

FRANKTON MCDONALD'S COLOUR RUN / WALK

SPONSORSHIP PROPOSAL

 **15** 10am Sunday
15 Feb 2026

 **Innes Common
Hamilton Lake**

BUY TICKETS AT
HamiltonColourRun.co.nz

ALL NET PROCEEDS GO TO RMHC® NZ





JOIN US IN PROVIDING A SPECIAL FAMILY FRIENDLY EVENT IN HAMILTON

Frankton McDonald's Colour Run/Walk

We're thrilled to invite you to be part of one of the most vibrant community event taking place on **15 February 2026** at **Innes Common, Hamilton**.

This fun-filled, family-friendly event is all about bringing people together through fitness, colour, and community spirit – all while raising funds for Ronald McDonald House Charities (RMHC®).

CONTACT US

McDonald's Frankton
Franchisee Pooja Goel

P 021 026 15455 | **E** colourrun@pjmaccas.co.nz

Ronald McDonald House Charities New Zealand
Charity Registration Number CC50543

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ABOUT RONALD MCDONALD HOUSE CHARITIES (RMHC®)

You can make a difference

When a child is diagnosed with a serious illness, it impacts the entire family. RMHC® New Zealand offers free accommodation and support to thousands of families with a child in hospital, so they can focus on what matters most - their child.

With the number of families in need of support growing every year, we can only continue to care for them thanks to the generosity of those who choose to make a difference.

Our colour run is designed to further support families while their child is in a hospital away from home.

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RMHC® NZ Impact Waikato

In 2024 **314**
Waikato families stayed
at our Houses for...



3,822

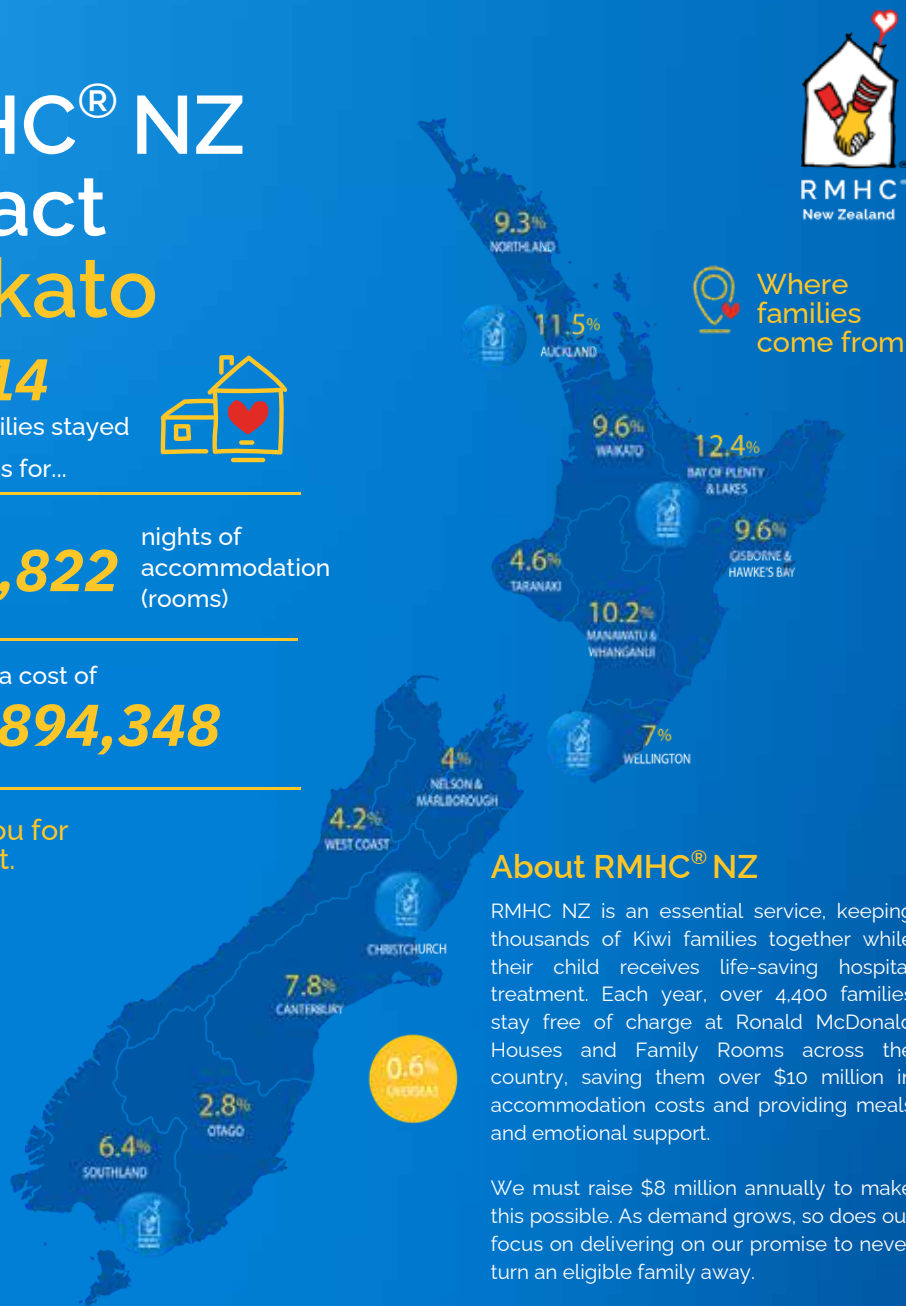
nights of
accommodation
(rooms)



at a cost of

\$894,348

We thank you for
your support.



About RMHC® NZ

RMHC NZ is an essential service, keeping thousands of Kiwi families together while their child receives life-saving hospital treatment. Each year, over 4,400 families stay free of charge at Ronald McDonald Houses and Family Rooms across the country, saving them over \$10 million in accommodation costs and providing meals and emotional support.

We must raise \$8 million annually to make this possible. As demand grows, so does our focus on delivering on our promise to never turn an eligible family away.

The Bourton Family

"At just three days old, our wee Felix needed surgery due to a potentially fatal heart condition. Our new family stayed at Ronald McDonald House for 110 nights while Felix recovered in PICU. RMHC NZ became our home, and it fills our hearts to know they'll be there in the future when Felix needs further hospital care. During the toughest time in our lives, RMHC NZ was there for us." **Liam Bourton, dad to Macy & Felix**



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WHAT OUR FAMILIES SAY ABOUT RONALD MCDONALD HOUSE

The Bourton Family - Hamilton

Tammy and Liam Bourton from Hamilton were thrilled to be expecting twins in late 2024 - but early scans revealed that one twin, Felix, had a serious heart condition.

They relocated to Auckland for specialist care and welcomed their twins at 37 weeks.

Felix underwent high-risk heart surgery at just three days old, followed by multiple complications and months in PICU. During this difficult time, the Bourtons found critical support at Ronald McDonald House, which provided not just accommodation, but emotional strength and community.



Liam is still so grateful for the part RMHC NZ played in supporting his family during their toughest times. "Without Ronald McDonald House we really would have been lost. The fact we were able to be together as a family in such a necessary time was fundamental to us getting through our journey," he says, "adding to this the help and support from the staff making sure to take the time to check in on us, provide us with food, take care of the little things so we could focus on our new family is simply remarkable."

"RMHC NZ very much became a home away from home for us and it really fills our heart to know it is there for us whenever we need to return for Felix's future hospital stays."

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FRANKTON MCDONALD'S COLOUR RUN / WALK

OUR EVENT GOALS

Frankton McDonald's Colour Run/Walk

While raising funds for Ronald McDonald House Charities (RMHC®) we have some event goals which we are aiming to achieve.

**\$50,000+
RAISED**

**2000
ENTRANTS**

**LOCAL
SUPPORT**

**50+
VOLUNTEERS**

**MAKE IT
ANNUAL**

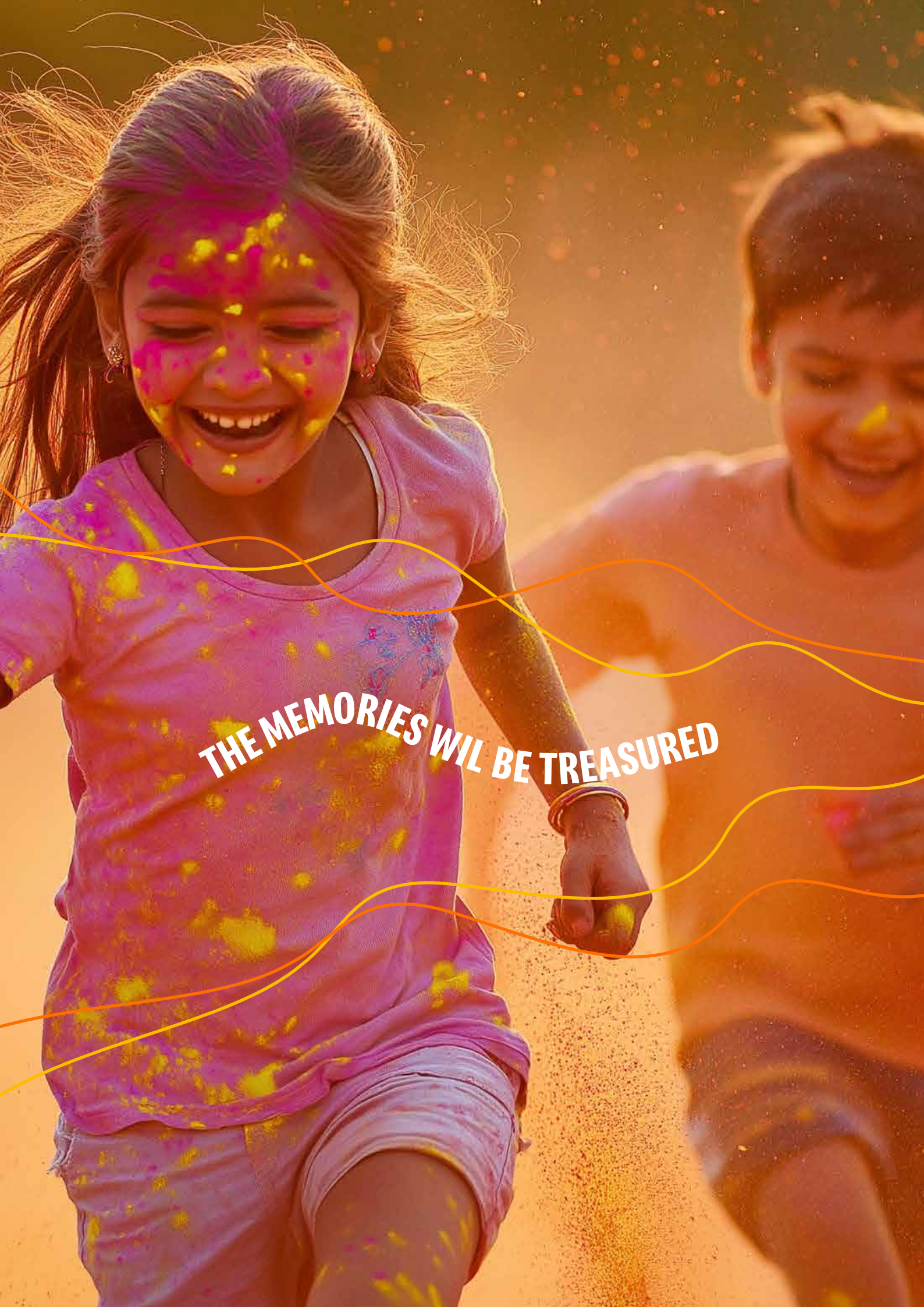
**MAKE
IT FUN**

MAKE IT MEMORABLE & ENGAGING

**BUY TICKETS AT
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THE MEMORIES WILL BE TREASURED

SPONSORSHIP TIERS

PLATINUM SPONSOR

\$10,000
(x1 exclusive spot)

- + Event Naming Rights
- Branding on
 - + Chill Zone, Fun Zone & Warm-up Zone
 - + Colour Station Sponsor
 - + Event Promotional Signage & Media

COLOUR STATIONS

\$2,500 (x9 spots)

RED

Your Brand Here

YELLOW

Your Brand Here

GREEN

Your Brand Here

PINK

Your Brand Here

BLUE

Your Brand Here

PURPLE

Your Brand Here

ORANGE

Your Brand Here

LIME GREEN

Your Brand Here

WHITE

Your Brand Here

GOLD SPONSOR

\$5,000
(x3 spots)

First choice of
Chill or Fun or Warm-up Zone
& Colour Station Sponsor

SILVER SPONSOR

\$500-\$1000

KINDNESS GIVERS

welcome in-kind contributions
for raffles / gift bags / tickets

ALL PRICES EXCLUDE GST

PLEASE NOTE COLOURS
ARE SUBJECT TO AVAILABILITY

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AN ICONIC EVENT IN HAMILTON

PLATINUM SPONSOR

\$10,000
(x1 exclusive spot)

+ Event Naming Rights

Branding on

+ Chill Zone, Fun Zone & Warm-up Zone

+ Colour Station Sponsor

+ Event Promotional Signage & Media

**Step into the spotlight as our top-tier platinum sponsor.
As the Platinum Sponsor, you'll receive**

- Ultimate naming rights as the platinum event partner
- Prominent logo placement on
 - Event day main banner
 - All print marketing, digital signage, social media, and radio promotions
- A premium marquee space in the most visible location at the event
- Opportunity to address participants on stage during the opening ceremony
- Feature spotlight in all press releases and media coverage
- Recognition as the driving force behind the Colour Run's success
- Additional networking and event invites
- Acknowledgement by the MC on event day and optional on stage Q&A opportunity

Fun Part - You can bring your team to throw colour

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YOU SHOULD JOIN US



IT WILL BE SO FUN



BE COOL AND SUPPORT KIWI FAMILIES

**GOLD
SPONSOR**

**\$5,000
(x3 spots)**

**Choice of remaining
Chill or Fun or Warm-up Zone
& Colour Station Sponsor**

Become our leading event partner. As our Gold Sponsor, you'll receive

- Naming rights as a contributing event partner
- Prominent logo placement on ☐
- Event day main banner
- Acknowledgement on social media and radio promotions
- A dedicated space at the event for your team and brand activation
- Acknowledgement by the MC on event day
- Recognition one of the gold sponsors behind the Colour Run's success

Fun Part - You can bring your team to throw colour

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FUN FOR ALL AGES AND STAGES OF LIFE

**COLOUR
STATION
SPONSOR**

**\$2,500
(x9 spots)**

**Choice of
Colour Station**

PLEASE NOTE COLOURS
ARE SUBJECT TO AVAILABILITY

**Pick an available colour station - from one of the nine colours,
and get right into the fun!**

As a Colour Station Sponsor, you'll enjoy

- A colour kit and space to host your own marquee and branding
- Direct engagement with participants on the track
- Your logo on the shared event banner
- Recognition on social media, the event website
- Acknowledgement by the MC on event day

Fun Part - You can bring your team to throw colour

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JUST IMAGINE THE STORIES TO TELL

SILVER SPONSOR \$500-1,000
(x5 spots available)

(Note - This tier does not include social media, radio, or digital promotion)

Support the event and show your community spirit.

As a Silver Sponsor, you'll receive

- Your logo on the event website and shared sponsor banner at the venue
- A space at the event for product display or giveaways - bring your own gazebo or we can organise for an additional investment
- Acknowledgement by the MC on event day

KINDNESS CONTRIBUTOR **Donations of service / products**
in-kind contrutions or sponsor a pay-it forward ticket

We also welcome in-kind contributions such as raffle basket items, gift vouchers, or branded giveaways. In return, we'll display your logo on the event website and an on-site shared sponsor banner (space permitting).































Kindness contributors will be given acknowledgement by the MC on event day

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SPONSORSHIP PACKAGES

TIERS	PLATINUM SPONSOR \$10,000 1 Exclusive Partner	GOLD SPONSOR \$5,000 3 Key Sponsors	COLOR STATION SPONSOR \$2,500 9 Colour Stations	SILVER SPONSORS \$500-1,000 Unlimited	KINDNESS DONATION ONLY Unlimited
Branding on Merch	Premium Placement 	x	x	x	x
On-Site Signage	Branding on + All Zones + Colour Station + Event Banner 	Branding on + One Zone + Colour Station + Sponsors Sign 	Branding On + Colour Station + Sponsors Sign 	With Collection of Sponsors on Sign or Banner 	Signage <i>if space allows</i> 
Social Media Recognition	Prominent Feature 	Highlighted 	Included 	Website Only 	Website Only 
Event Website Recognition	Logo, Story Page + Link 	Logo Only + Link 	Logo Only + Link 	Logo Only 	Listing Only 
Radio Advertising	Recognised as Platinum Sponsor 	Recognised as Gold Sponsor 	Recognised as Color Station Sponsor 	x	x
Digital Billboard	Premium Logo Placement 	x	x	x	x
MC Recognition	Featured Q&A Session 	Highlighted 	Included 	Included 	Included 
Entries Included	 10 Entries	 5 Entries	 2 Entries	 2 Entries	 Dependant on Donation
What we require from you	To prepare for the event to be a success - please send us the vector format of your logo, brand guidelines if possible, and any imagery that is beneficial for us to promote your involvement. We will ask to complete the form with all staff/volunteers details to be registered. As well as provide any financial information to secure your funding.				

ALL PRICES EXCLUDE GST

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OUR RONALD MCDONALD HOUSE AUCKLAND





WE LOOK FORWARD TO DISCUSSING YOUR INVOLVEMENT

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Franchisee Pooja Goel

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Ronald McDonald House Charities New Zealand

Charity Registration Number CC50543

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