



Ronald McDonald  
House Charities®  
Alberta



## 2020 Ronald McDonald House Charities® Alberta Lakeland Region Events How to Get Involved

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RMHC Alberta Signature events are the ideal avenues for corporate sponsors, local businesses, and individuals to be a part of the journey our families are on. You can:

### 1) Sponsor an Event



**[YOUR BRAND]** has the opportunity to invest in the families we serve.

Show the community that **[YOUR BRAND]** is socially responsible.

**[YOUR BRAND]** can demonstrate community involvement in the Lakeland Region.

The next few pages will provide information on sponsorship levels for;  
RMHC Alberta Winterland Invitational  
Run for RMHC Alberta  
Lakeland Charity Golf Classic

### 2) Donate a Gift-in-Kind

Donations of goods and services allow us to keep our event costs low. We are looking for support with raffle items, silent auction, and live auction items.

### 3) Make a Cash Donation

A family dinner. A bedtime story. A game of catch. This is what your donation makes possible when you make a gift to support a family in need. Donate online at **RMHCAlberta.org**.

### 4) Volunteer

We guarantee an evening of fun, the opportunity to make new friends, and the warm and fuzzy feeling that comes when you know you're helping us to better serve our families.

### 5) Be Our Guest

Join us at one of our three signature events in the Lakeland Region. Tickets can be purchased by contacting Oreen Skiba at **oreen@rmhcna.org** or **780-217-6020**.



# Our Houses



Edmonton House (35 Family Suites)



Red Deer House (11 Family Suites)



Calgary House (27 Family Suites)



Medicine Hat House (6 Family Suites)

*Projected Opening December 2019*

Ronald McDonald House Charities® Alberta provides a home-away-from-home for families seeking medical treatment for their sick or injured child. When a child becomes ill, a family's life is turned upside down. The emotional, financial, and physical burdens can be almost too much to bear.

Our Houses in Edmonton, Red Deer and Calgary offer all the comforts of home - a warm bed, homemade meal, hot shower, laundry facilities, and so much more. In addition to family-friendly kitchens, playrooms, and recreational programming, the Ronald McDonald House is a compassionate space for sharing experiences and shoring up strength.

There are countless ways in which we are proud to serve our families - from nightly accommodation in our combined 73 family suites to day-use passes; from hospital shuttle services, to the Ronald McDonald Care Mobile®; and from lunch deliveries to providing hospital snacks. Our programming allows families to focus on what matters most - the health and well-being of their child.

**Our work is only possible because of donors like you. With your support, families at Ronald McDonald Houses in Alberta will have more than just a place to stay - they will have a home.**

# 2018 Impact Statistics

## 1,220

families stayed at a  
Ronald McDonald House®  
in Alberta.

RMHC Alberta has

## 73

family suites across  
the province.

## 22,280

### Nights of Comfort

were provided to families of seriously ill or injured children  
in 2018.

In 2018 RMHC Alberta had over

## 50,000

 hours of volunteerism.

### 1,279 Meal Groups

provided breakfasts, brunches, lunches,  
and dinners to families.

## In 2018 RMHC Alberta Accommodated:

House Location	Calgary (27 Suites)	Edmonton (35 Suites)	Red Deer (11 Suites)
Family Stays in 2018	236 Families	588 Families	396 Families
Average Stay in 2018	32 Nights	24 Nights	6 Nights
Longest Stay	453 Nights	825 Nights	52 Nights

**The Doirons, who stayed at the Calgary House for 158 nights, describe Ronald McDonald House as a “true gift” which supports “not only the sick child, but the mom, the dad, and even more importantly, the siblings”**

## Reasons for Stay

Families need a Ronald McDonald House for a variety of reasons.  
In 2018 these were the top ten medical reasons for a stay at one of Alberta's Houses:

Oncology	Emergency Medicine
Neonatal & Perinatal Care	High Risk Pregnancy
Cardiology	General Surgery
Neurology	Nephrology
Pulmonology	Mental Health





**The third annual Winterland Invitational, a 36 team atom and peewee hockey tournament, will be taking place in Bonnyville, Glendon, and Elk Point from February 14<sup>th</sup> to 16<sup>th</sup>. Bringing in over 550 families to the area.**

## Winterland Invitational Exclusive Sponsorship Opportunities Available

In addition to the logo being on the event webpage and sponsorship banner, benefits include:

	Presenting Sponsor	Ice Rental Sponsor	Heart & Hustle Sponsor	Goal Sponsor	Power Play Sponsor
Investment	\$10,000	\$8,000	\$5,000	\$5,000	\$5000
Verbal recognition during event	•	•	•	•	•
Full page message in event program	•				
Half Page message in event program		•	•	•	•
Logo in event program	•	•	•	•	•
Participate in award presentations	•		•		
Participate in a volunteer experience	•				
Media coverage pre-event	•				
Logo and message on letter in volunteer bag	•				
Involvement in opening puck drop	•	•	•	•	•
Logo on volunteer lanyards	•				

	Volunteer Sponsor	Striped Sock Sponsor	Medal Sponsor	Puck Sponsor
Investment	\$5,000	\$3,500	\$3,000	\$3000
Verbal recognition during event	•	•	•	•
Half Page message in event program	•			
Logo in event program	•	•	•	•
Participate in award presentations			•	
Participate in a volunteer experience	•			
Logo and message on letter in volunteer bag	•			
Involvement in opening puck drop	•	•	•	•
Logo on volunteer lanyards	•			

## Winterland Invitational Non- Exclusive Sponsorship Opportunities Available

### Winterland Invitational Official Hotel Sponsors

This event will draw over 500 families to the Lakeland Region. To become an Official Hotel sponsor of the RMHC Alberta Winterland Invitational we ask that you secure a block of rooms from February 14<sup>th</sup> -16<sup>th</sup> and commit to making a \$10 donation to Ronald McDonald House Charities ® Alberta for every room that is booked for this event. If you confirm by October 25, 2019 details of the package you provide will be sent to the teams approved to play, Your logo will also be included on the event webpage and sponsorship banner.

	House Hero Sponsor	Family Hero Sponsor	Kid Hero Sponsor	Gift-in-Kind Sponsor
Investment	\$2,000	\$1,000+	\$500+	Gift-In-Kind
Logo on event web page	•	•	•	
Logo on sponsorship banner	•	•	•	
Logo in event program	•	•	•	
Recognition at auction table				•

First right of refusal confirmations need to be made by November 30th, 2019. January 31<sup>st</sup> 2020, is the print deadline. Thank you to last year's sponsors:



### THANK YOU TO OUR SPONSORS





# Run for RMHCA

Ronald McDonald House Charities® Alberta

Lakeland Region



Run for RMHC Alberta is a 5 km, 10 km, and half marathon run in Cold Lake on May 2<sup>th</sup>, 2020, to support families staying at the Ronald McDonald Houses in Alberta. Last year over 700 participants signed up and 150 volunteers participated.



# RUN FOR RMHC ALBERTA

## Sponsorship Opportunities Available

All sponsors will have their company logo on the event web page and on the event sponsor banner.

	Presenting Sponsor	Striped Sock Sponsor	Medal Sponsor	Volunteer Sponsor	Race Kit Sponsor	Kids Zone Sponsor	House Hero Sponsor	Family Hero Sponsor	Kid Hero Sponsor
Exclusive Opportunity	•	•	•	•	•	•			
Investment	\$5,000	\$3,500	\$3,000	\$2,000	\$1,000	\$1,000	\$2,000+	\$1,000+	\$500+
Logo on t-shirt	3"	3"	3"	2"	2"	2"	3"	2"	1"
Logo on volunteer shirts	•			•					
Logo on back of the medals	•		•						
Logo on letter in volunteer bag	•			•					
Participate in a volunteer experience	•		•	•		•			
Opportunity to hand out medals	•		•						
Logo on letter in participant email	•	•			•				
Media coverage pre-event	•								

First right of refusal confirmations need to be made by November 30th, 2019. April 3rd, 2020, is the shirt and print deadline. Thank you to last year's sponsors:



## Thank You To Our Sponsors



# Corporate, School and Unit Challenge

Through the Corporate, School and Unit Challenges, corporations, individuals or teams can sponsor, participate, volunteer, and fundraise - there is no end to how the community can support this event in the Lakeland Region.

Points are allocated in the following way:

<b>Participating</b> <i>Per Participant</i>	<b>Fundraising</b> <i>Per Team</i>	<b>Volunteering*</b> <i>Per Volunteer</i>	<b>Additional Support</b> <i>Per Team</i>
<ul style="list-style-type: none"> <li>Half Marathon: 10 points</li> <li>10 km: 4 points</li> <li>5 km: 2 points</li> </ul>	<ul style="list-style-type: none"> <li>1<sup>st</sup> Team: 25 Points</li> <li>2<sup>nd</sup> Team: 20 Points</li> <li>3<sup>rd</sup> Team: 10 Points</li> <li>\$2,000+ Sponsorship: 25 points</li> <li>\$1,000+ Sponsorship: 20 points</li> <li>\$500+ Sponsorship: 10 points</li> </ul>	<ul style="list-style-type: none"> <li>Volunteer Mascot: 20 points</li> <li>For every volunteer: 4 points</li> </ul>	<ul style="list-style-type: none"> <li>Sponsor other RMHCA events in the Lakeland: 20 points per event</li> <li>Register a team for the RMHCA Golf Classic: 20 points</li> </ul>

There were ten corporate teams, three school teams, and two unit teams who registered. The winners were:

- Large Company: Imperial Oil
- Medium Company: Elevation Health
- Small Company: Choquet Insurance Group
- School: North Star Elementary
- Unit: AETE



## Lace up your running shoes and join the Challenge!





Ronald McDonald House Charities® Alberta  
**CHARITY GOLF CLASSIC**  
Lakeland Region



# RMHC ALBERTA LAKELAND CHARITY GOLF CLASSIC

Join us for the sixth annual RMHC Alberta Charity Golf Classic: Lakeland Region at the Cold Lake Golf & Winter Club on June 20<sup>th</sup>, 2020, for a one-day shotgun Texas scramble format golf tournament. The event includes breakfast, a shared golf cart, 18 holes of golf, food and drinks on the course, dinner, and auction.

## Exclusive Sponsorship Opportunities Available

All sponsors will have their company logo on the event web page and on the event sponsor banner.

	Presenting Sponsor	Dinner Sponsor	Breakfast Sponsor	Golf Cart Sponsor	Volunteer Sponsor	Player Bag Sponsor
Investment	\$5,000	\$3,000	\$2,000	\$2,000	\$2,000	\$1,000
Team Entry	•	•	•	•	•	•
Logo on table tent cards	•	•	•			
Full page ad in program	•	•				
Half page ad in program			•	•	•	
Logo in program	•	•	•	•	•	•
Signage in clubhouse	•	•	•			
Signage on golf carts	•			•		
Opportunity to promote your company at your assigned hole	•					
Logo on letter in player bags	•					•
Logo on volunteer shirts and in volunteer bags	•				•	
Speaking opportunity	•	•				
Participate in a volunteer experience	•	•			•	

## Non-Exclusive Sponsorship Opportunities Available

	Hole Sponsor	Hole-in-One Sponsor	Kid Hero Sponsor
Opportunities Available	14 available	4 available	
Investment	\$1,000	\$1,000	\$500+
Team Entry	•	•	
Logo on table tent cards			
Full page ad in program			
Half page ad in program			
Logo in program	•	•	•
Signage in clubhouse			
Signage on golf carts			
Opportunity to promote your company at your assigned hole	•	•	

**Not able to sponsor the tournament but want to golf? Register your team today for \$500!**

**First right of refusal confirmations need to be made by November 30th, 2019. May 29<sup>th</sup>, 2020, is the print deadline.** Thank you last year's sponsors:



## THANK YOU TO OUR SPONSORS!

Presenting Sponsors



RBC Mortgage Specialist  
Wendy Coats



Cold Lake  
Astra Lodge 379  
Royal Arch Masons  
of Alberta



#KeepingFamiliesClose

Get involved at [rmhcalberta.org](http://rmhcalberta.org)

# SPONSORSHIP AGREEMENT

I would like to sponsor:

RMHC Alberta Winterland Invitational	Run for RMHC Alberta	Lakeland Charity Golf Classic
<input type="checkbox"/> Presenting Sponsor \$10,000	<input type="checkbox"/> Presenting Sponsor \$5,000	<input type="checkbox"/> Presenting Sponsor \$5,000
<input type="checkbox"/> Ice Rental Sponsor \$8,000	<input type="checkbox"/> Striped Sock Sponsor \$3,500	<input type="checkbox"/> Dinner Sponsor \$3,000
<input type="checkbox"/> Heart & Hustle Sponsor \$5,000	<input type="checkbox"/> Medal Sponsor \$3,000	<input type="checkbox"/> Breakfast Sponsor \$2,000
<input type="checkbox"/> Goal Sponsor \$5,000	<input type="checkbox"/> Volunteer Sponsor \$2,000	<input type="checkbox"/> Golf Cart Sponsor \$2,000
<input type="checkbox"/> Power Play Sponsor \$5,000	<input type="checkbox"/> Race Kit Sponsor \$1,000	<input type="checkbox"/> Volunteer Sponsor \$2,000
<input type="checkbox"/> Volunteer Sponsor \$5,000	<input type="checkbox"/> Kids Zone Sponsor \$1,000	<input type="checkbox"/> Hole Sponsor \$1,000
<input type="checkbox"/> Striped Sock Sponsor \$3,500	<input type="checkbox"/> House Hero Sponsor \$2,000+	<input type="checkbox"/> Hole-in-One Sponsor \$1,000
<input type="checkbox"/> Medal Sponsor \$3,000	<input type="checkbox"/> Family Hero Sponsor \$1,000+	<input type="checkbox"/> Player Bags Sponsor \$1,000
<input type="checkbox"/> Puck Sponsor \$3,000	<input type="checkbox"/> Kid Hero Sponsor \$500+	<input type="checkbox"/> Kid Hero Sponsor \$500+
<input type="checkbox"/> House Hero Sponsor \$2,000+	<input type="checkbox"/> Highest Fundraiser Prize	<input type="checkbox"/> Team \$500
<input type="checkbox"/> Family Hero Sponsor \$1,000+		<input type="checkbox"/> Prize/Silent Auction Item
<input type="checkbox"/> Kid Hero Sponsor \$500+		
<input type="checkbox"/> Official Hotel Sponsor \$10 donation per room		
<input type="checkbox"/> Silent Auction Item		

☐ I would like to sign my company up for the Run for RMHC Alberta Corporate Challenge
 ☐ I would like to sign up for a three year commitment
 ☐ I'm interested in volunteer opportunities

## 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

- ☐ Cheque to follow  
***(Please make payable to Ronald McDonald House Charities® Alberta and mail to 7726 107 Street, Edmonton, AB, T6E 4K3)***
- ☐ Please invoice me or the company at the address listed
- ☐ Visa/MC/AMEX



Name on Card	Expiry	
Card Number	CVS	

By signing below, I agree to sponsor the event(s) selected above at the amount(s) indicated:

Signature \_\_\_\_\_

Please complete form and send to Oreen Skiba at [oreen@rmhcna.org](mailto:oreen@rmhcna.org). **Email a high res version of your logo (file types: jpeg, or.pdf) with the sponsorship agreement.**



**RMHC**  
Alberta

Keeping families close™

Get involved at

[www.rmhcAlberta.org](http://www.rmhcAlberta.org)