if confirmed by Dec. 4
- Name/Logo in 2 Ronald McDonald House Nashville special event promotion e-blast (audience of 7K) if confirmed by Dec. 4
- Name/Logo on every Ronald McDonald House Nashville pre-event social media post if confirmed by Nov. 20
- Name/Logo on every Ronald McDonald House Nashville post-event social media post
- 13 Ronald McDonald House Nashville Holiday Ornaments

Bright Lights Sponsor (Limit 2) - $15,000

Provides 27 nights for all families to stay in the House

- Company representative to appear in person during the live broadcast to talk about their engagement with Ronald McDonald House Nashville
- Company name mentioned on various portions of the Light Up the House throughout the broadcast
- Name/Logo exclusively included in 8 on-air 30 second PSAs and Advertorial airings on News 2
- Name/Logo on printed signage for day-of Light Up the House event
- Name/Logo recognition on Ronald McDonald House Nashville website event page if confirmed by Dec. 4
- Name/Logo in 2 Ronald McDonald House Nashville special event promotion e-blast (audience of 7K) if confirmed by Dec. 4
- Name/Logo on three Ronald McDonald House Nashville pre-event social media posts if confirmed by Nov. 20
- Name/Logo on two Ronald McDonald House Nashville post-event social media posts
- 12 Ronald McDonald House Nashville Holiday Ornaments

Lights of Hope Sponsor (Limit 2) - $10,000

Provides 18 nights for all families to stay in the House

- Company name mentioned on various portions of the Light Up the House throughout the broadcast
- Name/Logo exclusively included in 6 on-air 30 second PSAs and Advertorial airings on News 2
- Name/Logo on printed signage for day-of Light Up the House event
- Name/Logo recognition on Ronald McDonald House Nashville website event page if confirmed by Dec. 4
- Name/Logo in 2 Ronald McDonald House Nashville special event promotion e-blast (audience of 7K) if confirmed by Dec. 4
- Name/Logo on two Ronald McDonald House Nashville pre-event social media post if confirmed by Nov. 20
- Name/Logo on two Ronald McDonald House Nashville post-event social media posts
- 10 Ronald McDonald House Nashville Holiday Ornaments

Sparkling Lights Match Sponsor (Limit 3) - $8,000

Provides 9 nights for all families to stay in the House

- Company name mentioned and logo to be superimposed under the One-Minute Match clock during one of three specified portions of the Light Up the House broadcast
- Name/Logo on printed signage for day-of Light Up the House event
- Name/Logo recognition on Ronald McDonald House Nashville website event page if confirmed by Dec. 4
- Name/Logo in 1 Ronald McDonald House Nashville special event promotion e-blast (audience of 7K) if confirmed by Dec. 4
- Name/Logo on one Ronald McDonald House Nashville pre-event social media post if confirmed by Nov. 20
- Name/Logo on one Ronald McDonald House Nashville post-event social media post
- 8 Ronald McDonald House Nashville Holiday Ornaments

Lights of Cheer Sponsor (Limit 3) - $7,500
Provides 13 nights for all families to stay in the House

- Company name mentioned on various portions of the Light Up the House throughout the broadcast
- Name/Logo on printed signage for day-of Light Up the House event
- Name/Logo recognition on Ronald McDonald House Nashville website event page if confirmed by Dec. 4
- Name/Logo in 2 Ronald McDonald House Nashville special event promotion e-blast (audience of 7K) if confirmed by Dec. 4
- Name/Logo on one Ronald McDonald House Nashville pre-event social media posts if confirmed by Nov. 20
- Name/Logo on one Ronald McDonald House Nashville post-event social media posts
- 8 Ronald McDonald House Nashville Holiday Ornaments

Lights of Love Sponsor (Limit 3) - $5,000
Provides 9 nights for all families to stay in the House

- Company name mentioned on various portions of the Light Up the House throughout the broadcast
- Name/Logo on printed signage for day-of Light Up the House event
- Name/Logo recognition on Ronald McDonald House Nashville website event page if confirmed by Dec. 4
- Name/Logo in 1 Ronald McDonald House Nashville special event promotion e-blast (audience of 7K) if confirmed by Dec. 4
- Name/Logo on one Ronald McDonald House Nashville pre-event social media post if confirmed by Nov. 20
- Name/Logo on one Ronald McDonald House Nashville post-event social media post
- 8 Ronald McDonald House Nashville Holiday Ornaments

Lights of Comfort Sponsor - $2,500
Provides 166 nights for one family to stay at the House

- Name/Logo on printed signage for day-of Light Up the House event
- Name/Logo recognition on Ronald McDonald House Nashville website event page if confirmed by Dec. 4
- Name/Logo on one Ronald McDonald House Nashville pre-event social media post if confirmed by Nov. 20
- Name/Logo on one Ronald McDonald House Nashville post-event social media post
- 5 Ronald McDonald House Nashville Holiday Ornaments

Lights of Warmth Sponsor - $1,500
Provides 100 nights for one family to stay at the House

- Name/Logo on printed signage for day-of Light Up the House event
- Name/Logo recognition on Ronald McDonald House Nashville website event page if confirmed by Dec. 4
- Name/Logo on one Ronald McDonald House Nashville post-event social media post
- 4 Ronald McDonald House Nashville Holiday Ornaments

Lights of Joy Sponsor - $1,000
Provides 66 nights for one family to stay at the House

- Name/Logo on printed signage for day-of Light Up the House event
- Name/Logo recognition on Ronald McDonald House Nashville website event page if confirmed by Dec. 4
- 3 Ronald McDonald House Nashville Holiday Ornaments

Lights of Peace Sponsor - $500

Provides 33 nights for one family to stay at the House

- Name/Logo recognition on Ronald McDonald House Nashville website event page if confirmed by Dec. 4
- 3 Ronald McDonald House Nashville Holiday Ornaments

A Warm Welcome Sponsor - $280

Provides 18 nights for one family to stay at the House

- Name/Logo recognition on Ronald McDonald House Nashville website event page if confirmed by Dec. 4
- 2 Ronald McDonald House Nashville Holiday Ornaments

Lights for 7 Nights - $105

Provides one week for one family to stay at the House

- Any donation of $105 or more includes a Ronald McDonald House Nashville Holiday Ornament, picked up or shipped directly to you!

Please check the line next to the sponsorship tier you would like to commit to. You may make checks payable to Ronald McDonald House Nashville. If you wish to pay by credit card, please provide your name, address and payment information the space provided below or visit https://ronaldmcdonaldhousenashville.org or call 615-343-4000. Thank you!

Name: _____

Company (if applicable): _____

Phone: _____ E-mail: _____

Sponsorship Options:

☐Title Sponsor - $45,000 SOLD
☐Shining Lights Sponsor - $40,000
☐Gleaming Lights Sponsor - $30,000
☐Twinkling Lights Sponsor - $20,000
☐Bright Lights Sponsor - $15,000
☐Lights of Hope Sponsor - $10,000
☐Sparkling Lights Match Sponsor - $8,000
☐Lights of Cheer Sponsor - $7,500
☐Lights of Love Sponsor - $5,000
☐Lights of Comfort Sponsor - $2,500
☐Lights of Warmth Sponsor - $1,500
☐Lights of Joy Sponsor - $1,000
☐Lights of Peace Sponsor - $500
☐A Warm Welcome Sponsor - $280
☐Lights for 7 Nights - $105

I would like to pay by: Check _____ MasterCard _____ VISA_____ AMEX_____ Discover ____

Card Number_____ Exp. Date _____

Billing Address _____ Billing State _____ Billing Zip Code _____

Name as it appears on card _____

Please Return To:
Ronald McDonald House Nashville
2144 Fairfax Avenue
Nashville, TN 37212

Or Email to:
bobby@ronaldmcdonaldhousenashville.org