

# SIGNATURE EVENTS SPONSORSHIP PACKAGE

## 2023



Ronald McDonald  
House Charities®  
Alberta



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# Need for RMHC Alberta

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

65% of Canadians live outside of a city with a children's hospital. Ronald McDonald House Charities® Alberta offers a bridge to health care by supporting the whole family while they are away from home for their child's medical journey. By enabling families to stay together steps away from a hospital, RMHC Alberta improves the quality and experience of a child's health care while reducing the financial, emotional, and physical burdens their families experience. RMHC Alberta provides more than a roof over families' heads; we provide an essential service vital to the continuum of family-centred care and the accessibility of pediatric healthcare in our province.

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In 2021:

- 1,053 families stayed at a Ronald McDonald House®
- 18,549 nights of comfort were provided to families
- 201 communities were served across the province
- 459 families used our Day Use program

By providing overnight accommodation to out-of-town families, day use of our facilities programs for locals, and support in the hospital via our hospitality carts, RMHC Alberta supports families through some of the most challenging times they may ever face.





# Your Sponsorship

**RMHC brand recognition across Canada is at an all-time high.**

In a recent survey, 90% of Western Canadians indicated they had a strong awareness of RMHC, making it the most visible corporate-affiliated charity in Canada. Respondents also indicated they had a strong understanding of the RMHC mission, which has grown from 38% in 2013 to 78% in 2019. And with 1 in 4 Canadians either having stayed at or knowing someone who has stayed at a Ronald McDonald House®, you can be confident RMHC Alberta is an organization Canadians know and love.

Sponsoring a 2023 RMHC Alberta signature event is a unique opportunity to gain market exposure for your organization's brand by aligning it with a well-known and respected global charity.

*Source: 2019 Cause Marketing Report, Ipsos*

**Become an RMHC Alberta sponsor today:**

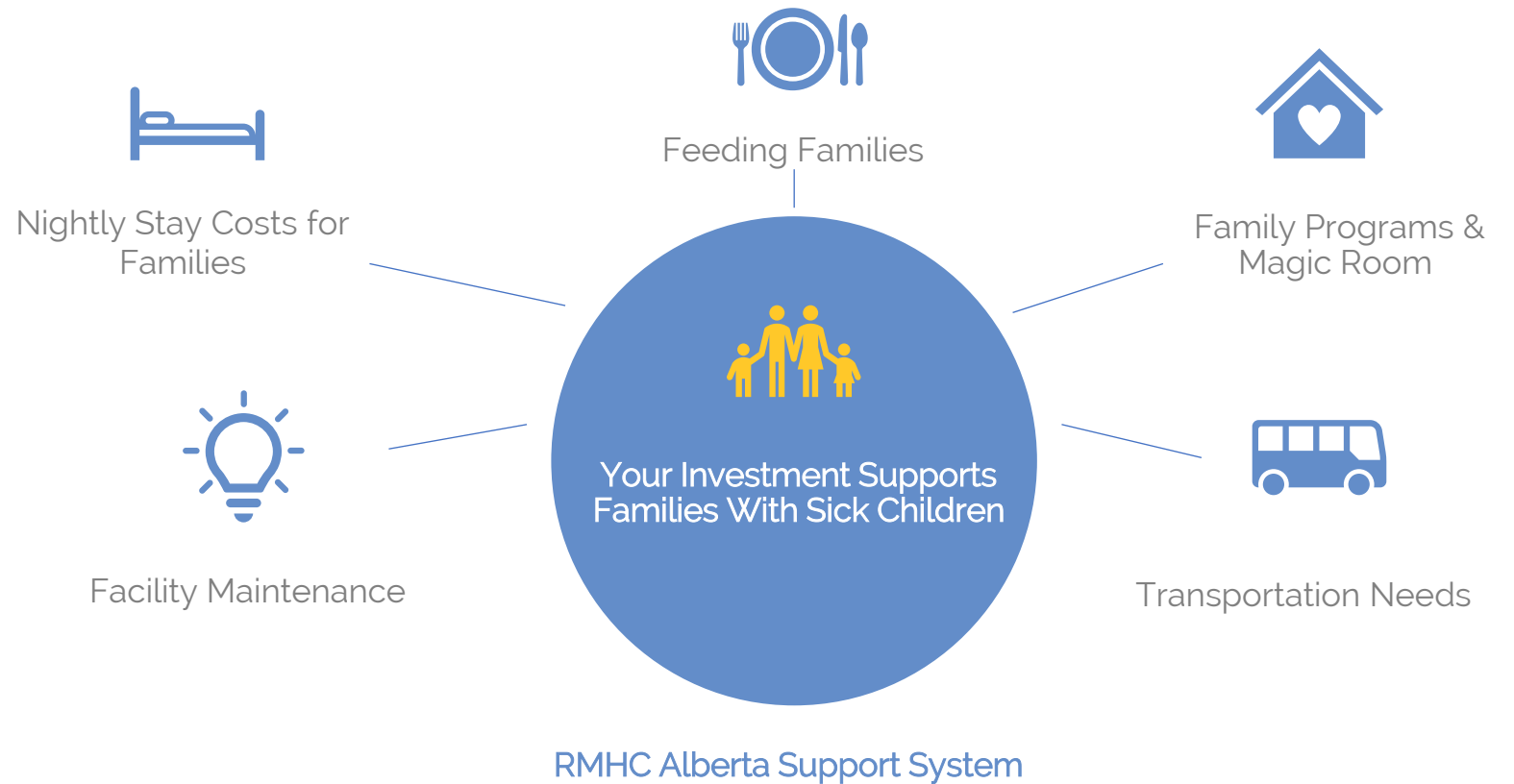
- Show the community that YOUR BRAND is socially responsible.
- Demonstrate that YOUR BRAND cares about investing in the families we serve.
- Demonstrate that YOUR BRAND is engaged in your community.
- RMHC Alberta will highlight YOUR BRAND on social media.





# Your Sponsorship

Your investment in RMHC Alberta is directed to a complete support system needed by families with sick children. The unexpected costs that can add up during a medical crisis are extensive. By supporting RMHC Alberta, you are connecting your investment to an entire network of accommodation and services that will provide relief to families.





# RMHC ALBERTA WINTERLAND INVITATIONAL

**FEBRUARY 2023**

The Winterland Invitational is a U9, U11, and U13 hockey tournament hosted in the Lakeland Region (Bonnyville, Cold Lake, Elk Point, and Glendon) in support of Ronald McDonald House Charities® Alberta. Before the COVID-19 pandemic, this tournament grew immensely in popularity and participation, with 36 teams from across Alberta playing 63 games over three days. In addition to the 500+ participants, there were also over 500 fans and 108 volunteers.

We are happy to be hosting this event in-person again and excited to see the kids playing together on the ice in support of RMHC Alberta. This event brings families together in the Lakeland Region where they can stay at local hotels, eat at restaurants, and enjoy recreation facilities. This year's event will take place on the February long weekend. We need your help to make this tournament a success!

**Sponsorship deadline: January 6, 2023**



Ronald McDonald  
House Charities®  
Alberta

## WINTERLAND

– Invitational –



[illegible]

# RMHC ALBERTA CHARITY GOLF CLASSIC

**JUNE 5–28, 2023**

Join us during the month of June for six unique Charity Golf Classic tournaments across the province in support of Ronald McDonald House Charities® Alberta. These tournaments sell out quickly so sign up now to become a sponsor or to register your team. Golfers can expect 18 holes of golf, carts, activities, food, and an auction. The tournaments will be a Texas Scramble with a shotgun start. A program will follow the golf rounds.

Event locations and dates:

**Grande Prairie:** June 5, the Dunes Golf & Winter Club

**Red Deer:** June 8, Alberta Springs Golf Resort

**Cold Lake:** June 17, Cold Lake Golf & Winter Club

**Canmore:** June 19, Silvertip Resort

**Medicine Hat:** June 22, Desert Blume Golf Club

**Edmonton:** June 28, The Quarry

**Provincial sponsorship deadline: April 14, 2023**

**Location specific sponsorship deadline: April 28, 2023**





Provincial Golf

	Provincial Presenting	Tee Gift	Volunteer	Bundle Sponsor/ Drink Ticket	Provincial House Hero	Matching Gift	Survivor Ball/Health & Wellness	Kid Hero
Investment	\$50,000	\$15,000	\$10,000	\$9,000	\$8,000	\$7,500	\$6,000	\$5,000
Opportunities Available	1	1	1	1 of each	Unlimited	3	1 of each	Unlimited
Team entries	2 Teams at tournament of choice	1 Team at tournament of choice	1 Team at tournament of choice	1 Team at tournament of choice	1 Team at tournament of choice	1 Team at tournament of choice	1 Team at tournament of choice	1 Team at tournament of choice
Proud Provincial Sponsor graphics provided – sized for social media	•	•	•	•	•	•	•	•
Logo recognition on sponsorship banner and in program at all six events	•	•	•	•	•	•	•	•
Specific recognition based on sponsorship level and event collateral	•	•	•	•		•	•	
Mention in social media	•	•	•	•	•	•	•	•
Mention in LinkedIn post promoting event	•		•					
Opportunity to present at events of choice	•							
VIP tour at House	•	•	•					
First right of refusal for 2024 events	•	•	•	•		•	•	
Logo on e-signature promoting the event the month leading up to the event	•							
Mention in media release	•							

# Grande Prairie Golf

	Presenting	Dinner	On Course Food & Beverage	Breakfast	Front Nine	Back Nine	Beer Cart	Proxy Contest	Hole	Wine	Hole in One	Prizing
Investment	\$10,000	\$5,000	\$3,000	\$2,500	\$2,500	\$2,500	\$2,500	\$1,500	\$1,000	\$750	Cost of Insurance	\$250
Opportunities	1	2	5	1	1	1	3	3	4	2	4	Multiple
Team entries	2	1	1	1	1	1	1					
Proud Sponsor graphic provided	•	•	•	•	•	•	•	•	•	•	•	•
Logo recognition on sponsorship banner and in program	•	•	•	•	•	•	•	•	•	•	•	•
Specific recognition based on sponsorship level and event collateral	•	•	•	•	•	•	•	•		•		•
Hole engagement									•		•	
Mention in social media	•	•										
Mention in LinkedIn post promoting event	•											
Opportunity to present at event	•	•						•				
VIP tour at House	•											
First right of refusal for 2024	•	•										

Red Deer Golf

	Presenting	Reception	Front Nine	Back Nine	Prizing	Breakfast	Cart	Proxy Contest	Team Photo Sponsor	Hole	Hole in One Sponsor	Online Auction Sponsor
Investment	\$10,000	\$5,000	\$5,000	\$3,000	\$2,500	\$2,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,000
Opportunities	1	2	1	1	2	2	2	3	1	10	4	1
Team entries	2	1	1	1								
Proud Provincial sponsor graphics provided – sized for social media	•	•	•	•	•	•	•	•	•	•	•	•
Logo recognition on sponsorship banner and in program	•	•	•	•	•	•	•	•	•	•	•	•
Specific recognition based on sponsorship level and event collateral	•	•	•	•	•	•	•	•	•			•
Hole engagement									•	•	•	
Mention in social media	•	•	•	•								
Mention in LinkedIn post promoting event	•											
Opportunity to present at event	•	•						•				
VIP tour at House	•											
First right of refusal for 2024	•	•	•	•								



Canmore Golf

	Food & Beverage	Front Nine	Back Nine	Prizing	Cart	Proxy Contest	Team Photo Sponsor	Hole	Hole in One Sponsor	Online Auction Sponsor
Investment	\$10,000	\$5,000	\$5,000	\$3,000	\$2,500	\$2,500	\$2,500	\$1,500	\$1,500	\$1,000
Opportunities	2	1	1	2	2	3	1	10	4	1
Team entries	1	1	1							
Proud Provincial Sponsor graphics provided – sized for social media	•	•	•	•	•	•	•	•	•	•
Logo recognition on sponsorship banner and in program	•	•	•	•	•	•	•	•	•	•
Specific recognition based on sponsorship level and event collateral	•	•	•	•	•	•	•			
Hole engagement							•	•	•	
Mention in social media	•	•	•							
Opportunity to present at event	•					•				
VIP tour at House	•									
First right of refusal for 2024	•	•	•							



Lakeland Golf

	Dinner	Breakfast	Front Nine	Back Nine	Beer Cart	Proxy Contest	Team Photo Sponsor	Hole	Hole in One Sponsor	Online Auction Sponsor	Prizing
Investment	\$4,000	\$3,000	\$2,500	\$2,500	\$2,500	\$2,000	\$1,500	\$1,000	\$1,000	\$1,000	\$500
Opportunities	2	1	1	1	3	3	1	5	4	1	Multiple
Team entries	1	1	1	1	1	1	1	1	1	1	
Proud Sponsor graphic provided	•	•	•	•	•	•	•	•	•	•	•
Logo recognition on sponsorship banner and program	•	•	•	•	•	•	•	•	•	•	•
Specific recognition based on sponsorship level and event collateral	•	•	•	•	•	•	•			•	•
Hole engagement						•		•	•		
Opportunity to present at event	•					•					



# Edmonton Golf

	Presenting	Reception	Front Nine	Back Nine	Prizing	Breakfast	Cart	Proxy Contest	Team Photo Sponsor	Hole	Hole in One Sponsor	Online Auction Sponsor
Investment	\$10,000	\$7,500	\$5,000	\$5,000	\$3,000	\$2,500	\$2,500	\$2,500	\$2,500	\$1,500	\$1,500	\$1,000
Opportunities	1	2	1	1	2	2	2	3	1	12	6	1
Team entries	2	1	1	1								
Proud Provincial Sponsor graphics provided – sized for social media	•	•	•	•	•	•	•	•	•	•	•	•
Logo recognition on sponsorship banner and in program	•	•	•	•	•	•	•	•	•	•	•	•
Specific recognition based on sponsorship level and event collateral	•	•	•	•	•	•	•	•	•			•
Hole engagement									•	•	•	
Mention in social media	•	•	•	•								
Mention in LinkedIn post promoting event	•											
Opportunity to present at event	•	•						•				
VIP tour at House	•											
First right of refusal for 2024	•	•	•	•								

# RMHC ALBERTA HUSTLE FOR THE HOUSE

**JULY 24–29, 2023**

Hustle for the House encourages families across the province to get active in support of Ronald McDonald House Charities® Alberta. Walk, run, or roll any distance virtually during the week of July 24–30 or participate in one of our physical races. Participants can purchase a shirt for themselves or a bandana for their four-legged companions. Participants who fundraise \$100 or more will receive a gift. Highest individual fundraising prizes are available.

Participating in Hustle for the House as a corporate team is a terrific way to build morale, encourage healthy habits, and enjoy some friendly competition.

## Event locations and dates:

Virtual (on your own): Week of July 24–30

Cold Lake: TBD

Edmonton: TBD

Calgary: TBD

**Sponsorship deadline: June 9, 2023**







# SHOOT FOR THE HOUSE

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Join us for our 11th annual Ronald McDonald House Charities® Alberta Shoot for the House clay shooting event held at the Wapiti Shooters Club on September 9, 2023. Sponsor this event or register your team in support of families with seriously sick or injured children. The event includes breakfast, 96 targets, ammunition, on-course lunch, happy hour, dinner, prizes, silent and live auctions, raffles, games, and more.

Event location and date:

September 9, 2023

Wapiti Shooters Club

**Sponsorship deadline: July 28, 2023**



	Presenting	Dinner	Target & Ammo	Safety	Volunteer	Happy Hour	Station	Prize	Program
Investment	\$10,000	\$7,500	\$5,000	\$3,500	\$3,000	\$2,500	\$1,500	\$1,000	\$500
Opportunities Available	Multiple	2	Multiple	Unlimited	4	6	30	8	Multiple
Complimentary entries	10	8	5	3	3	2	1		
Proud Sponsor graphics provided – sized for social media	•	•	•	•	•	•	•	•	•
Specific recognition based on sponsorship level and event collateral	•	•	•	•	•	•	•	•	•
Volunteer opportunity either before or during event	•				•		•		
Opportunity to promote company at event and speaking opportunity	•	•	•						
Mention in social media	•	•	•						
Mention in LinkedIn post promoting event	•	•							
VIP tour at House	•								
Logo on e-signature promoting the event the month before the event	•								
Mention in media release	•								
First right of refusal for 2024	•	•							

# Taste of Home

**November 2023**

The Taste of Home gala offers a night of connection over delicious food and local entertainment. Guests are invited to dress up for an enjoyable evening as a couple, family, or group as we share an intimate glimpse into our mission.



**Sponsorship deadline: September 15, 2023**

	Presenting	House Hero	Courage	Compassion Lives Here	Make a Difference	Creating Comfort	Making Memories
<b>Investment</b>	<b>\$25,000</b>	<b>\$10,000</b>	<b>\$7,500</b>	<b>\$5,000</b>	<b>\$2,500</b>	<b>\$1,000</b>	<b>\$500</b>
<b>Opportunities</b>	<b>2</b>	<b>Unlimited</b>	<b>Unlimited</b>	<b>Unlimited</b>	<b>Unlimited</b>	<b>Unlimited</b>	<b>Unlimited</b>
Complimentary tickets	10	6	4	4	2		
Proud Provincial Sponsor graphic provided – sized for social media	•	•	•	•	•	•	•
Specific recognition based on sponsorship level and event collateral	•	•	•	•	•	•	•
Mention in social media	•	•	•	•			
Mention in LinkedIn post promoting event	•						
Opportunity to present at event	•						
VIP tour at House	•	•	•				
Logo on e-signature promoting the event the month leading up to the event	•						
First right of refusal for 2024	•						



# Additional Ways to Support Events

- ✓ Register for an event
- ✓ Donate an auction item or prize
- ✓ Purchase a raffle ticket, 50/50, or auction item
- ✓ Share social media posts with your networks and encourage them to get involved
- ✓ Challenge someone within your industry
- ✓ Fundraise





# Sponsorship Agreement

I would like to sponsor:

**Please check the event(s) you are interested in sponsoring:**

- ☐ Winterland Invitational
- ☐ Provincial Golf
- ☐ Lakeland Golf
- ☐ Grande Prairie Golf
- ☐ Medicine Hat Golf

- ☐ Red Deer Golf
- ☐ Canmore Golf
- ☐ Edmonton Golf
- ☐ Hustle for the House
- ☐ Shoot for the House
- ☐ Taste of Home

Donate Nights of Comfort

- ☐ 1 Night at \$200
- ☐ 3 Nights at \$600
- ☐ 5 Nights of at \$1000
- ☐ Other

(This donation is eligible for a tax receipt)

**Please list the levels you are interested in sponsoring:**

## Contact Information

\_\_\_\_\_  
Company Name (print as you would like it to appear in sponsor recognition materials)

\_\_\_\_\_  
Contact Name

\_\_\_\_\_  
Address

\_\_\_\_\_  
City

\_\_\_\_\_  
Province

\_\_\_\_\_  
Postal Code

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
Email

# Payment Information

I would like to sponsor:

☐ Cheque to follow

(Please make payable to Ronald McDonald House Charities Alberta)

☐ Please invoice me or the company at the address above

☐ Visa/MC/AMEX — An RMHC Alberta representative will call to process payment

☐ EFT — Send payment to [finance@rmhcalberta.org](mailto:finance@rmhcalberta.org)

☐ Monthly payment option (only by EFT or postdated cheques)

## Authorized by

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Sponsor Representative (Print Name)

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Sponsored Representative (Signature)

Please complete form and send to **Oreen Skiba at [oskiba@rmhcalberta.org](mailto:oskiba@rmhcalberta.org)**. Send a **high-resolution logo file (vector or .eps)** with the sponsorship agreement. Funds are due within 30 days.