

ART FROM THE HEART

INAUGURAL ART AUCTION

IN SUPPORT OF RONALD MCDONALD HOUSE CHARITIES NL



Ronald McDonald
House Charities®
Newfoundland & Labrador



JUNE 1, 2025 3:00PM

HOLIDAY INN EXPRESS, 5 NAVIGATOR AVENUE, ST. JOHN'S

ART FROM THE HEART AUCTION

MAY 11, 2025



On June 1, 2025 join us at the Holiday Inn Express in St. John's, for an exquisite afternoon filled with artwork by local artists while enjoying delicious pastries with tea or coffee. The first **Art from the Heart Auction** in support of RMHC NL will showcase a curated selection of stunning artworks by local artists, with each piece available for bidding to support a great cause.

Guests will enjoy music, with focus on the vibrant works of art, each waiting to find its new home. As the auction unfolds, you'll have the chance to place your bids and take part in the excitement, all while supporting sick or injured children and their families who rely on RMHC NL.

Dress to impress in your best high tea attire- there will be prizes for best dressed and best fascinator.

Tickets are \$25 each or 2 for \$40 and include:

- Registration bag
- Door prize entry
- Bidding number for Silent Auction
- Tea or Coffee and pastries
(Please let us know if you have any dietary restrictions)
- Opportunity win great prizes
(Best Dressed, Best Fascinator, Door Prize)



June 1, 2025

Holiday Inn Express - 5 Navigator Avenue, St John's

2:30pm - Doors open

3:00pm - Tea & Coffee is served and the Auction Opens

4:30pm - Auction Closes

5:00pm - Winning Bidders collect their Artwork



Tickets can be purchased ONLINE, by calling 709-738-0000 or stopping by our office.

Confirm your sponsorship or artwork donation by scanning the QR code, or by visiting <https://forms.gle/5j3bTUrYWNaF6uPA>
For more information, please contact Heidi Smith via email heidismith@rmhcnl.ca or by calling (709) 733-5071



ART WORK DONATION



How you can help

You can help to make a difference in the lives of sick or injured children and their families, like Matthew and his Mom Tracy, who rely on RMHC NL by supporting Art from the Heart with a donation of Artwork for the Auction.

By making an in-kind donation, you will receive:

- Recognition at the event
- Recognition in event program
- Recognition on RMHC NL website
- Opportunity to include item in registration bag for up to 100 attendees
- Item description, artist bio and contact information displayed with artwork
- Group artist recognition on Social Media



Meet Matthew Rideout



16 year old, Matthew Rideout from Buchans, NL and his mom have been guests at RMHC NL since November 2024, when he was diagnosed with Hodgkins Lymphoma. Due to his diagnosis, they learned they would have to re-locate to be closer to the children's hospital. Living 5 hours away from the hospital, Tracy knew that leaving the city wasn't an option. She needed to be close to Matthew. As a single income family, Tracy has had to defer her employment to be close to Matthew, staying anywhere other than RMHC NL was not an option. **"The volunteers and staff are second to none. RMHC NL is truly 'a home away from home.' Having other families around is also a form of comfort and support. Having a home cooked meal, baked goods, fresh brewed coffee and a warm room is such a huge blessing."** - Tracy Rideout

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SPONSORSHIP OPPORTUNITIES



Teacup Sponsor \$250

- cash or in kind
- 5 available



- Company name prominently displayed on event marketing material, in program and on RMHC NL website
- Signage at event
- Post event report
- Recognition at event
- Opportunity to include item in registration bag for up to 100 attendees
- Recognition Plaque
- 1 social media post

Silver Spoon Sponsor \$500

- cash or in kind
- 5 available

Everything included in Teacup Sponsorship Plus...

- Tickets for 2 to the event
- 3 social media posts



Presenting Sponsor \$2,500

- cash only
- 1 available

Everything included in Teacup Sponsorship Plus...

- Tickets for 8 to the event
- 5 social media posts
- Event naming as "Your Company" name presents Art from the Heart Auction
- Speaking opportunity at event

High Tea Sponsor \$1000

- cash or in kind
- 3 available



Everything included in Teacup Sponsorship Plus...

- Tickets for 4 to the event
- 4 social media posts
- Employee engagement opportunity as a member of organizing committee

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