



20TH ANNUAL
**CHARITY GOLF
CLASSIC**

CANMORE

**Friends
of the
House
SERIES**

By Ronald McDonald House Charities® Alberta



PRESENTED BY:



Trotter & Morton

VENUE HOST:



SILVERTIP™
CANMORE • ALBERTA

20TH ANNIVERSARY
SEPTEMBER 17, 2020
SILVERTIP RESORT

WWW.RMHCALBERTA.ORG

RMHC ALBERTA CHARITY GOLF CLASSIC



RMHC®
Alberta

Celebrating 35 Years

WHY SUPPORT RMHC ALBERTA?

When a child is sick, nothing is more important than family.

RMHC Alberta is more than just a roof over our families' heads; it is an essential service, vital to the continuum of family-centred care and critical to how pediatric health care is delivered in our province. Our Houses in Calgary, Edmonton, Red Deer (and soon-to-be Medicine Hat) are not a *nice to have*; they are a *must have*. Over 65% of families live outside of a city with a children's hospital. RMHC Alberta alleviates the financial, emotional, and physical burdens placed on families who must travel long distances for the specialized care their sick or injured child needs. **When a child is sick, the whole family is sick.** RMHC Alberta understands this and is the bridge to quality health care by supporting the whole family throughout their medical journey.



LETTER FROM THE CO-CHAIRS:

On behalf of Ronald McDonald House Charities® Alberta, we would like to personally invite you to participate in the 20th Anniversary Canmore Charity Golf Classic. This tournament has been a signature event for RMHC Alberta and has raised over \$3 million since its inception.

We're excited to be involved as Co-Chairs this year, as Ronald McDonald House has always been very important to us. Between us, we have a combined 14 years of service with the House, as volunteers, Board members, and part of the Resource Development team. We've seen firsthand the incredible impact RMHC Alberta programming has on families both in-House and out in the community with the Ronald McDonald Care Mobile®.

Our goal this year is to provide participants and sponsors with an amazing day of golf, while adhering to any restrictions that might be in place due to COVID-19.

We encourage you to register and/or sponsor the event with the full knowledge that, in the event of tournament cancellation, you will have the option to receive a full refund; defer your contribution to the event in 2021; or donate a portion or all of your registration fee (tax receiptable).

Thank you for your continued support of families who need to rely on Ronald McDonald Houses across Alberta. We look forward to seeing you on the links in September!

Sincerely,



Marla Cohen
Co-Chair



Stephanie Tate
Co-Chair

LETTER FROM THE CEO:

Needless to say, it's been a very difficult few months for the families, staff, volunteers and all stakeholders of RMHC Alberta. At every turn over the course of this COVID-19 pandemic, RMHC Alberta has stepped up to the plate. Our response has been enabled by the community – and we hope that your support will continue as we adapt to the evolving crisis. We can't do it without you!

Across this country, RMHC Chapters have seen a 30 – 70% decline in funding due to the cancellation or postponement of fundraising events. With this in mind, we are thrilled to be able to go ahead with the 20th Anniversary Canmore Golf Classic – in the 35th year of our Calgary House. While it may not look quite the same as in years past, it's nevertheless an opportunity to support our families and that's what counts.

Over the coming months we will be safely returning to full capacity in our Calgary, Edmonton and Red Deer Houses. The Ronald McDonald Care Mobile® has been redeployed as a maternal health clinic during COVID-19, and we hope to continue to offer these services when we resume normal operations this summer. We are also very excited about the upcoming opening of our new Medicine Hat House!

While the road ahead of us is uncertain, we look forward to a renewed focus on mission delivery for the hundreds of families who come through our doors each year. There will be many unknowns as we work out the 'new normal' for RMHC Alberta, and we thank you for being with us on this journey.

Wishing you and your families continued safety, wellness and happiness.



Jason Evanson
CEO, RMHC Alberta

TOURNAMENT DETAILS:

**THURSDAY
SEPTEMBER 17, 2020**

PRICING:

\$350 per individual / \$1,400 per team

FORMAT:

Tee Time or Shotgun

EVENT DETAILS:

The tournament features a round of golf, tee gift, a variety of on-course contests, an opportunity to win great prizes, food and snacks throughout the day, and a fabulous virtual silent auction.

The Tournament Championship Team will be recognized with a team prize, names on the event trophy, and new this year – a Legacy presentation of our version of the Master's Green Jacket! The top three teams will be announced and guaranteed team prizes.

Event Activity Bundles

Purchase in advance at \$25 each and you'll be entered into a draw for a fabulous prize! Super value – Includes: Mulligan, Putting Green Contest, and Beat the Pro

NEW Pledge Program!

Collect donations and top three highest team fundraisers will receive a prize!

PLEASE NOTE:

In light of COVID-19, we will be adjusting the format of this event in order to ensure the safety of all golfers at Silvertip Resort. We will make a determination closer to the event date whether it's a tee time structure or a shotgun tournament. RMHC Alberta will work closely with the venue host to make this determination based on guidelines set out by provincial health authorities. We thank you for your patience.

The Canmore Charity Golf Classic is an excellent opportunity for corporate sponsorship. Your sponsorship makes it possible for families travelling for medical treatment for their sick or injured children to stay together. It's an investment in people; it's an investment in community.

Aligning your sponsorship needs is important to us. Our sponsors should have the opportunity to customize their support at various levels. We're confident that this event can meet your objectives and your budget. Let us know how we can accommodate you.

Please contact Sandi Ferchau, Corporate Relations Manager at 403.809.6909 or sferchau@rmhcscsca.org



2020 SPONSORSHIP BENEFITS

	Tee Gift Sponsor	Front Nine Back Nine Sponsor	Prizing Sponsor	Putting Green Sponsor	Cart Sponsor	Contest Sponsor	Volunteer Ambassador Sponsor	Hole Sponsor
Investment	\$5,000	\$5,000	\$3,000	\$2,500	\$2,500	\$2,000	\$1,800	\$1,500
Golf Entries	2	2	1	1	1	0	0	1
Recognition - Food Station Signage								
Swag bag items/Golf cart swag		•		•	•			
Logo on Website	•	•	•	•	•	•	•	•
Signage Recognition	•	•	•	•	•	•	•	•
Program Recognition	•	•	•	•	•	•	•	•
Golf Cart Recognition					•			
Logo on Tee Gift	•							
Opportunity to Engage with Patron on Hole				•				•
Hole In One Insurance Covered								
Logo on Online Auction Site								
Logo on Digital Team Photos								
Logo on Volunteer Name Tags							•	
Company Card or Tag on Lunches							•	
Logo on Pledge Program e-communication								
Tax Receipt								

PRESENTING SPONSOR:



BREAKFAST & DINNER SPONSOR:



RMHC ALBERTA CHARITY GOLF CLASSIC



2020 SPONSORSHIP BENEFITS (CONT'D)

	Hole in One Sponsor	Online Auction Sponsor	Program Sponsor	Photography Sponsor	Pledge Program Sponsor	Bundle Sponsor	20 th Anniversary Supporter
Investment	\$1,000	\$1,000	\$1,000	\$750	\$650	\$500	\$500
Golf Entries	0	0	0	0	0	0	0
Recognition - Food Station Signage							
Swag bag items/Golf cart swag							
Logo on Website	•	•	•	•	•	•	
Signage Recognition	•	•	•	•	•	•	
Program Recognition	•		•	•			
Golf Cart Recognition							
Logo on Tee Gift							
Opportunity to Engage with Patron on Hole	•						
Hole In One Insurance Covered	•						
Logo on Online Auction Site		•					
Logo on Digital Team Photos				•			
Logo on Volunteer Name Tags							
Company Card or Tag on Lunches							
Logo on Pledge Program e-communication					•		
Tax Receipt							•

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