



Ronald McDonald
House Charities®
Alberta

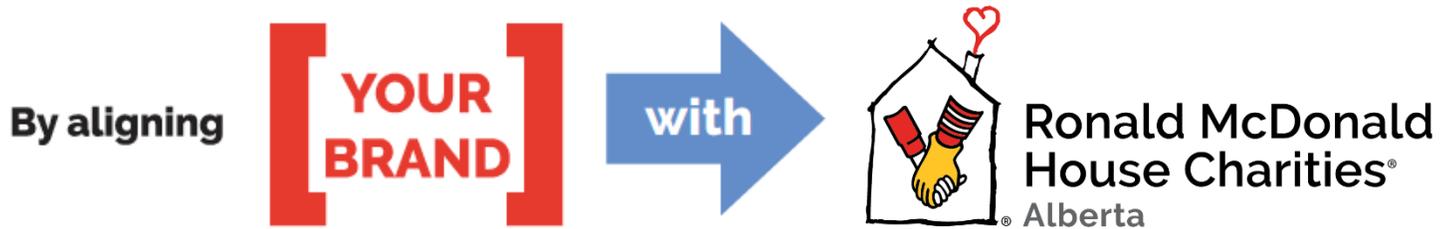


2020 Ronald McDonald House Charities® Alberta Lakeland Region Events How to Get Involved

Oreen Skiba
oreen@rmhcna.org 780-217-6020

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.

22,280 Nights of Comfort

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

RMHC Alberta has

73

family suites across the province.

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 Accomodated:

| 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 14th to 16th. 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 14th -16th 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 31st 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 2th, 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:

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

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 20th, 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 29th, 2020, is the print deadline. Thank you last year's sponsors:



THANK YOU TO OUR SPONSORS!

Presenting Sponsors



#KeepingFamiliesClose

Get involved at 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"/> Family Hero Sponsor \$1,000+ | <input type="checkbox"/> Kid Hero Sponsor \$500+ |
| <input type="checkbox"/> House Hero Sponsor \$2,000+ | <input type="checkbox"/> Kid Hero Sponsor \$500+ | <input type="checkbox"/> Team \$500 |
| <input type="checkbox"/> Family Hero Sponsor \$1,000+ | <input type="checkbox"/> Highest Fundraiser Prize | <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. **Email a high res version of your logo (file types: jpeg, or.pdf) with the sponsorship agreement.**



Keeping families close™

Get involved at
www.rmhcalberta.org