



Ronald McDonald
House Charities®
Alberta



RMHC® Alberta Signature Events **Sponsorship Package 2024**

About RMHC® Alberta

With almost 70% of Canadian families living outside of a community with a children's hospital, many will need to travel to access specialized medical treatment. Serving more than 1,100 families with over 21,000 nights of comfort in 2022, the four Ronald McDonald Houses in Alberta provide all the essentials of a home: warm beds, hot showers, laundry facilities, family-friendly kitchens, and playrooms. We also offer Home for Dinner meals, shuttle services, recreation and selfcare programming, and more, saving families over 8.5 million dollars each year.

The Houses provide more than a place to rest— they're where families can support each other while staying close to the critical care their child needs. Having a Ronald McDonald House close to a hospital in Alberta is an important part of family-centred care, helping alleviate the tremendous emotional, financial, and physical burdens families face when their child is seriously sick or injured.

We cannot provide comfortable, compassionate, and affordable accommodations without fundraising.



1 in 4 Canadians has stayed or knows someone who has stayed at a Ronald McDonald House

Facts about Ronald McDonald House Charities® Alberta:

- There are four Ronald McDonald Houses in Alberta: Calgary, Edmonton, Red Deer, and Medicine Hat.
- In 2022, RMHC Alberta served over 1,150 families from 296 communities, saving them \$6.5 million in accommodation costs. We provided over 21,000 nights of comfort for families in 2022.
- Families can stay at RMHC Alberta for \$10/night. Financial assistance is available for families in need.
- Our private family suites give families space to rest and connect after a long day at the hospital.
- We serve a homemade meal every day, so families can spend more quality time together.
- Our programs and services create a family-centred atmosphere with activities for everyone to enjoy. Families can relax and unwind with recreation activities, pet therapy, yoga, and more.



**The Torres
Family**
648 Nights

Your Sponsorship

The Flynn Family
90 Nights

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 2024 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:

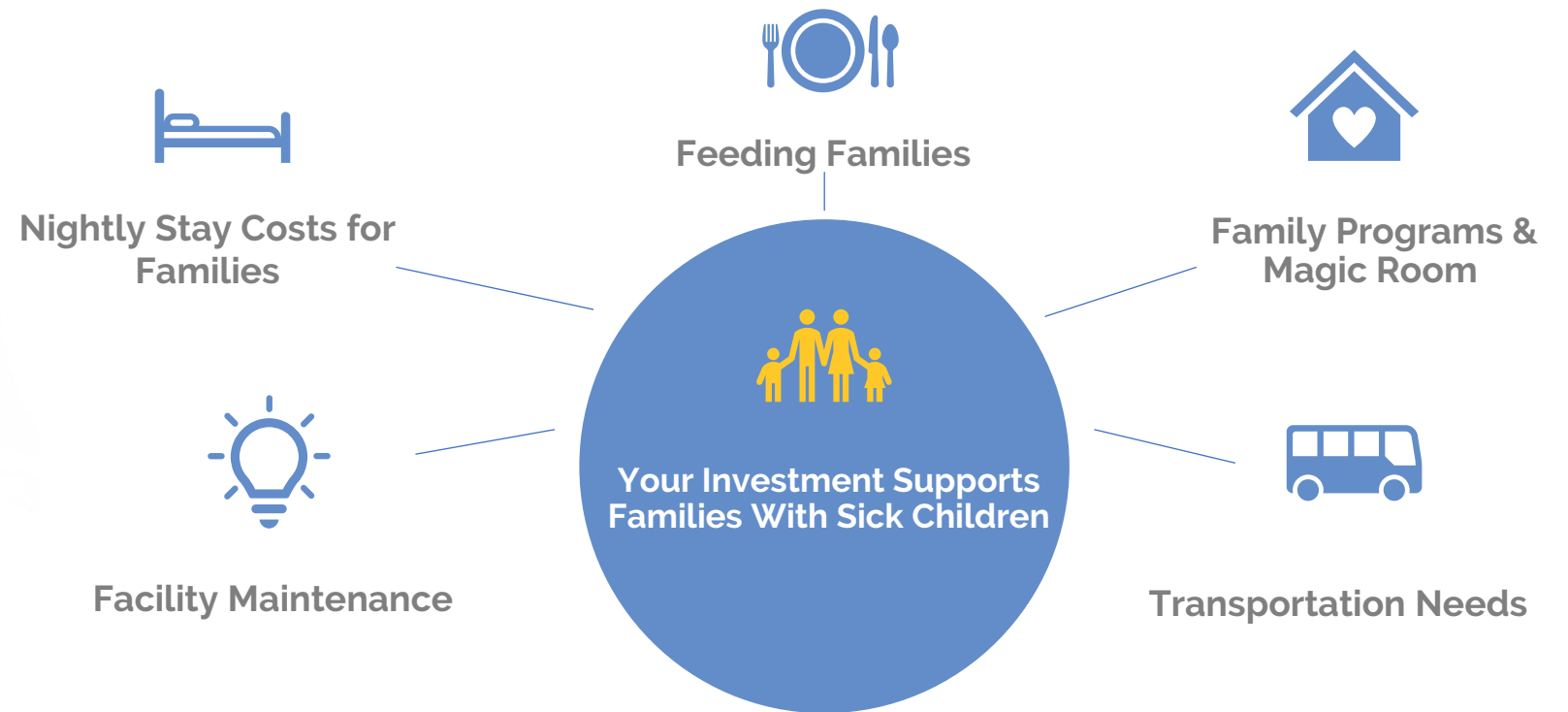
- Show the community that YOUR BRAND is socially responsible.
- Demonstrate that YOUR BRAND cares about investing in the families we serve.
- Demonstrate that YOUR BRAND is engaged in your community.
- RMHC Alberta will highlight YOUR BRAND on social media.





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 Support System

The Flavier Family
255 Nights



Winterland Invitational

February 16–18, 2024

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.

Last year 48 Teams played 86 games in four different venues on six ice surfaces. Over \$160,000 was raised.

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!

Did you know.. this event has grown from 24 in 2018 to 48 teams in 2022.

Sponsorship deadline: January 6, 2024





RONALD MCDONALD HOUSE CHARITIES® ALBERTA

CHARITY GOLF CLASSIC

Charity Golf Classic

June 3–26, 2024

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 3, the Dunes Golf & Winter Club

Red Deer: June 6, Alberta Springs Golf Resort

Cold Lake: June 15, Cold Lake Golf & Winter Club

Canmore: June 17, Silvertip Resort

Medicine Hat: June 20, Desert Blume Golf Club

Edmonton: June 26, The Quarry

Provincial sponsorship deadline: April 17, 2024

Location specific sponsorship deadline: April 26, 2024



Did you know.. In 2023 RMHC Alberta hosted 6 golf tournaments, which raised over \$720,000!

Provincial Golf

	Provincial Presenting	Tee Gift	Volunteer	Bundle Sponsor/ Drink Ticket	Provincial House Hero	Matching Gift	Survivor Ball/Health & Wellness	Kid Hero
Investment	\$30,000	\$10,000	\$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	✓	✓	✓	✓		✓	✓	
Opportunity to have a 1-minute welcome video included in email to participants	✓							
Mention in social media	✓	✓	✓	✓	✓	✓	✓	✓
Mention in LinkedIn post promoting event	✓		✓					
Opportunity to present at events of choice	✓							
VIP tour at House of choice	✓	✓						
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	✓							

Lakeland Golf

	Presenting	Dinner	Breakfast	Front Nine	Back Nine	Cart Sponsor	Proxy Contest	Team Photo Sponsor	Hole	Hole in One Sponsor	Online Auction Sponsor	Prizing	In Kind Sponsorship
Investment	\$5,000	\$3,000	\$2,000	\$2,500	\$2,500	\$2,000	\$2,000	\$1,500	\$1,000	\$1,000	\$1,000	\$500	
Opportunities	2	2	1	1	1	1	3	1	10	4	1	Multiple	Unlimited
Team entries	1	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	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓	✓
Recognition in email to auction participants and push notifications on event day											✓		
Hole engagement							✓		✓	✓			
Opportunity to present at event	✓	✓											
VIP Tour at House of Choice	✓												

	Food & Beverage	Front Nine	Back Nine	Prizing	Cart	Proxy Contest	Team Photo Sponsor	Online Auction Sponsor	Hole	Hole in One Sponsor	In Kind Sponsors Hip
Investment	\$10,000	\$5,000	\$5,000	\$3,000	\$2,500	\$2,500	\$2,500	\$1,000	\$1,500 or Engagement Required	Hole Engagement Required	
Opportunities	2	1	1	2	2	3	1	1	10	4	Unlimited
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	✓	✓	✓	✓	✓	✓	✓	✓			✓
Recognition in email to auction participants and push notifications on event day								✓			
Hole engagement required						✓	✓		✓	✓	
Mention in social media	✓	✓	✓								
Opportunity to present at event	✓										
First right of refusal for 2025	✓	✓	✓								

Medicine Hat Golf

	Presenting	Dinner	Lunch	Golf Cart	Beer Cart	Tee or Green Placement	Hole in One Sponsor	Prizing	In Kind Sponsors Hip
Investment	\$10,000	\$7,500	\$3,500	\$3,000	\$2,500	\$750	Cost of Insurance – you supply volunteers	\$500	
Opportunities	Multiple	1	1	2	2	26	5	Multiple	Unlimited
Team entries	2	2							
Proud Sponsor graphic provided	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo recognition on sponsorship banner and in program	✓	✓	✓	✓	✓	✓	✓	✓	
Specific recognition based on sponsorship level and event collateral	✓	✓	✓	Shared sign on golf carts	Shared sign on beer cart			✓	✓
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 2025	✓	✓							



Shoot for the House

September 7, 2024

Join us for our 12th annual RMHC Alberta Shoot for the House event, held at the Wapiti Shooters Club on **September 7th, 2024**. Consider sponsoring or registering your team and help us continue to raise awareness and funds in support of RMHC Alberta.

The event includes breakfast, 96 targets, ammunition, on course snacks, happy **hour**, dinner, prizes, silent & live auction, raffles, games and much more.

Event location and date:

September 7, 2024
Wapiti Shooters Club, Grande Prairie

Did you know.. Shoot for the House is the single largest 1-day, non-registered fundraising shoot in Canada.

Sponsorship deadline: July 31, 2024





Hustle for the House

September 2024

Hustle for the House encourages families across the province to get active and have fun as they support RMHC Alberta.

Walk run or roll any distance virtually or participate at one of our in-person, family friendly and fun-filled event in Calgary.

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:

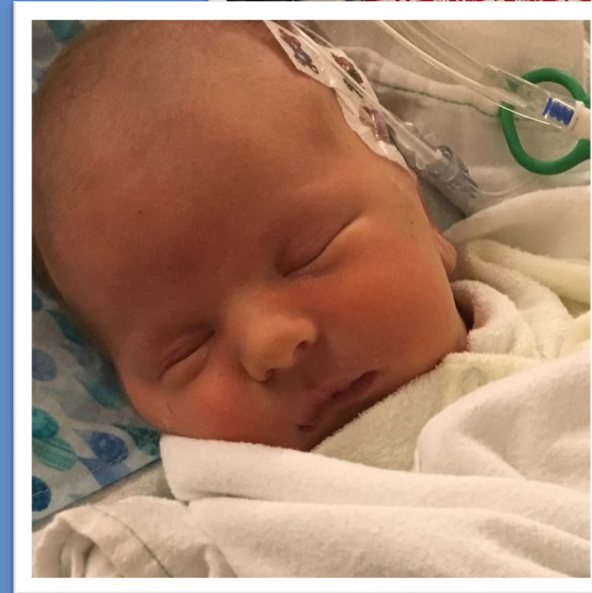
- **Virtual** (on your own): September 20th to 28th
- **Calgary:** September 29th, excited to bring back a family-fun feel with activities

Sponsorship deadline: August 15th



Dennis Family

"At 2 weeks old, our little man, Briggs, got sick and was rushed to Alberta Children's where he was urgently admitted into the PICU. As everything was happening so fast around us, two amazing social workers encouraged us to take an available spot at the Ronald McDonald House. Little did we know that this would become our home for the next week and where we would spend our boy's first Christmas. We always knew how special Ronald McDonald House was, but it has taken up an even bigger place in our hearts. We are forever grateful for the way that our family was cared for and hope to be able to repay just a fraction back so they can continue to bless families just like ours."





Taste of Home

November 2024

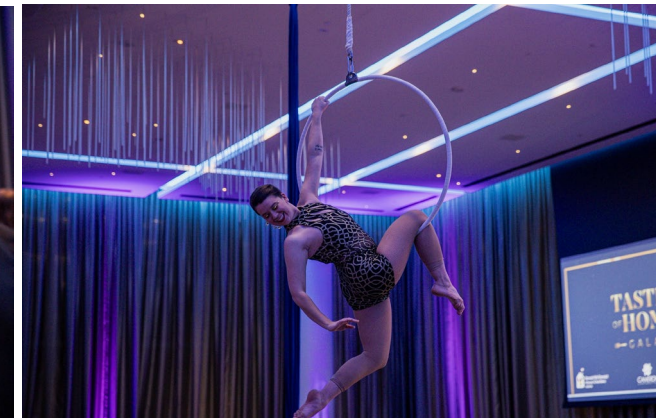
The **Taste of Home** gala offers an inspiring night of connection, entertainment, stories and delicious food. You are invited to join us in Calgary or Edmonton for a special evening in support of RMHC Alberta mission to provide a home-away-from-home for any family traveling to care for a sick child..

Event locations and dates

Calgary – November 1 2024, Hotel Arts

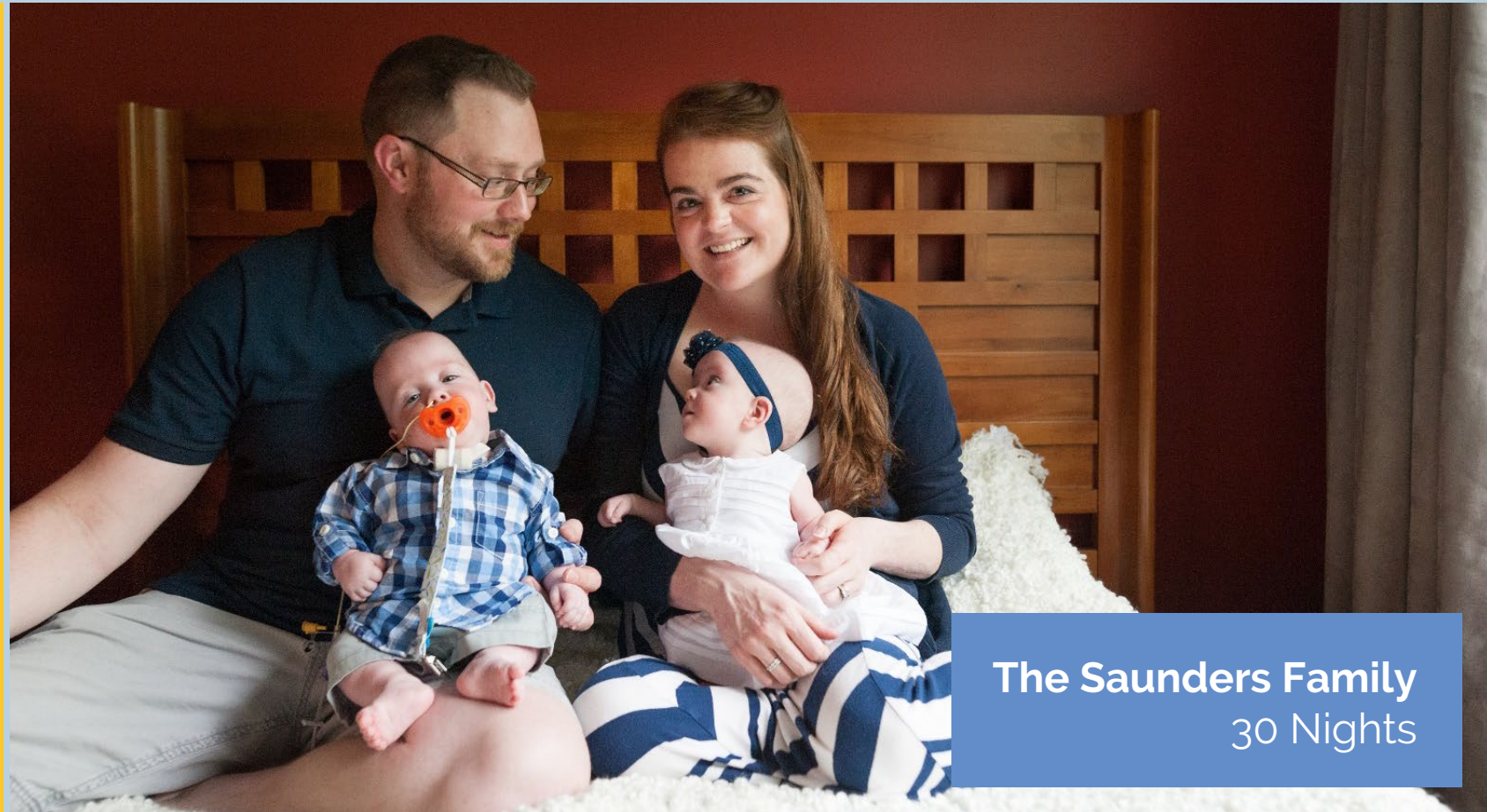
Edmonton – November 15th 2024, JW Marriott

Sponsorship deadline: September 27th, 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



The Saunders Family
30 Nights