



Ronald McDonald
House Charities®
Alberta



RMHC® Alberta Signature Events
Sponsorship Package 2025

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Did you know... RMHC Alberta Signature Events raise almost \$2,000,000 every year for our Houses, programming, and services. Your participation and support of these events goes a long way to keeping families together.

The Cockburn Family
42 Nights



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 1,200 families with over 23,000 nights of comfort in 2024, 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 eight 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 2024, RMHC Alberta served over 1,200 families from 226 communities, saving them \$9.6 million in accommodation costs. We provided over 23,000 nights of comfort for families in 2024.
- Families can stay at RMHC Alberta for \$15/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 Fenton-Parmley Family
131 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 2025 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

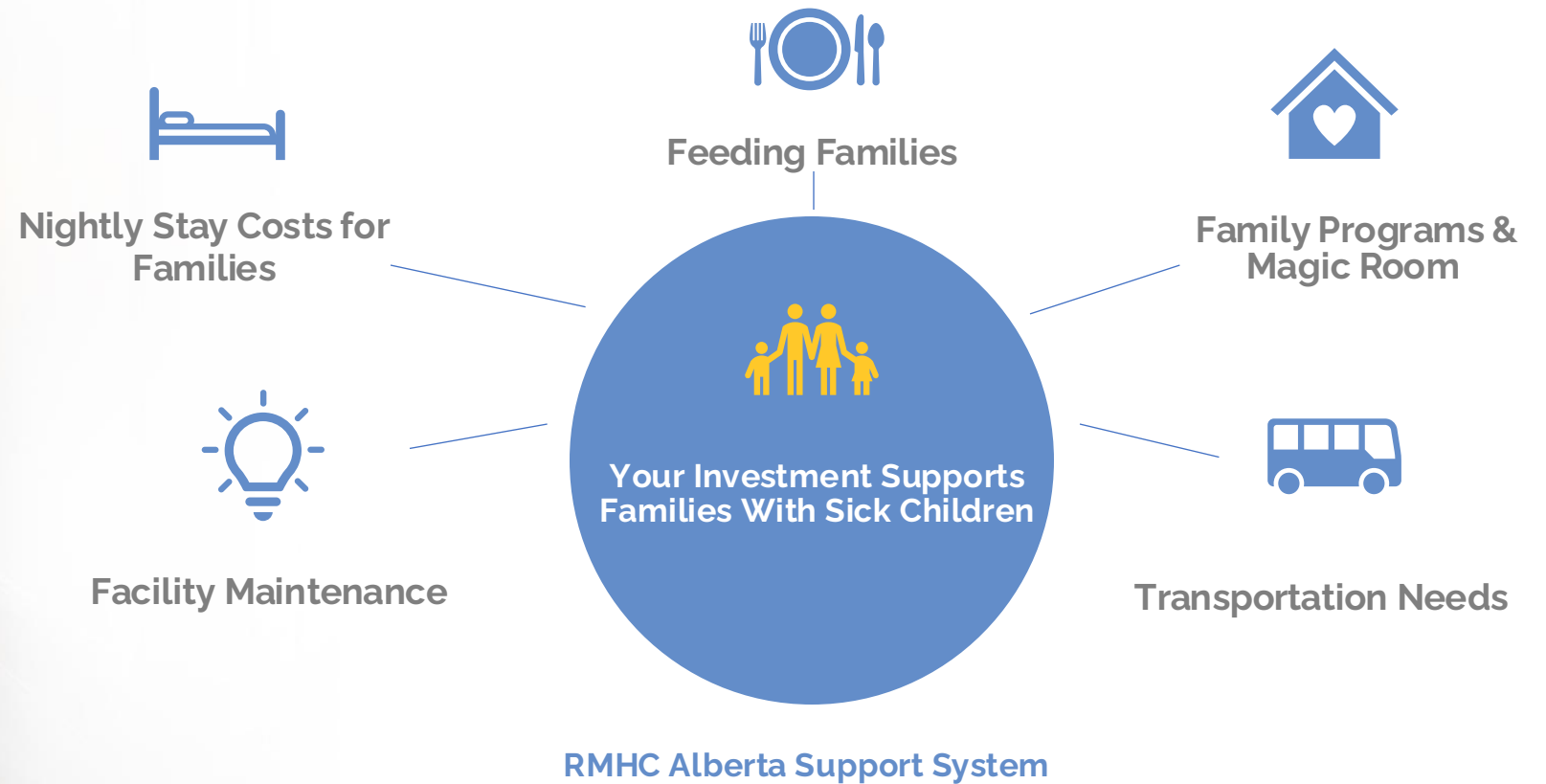
Become an RMHC Alberta sponsor today:

- 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.



The Lesh Family
660 Nights

WINTERLAND

- Invitational -

Winterland Invitational

February 14-16, 2025

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.

In 2024, 40 Teams played 72 games in three different venues on five ice surfaces. Over \$176,000 was raised.

This event brings families together in the Lakeland Region where they can stay at local hotels, eat at restaurants, and enjoy Lakeland's amazing recreation facilities.

With your help Winterland 2025 will once again be a success.

Did you know... In 2025 this event will have raised over \$1,000,000 since 2018.

Sponsorship deadline: January 10, 2025





RONALD MCDONALD HOUSE CHARITIES® ALBERTA
**CHARITY GOLF
CLASSIC**

Charity Golf Classic

June 2–25, 2025

Join us in June for five 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.

Golfers can expect 18 holes of golf, carts, activities, food, and an auction. Format will be a Shotgun start (except in Grande Prairie which will be a tee time format) with a Texas Scramble.

Event locations and dates:

Grande Prairie: June 2, the Dunes Golf & Winter Club

Red Deer: June 9, Red Deer Golf and Country Club

Cold Lake: June 14, Cold Lake Golf & Winter Club

Canmore: June 19, Silvertip

Edmonton: June 25, The Quarry

Provincial sponsorship deadline: April 18, 2025

Location specific sponsorship deadline: April 25, 2025



Did you know.. In 2024 RMHC Alberta hosted 6 golf tournaments, which raised over \$720,000!

Red Deer Golf

| | Dinner Sponsor | Cocktail Reception Sponsor | Front Nine | Back Nine | Prizing | Cart | Proxy Contest | Team Photo Sponsor | Online Auction Sponsor | Hole Sponsor | Drink Hole Sponsor | Food Hole Sponsor | Hole in One Sponsor | In Kind |
|--|----------------|----------------------------|----------------|----------------|----------------|----------------|----------------|--------------------|------------------------|----------------|--------------------|-------------------|------------------------------------|------------------|
| Investment | \$7,500 | \$5,000 | \$5,000 | \$4,000 | \$3,000 | \$2,500 | \$2,500 | \$2,000 | \$2,000 | \$1,500 | \$1,500 | \$1,500 | \$1,000 + Cost of Insurance | |
| Opportunities | 1 | 1 | 1 | 1 | 1 | 2 | 3 | 1 | 1 | 10 | 4 | 4 | 2 | Unlimited |
| Team entries | 1 | 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 | ✓ | ✓ | ✓ | ✓ | | | | | | | | | | |

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 |
|--|------------|---------|-----------|------------|-----------|--------------|---------------|--------------------|---------|---------------------|------------------------|----------|-----------|
| 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 | 2 | 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 |
|--|-----------------|----------------|----------------|----------------|----------------|----------------|--------------------|------------------------|---------------|-----------------------------------|------------------|
| Investment | \$10,000 | \$5,000 | \$5,000 | \$3,000 | \$2,500 | \$2,500 | \$2,500 | \$1,000 | \$1500 | \$1000 + Cost of Insurance | |
| Opportunities | 2 | 1 | 1 | 2 | 2 | 3 | 1 | 1 | 10 | 2 | 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 | ✓ | ✓ | ✓ | | | | | | | | |



Shoot for the House

September 6, 2025

Join us for our 13th annual RMHC Alberta Shoot for the House event, held at the Wapiti Shooters Club on **September 6th, 2025**. 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.

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

Sponsorship deadline: August 1, 2025





Hustle for the House

September 28, 2025

Hustle for the House is Calgary's premier family-friendly walk/run.

As the run weaves through the beautiful University District, participants are cheered on from street level and above. The event itself even gives participants the chance to see the newly expanded Ronald McDonald House along the route.

The Hustle's fun atmosphere attracts hundreds of participants who can enjoy the buzz and energy on the route and at the family festival in Central Commons Park – the heart of University District. With entertainment, games, food, activities for all ages and more, the festival has something for everyone!

Sponsors are fully integrated into the event and have the opportunity to connect with this audience while showcasing their support for Ronald McDonald House Charities Alberta.

Sunday September 28, 2025 in University District

Hustle for the House is also **Virtual!** Former families and supporters across Canada are invited to run/walk from anywhere and in their own time between September 20 and September 28.

Sponsorship deadline: August 30, 2025



Groves Family

"Henry was born with chronic kidney disease that quickly turned into end stage renal failure. He needs long term treatment at a children's hospital to sustain his life. We now live in Calgary to have a home near the Alberta Childrens Hospital but in our journey to get here we've spent over 300 nights in Ronald McDonald House in Calgary and Vancouver. We are so grateful for the care and hope to help other families ease the financial and emotional burden of having a sick child."





Taste of Home

Calgary: Nov 7, Alt Hotel University District

Edmonton: Nov 28, JW Marriott

Join Us for a Night of Elegance and Inspiration at the RMHC Alberta Taste of Home Gala 2025

Prepare for an unforgettable evening dedicated to making a difference. Immerse yourself in an enchanting night where your presence supports the mission of RMHC Alberta.

Event Highlights

Cocktail Hour: Begin your evening with a reception, where unique entertainment and delightful conversations set the stage for a night of magic.

Dinner and Entertainment: Indulge in a gourmet meal accompanied by entertainment.

Program: Be moved by inspiring stories from our courageous families and discover how your support fuels our mission.

Enjoy a silent and live auction.

Join us for an evening where elegance meets purpose, and let's make a difference together.

Sponsorship deadline: September 27th, 2025



| | Presenting | Cocktail Hour Sponsor | Entertainment Sponsor | House Hero | Courage | Compassion Lives Here | Make a Difference | Creating Comfort | Making Memories | In Kind Sponsorship | In Kind Sponsorship | In Kind Sponsorship | In Kind Sponsorship |
|--|-----------------|-----------------------|-----------------------|------------------|------------------|-----------------------|-------------------|------------------|------------------|-------------------------|--------------------------|----------------------------|--------------------------|
| Investment | \$25,000 | \$10,000 | \$10,000 | \$10,000 | \$7,500 | \$5,000 | \$2,500 | \$1,000 | \$500 | \$5000 and under | \$5000 - \$10,000 | \$10,000 - \$20,000 | \$20,000 and over |
| Opportunities | 2 | 2 | 2 | Unlimited | Unlimited | Unlimited | Unlimited | Unlimited | Unlimited | Unlimited | Unlimited | Unlimited | Unlimited |
| Complimentary tickets | 10 | 6 | 6 | 6 | 4 | 4 | 2 | | | | 2 | 4 | 6 |
| 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 2025 | ✓ | | | | | | | | | | ✓ | ✓ | ✓ |
| Opportunity to have a 1 Minute welcome video included in email to all participants | ✓ | | | | | | | | | | | | |
| Opportunity to collaborate on industry awards or publication submissions | | | | | | | | | | | | ✓ | ✓ |
| Digital files of event photos which can be used for promotion (post-event) | | | | | | | | | | ✓ | ✓ | ✓ | ✓ |

Custom Engagement Opportunities

As leaders in corporate engagement, we will work with your team to ensure that opportunities align with your corporate values such as workplace giving, cause-related marketing, and urgent needs funding and recognition.

Email events@rmhcalberta.org to learn more.



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House Charities®
Alberta

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

