16th Red Shoe 5K

Benefiting Ronald McDonald House Washington DC

Mission

At Ronald McDonald House, we provide essential services that remove barriers, strengthen families and promote healing when children need critical medical care.

Audrey and mom,
Northern Virginia House

Ronald McDonald House

A welcoming place to stay and supporting services for families who have traveled far from home for the medical care their child needs.

Our Houses provide far more than a place to stay. They offer meals, transportation, comfort, community and essential support — just steps from the hospital.

Ronald McDonald House programs help ease the emotional and financial strain families face by providing meals, groceries, laundry and family-centered spaces where guests can relax, recharge and connect.

From a family...

“Not all heroes wear capes... but ours does.
Our miracle fighter baby Kayden completed his first 5k to help other families, like ours, with terminally ill and hospitalized babies. Kayden spent his first 74 days on life support. We were able to stay close because of the generosity of the **Ronald McDonald House**.”

Red Shoe 5k
16th Annual

The Red Shoe 5k is the heartbeat of our annual fundraising efforts — generating vital support for our programs and the families we serve.

Hosted by **Doug Kammerer**, **Chief Meteorologist for NBC4 Washington**, the event draws a broad, engaged audience of families, young professionals, corporate teams and community supporters from across the region.

National Harbor fills with energy, purpose and community as runners, walkers, volunteers, Forever Families and cheering supporters come together for a powerful day people feel and remember.

When

Sunday, October 4, 2026

- Kids Fun Run: 8:30 AM
- 5k: 9:00 AM

Where

National Plaza
at National Harbor, MD

What

Red Shoe 5k 16th Annual
redshoe5k.org

Ronald McDonald House Washington DC President and CEO Kymberly Wolff with event host Doug Kammerer

Forever Family the Birdsingers, who continue to honor Clifford's memory through remarkable generosity to our Houses

More than a race

A mission that moves people

1,000+ race participants

Thousands more supporters + spectators

Sponsor support makes it possible for families to stay close to care, stay together and stay supported.

Start of the Kids Fun Run

Every child gets a red cape with registration

For sponsors, this is more than event-day presence. It's a high-energy, highly visible platform to connect with a broad, engaged audience — before, during and after race day.

This is an opportunity to align with a mission people understand and trust, while supporting team building, employee engagement and corporate wellness in a way that benefits families in our community.

Turn your presence *into IMPACT*

This is community visibility with heart, energy & staying power.

Sponsorship puts *your brand* at the center of our most visible and well-loved annual event — surrounded by movement, community and meaningful public support.

Visible *before* race day

- Be seen aligning with us & our mission with promotion and sponsor recognition across email marketing, social and websites.

Meaningful exposure *on* race day

- On-site activations, signage and shared experiences put your brand into the event itself.

Remembered *after* race day

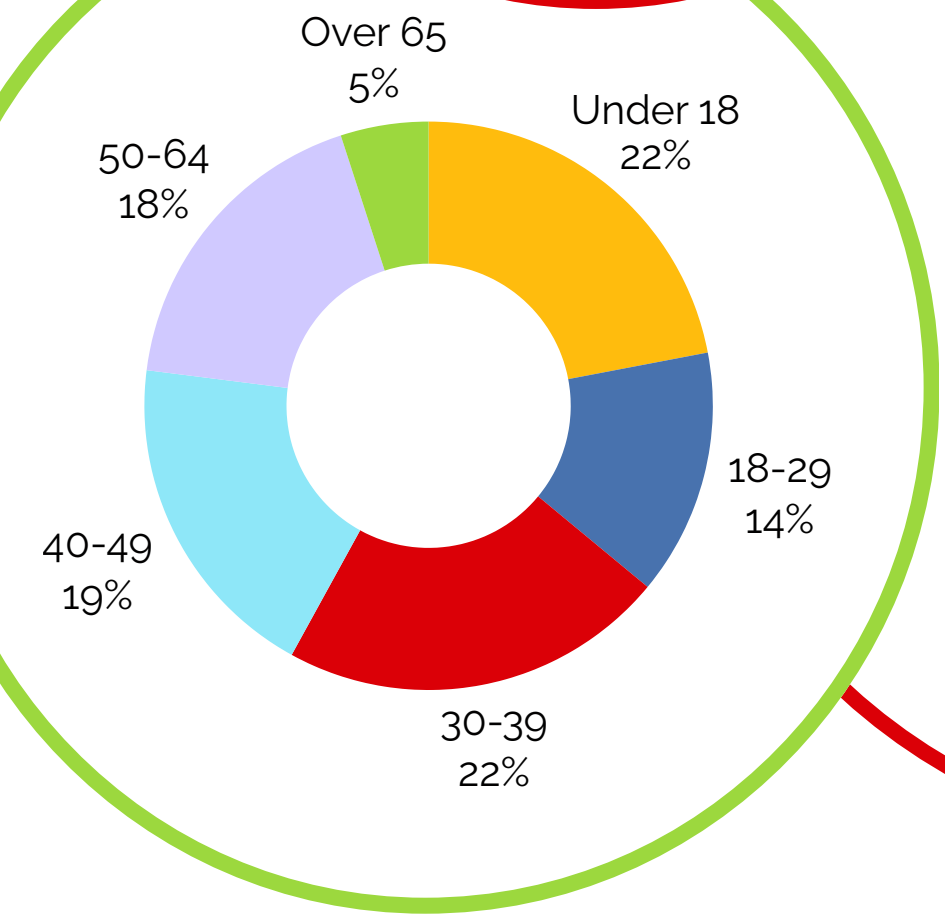
- Photos, social sharing, and word of mouth extend the impact beyond the finish line.

Align your brand with an experience people enjoy, photograph, talk about & remember.

Many sponsors like Home Genius bring a team, fundraise together & show up strong on race day.

Who you'll reach

A high-value, engaged audience



People notice the brands that give back.

Supporting **Ronald McDonald House Washington DC** builds trust, strengthens reputation and shows your company stands for something that matters.

- **92%** of Americans think more highly of brands that give back
- **87%** will switch brands to support a cause they care about
- The **Red Shoe 5k** connects your organization with an engaged regional audience that shows up and gives back

Race participants reflect a broad, engaged audience from across the DC region, including:

- Young professionals and corporate teams
- Families with children
- Community-minded residents and volunteers
- Healthcare-connected families and advocates

Red Shoe 5k 16th Annual 2026 · Benefiting Ronald McDonald House Washington DC

Choose Your Level of Impact

Limited availability at top tiers. Early commitment ensures maximum visibility.

Benefits & Impact	PRESENTING SPONSOR	HEART & SOLE	HIGH-TOP	HIGH HEEL	RED BOOT	RED SNEAKER
	$50K (Only 2 available)	$25K	$10K	$5K	$2.5K	$1K
Logo on all event materials	✓	✓	–	–	–	–
Speak at the event	✓	–	–	–	–	–
Logo on race bib	✓					
Logo on event T-shirt	Large logo	Medium logo	Small logo	Thumbnail logo	–	–
Jumbotron presence	Exclusive jumbotron feature for video storytelling moment	Premium jumbotron placement with elevated visibility	Logo in jumbotron rotation	Logo in jumbotron rotation	–	–
Expo space at event	Premium booth space in expo	Booth space, table and chairs in expo to engage directly with participants			–	–
Promo item in registrant race packet	✓	✓	✓	✓	✓	✓
Pre-event promotion	Top-tier premium inclusion across all promotion	High visibility across all promotion	Inclusion across pre-event communications aligned with sponsor level			Inclusion in some
Social media recognition	Featured collaborative post + extended digital exposure	Dedicated sponsor recognition posts	Logo included in sponsor recognition posts	Logo included in sponsor recognition posts	Name included in sponsor recognition posts	Name included in a sponsor recognition post
Team participation—race registrations	25	10	–	–	–	–
Overall brand visibility	Top-tier, dominant brand presence across all event touchpoints	High-impact visibility with strong placement across key assets	Prominent visibility across event materials and on-site	Consistent visibility aligned with sponsor level		

Looking for something different?
We're happy to customize a sponsorship package to align with your goals, audience and engagement priorities.

Early sign-ups get the most publicity. Inquire today: redshoe5k@rmhcdc.org

Inquiry & intent form
rmhcdc.org/redshoesponsor

Red Shoe 5k 16th Annual

Ronald McDonald House Washington DC

SPONSOR INTENT FORM

STEP 1: Submit this completed form to redshoe5k@rmhcdc.org OR complete this online at rmhcdc.org/redshoesponsor >>>

Inquiry & intent form
rmhcdc.org/redshoesponsor

STEP 2: Upon submission, a follow-up email will be provided with logo and recognition form.

Organization Name (as you wish it to appear in public facing materials)

Contact Name

Email address

Contact Phone

Website URL (for linking from your logo)

Organization Address

City State Zip Code

Sponsorship Level

- ☐ Presenting $50,000
- ☐ Heart & Sole $25,000
- ☐ High-Top $10,000
- ☐ High Heel $5,000
- ☐ Red Boot $2,500
- ☐ Red Sneaker $1,000

Payment Information

EIN: #52-1132262

- ☐ Receive a digital invoice to pay by credit card
- ☐ Check here if you plan on fundraising and/or matching employee donations as part of your sponsorship donation.
- ☐ Pay by Check
  Make payable to Ronald McDonald House Washington DC and include "Red Shoe 5k Sponsor" in the Reference line. Send to Ronald McDonald House Washington DC Office, 3312 Gallows Road, Falls Church, VA 22042.

Thank you for your support.

Ronald McDonald House®
Washington DC

A quick note on our name

Our chapter name has changed to Ronald McDonald House Washington DC.

You may still see our previous name, Ronald McDonald House Charities of Greater Washington, DC (RMHCDC), during this transition period.

Our website and email addresses will be fully updating May 20, 2026 to ronaldmcdonaldhousedc.org.

How to reach us

For sponsorship inquiries:
redshoe5k@ronaldmcdonaldhousedc.org

Event information:
redshoe5k.org

Inquiry & intent form:
rmhcdc.org/redshoesponsor

Chapter office mailing address:
Ronald McDonald House
Washington DC Office
3312 Gallows Road
Falls Church, VA 22042

ronaldmcdonaldhousedc.org

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