

Sponsorship Package 2026

Signature Events



**Ronald
McDonald
House®**

Alberta



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The Brittain Family - 104 Nights

About Ronald McDonald House® 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 Houses in Alberta provide all the essentials of a home.

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.



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

Facts about Ronald McDonald House 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 Dye-Wilson Family - 167 Nights

Your Sponsorship

Ronald McDonald House 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 Ronald McDonald House®, making it the most visible corporate-affiliated charity in Canada.
- 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 Ronald McDonald House Alberta is an organization Canadians know and love.
- Sponsoring a 2026 Ronald McDonald House 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, cares about investing in the families we serve, and is engaged in your community.



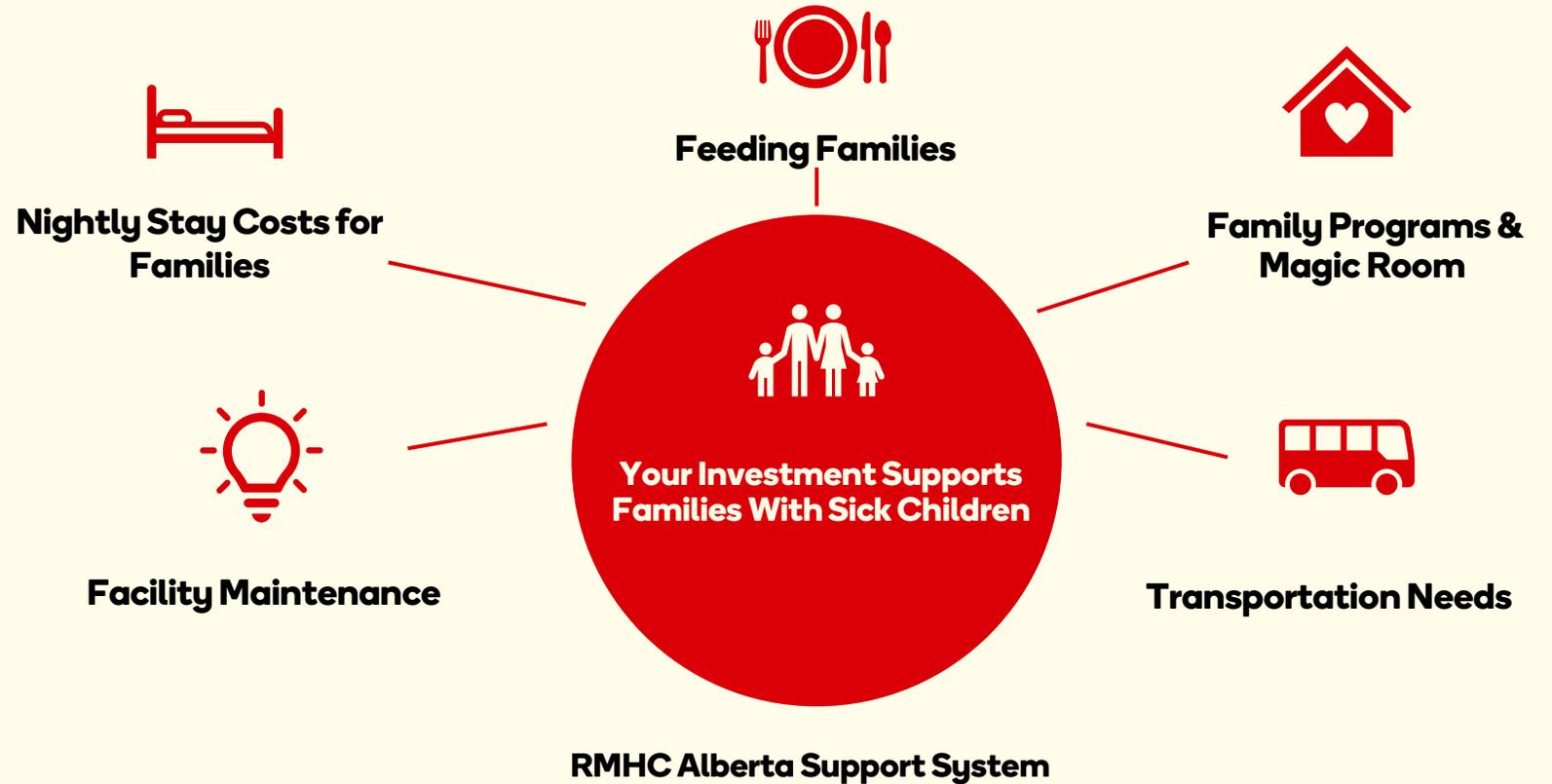
The Jensen Family - 300 Nights

Your Sponsorship

Your investment in Ronald McDonald House 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 RMH Alberta, you are connecting your investment to an entire network of accommodation and services that will provide relief to families.



The McCharles Family - 284 Nights



Become the Ultimate Ronald McDonald House Alberta Event Sponsor

Make a powerful impact across the province by sponsoring all eleven signature events hosted by Ronald McDonald House Alberta. From hockey in the Lakeland to golf tournaments across Alberta, clay shooting in Grande Prairie, and Hustle for the House in Calgary or virtually, your brand can stand out at every turn. You'll also be featured at our galas: Taste of Home in Edmonton and Calgary.

This exclusive sponsorship opportunity ensures your presence is felt province-wide, while helping to support families with sick children when they need it most.

Join us in making a difference — one event, one community, one family at a time.

Investment: \$25,000

Benefits:

- Logo recognition at each event
- Verbal recognition during the program at each event
- Complimentary team at golf tournament of choice
- Complimentary team at Shoot for the House
- 10 complimentary entries into Hustle for the House
- 8 Tickets at Taste of Home event of choice



WINTERLAND

- Invitational -

January 16-18, 2026

- The Winterland Invitational is a U9, U11, and U13 hockey tournament hosted in the Lakeland Region (Bonnyville, Cold Lake, and Elk Point) in support of Ronald McDonald House® Alberta.
- In 2025, 48 Teams played 84 games in four different venues on five ice surfaces. Over \$200,000 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 2026 will once again be a success.

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





RONALD MCDONALD HOUSE CHARITIES ALBERTA

CHARITY GOLF CLASSIC

June 1–30, 2026

Join us in June for six unique Charity Golf Classic tournaments across the province in support of Ronald McDonald House 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 double shotgun format) with a Texas Scramble.

Event locations and dates:

Grande Prairie The Dunes Golf & Winter Club June 1

Red Deer Red Deer Golf and Country Club June 8

Cold Lake Cold Lake Golf & Winter Club June 13

Lethbridge Lethbridge Country Club June 16

Edmonton The Quarry June 24

Canmore Silvertip Resort June 30

Provincial Sponsorship deadline: April 17, 2026

Location specific sponsorship deadline: April 24, 2026



Did you know... In 2026 we will be hosting our first golf event in Lethbridge.

Provincial Golf

	Tee Gift	Volunteer	Bundle	Scorecard	Placemat	Provincial House Hero	Matching Gift	Survivor Ball	Health & Wellness	Survey	Kid Hero
Investment	\$10,000	\$10,000	\$10,000	\$10,000	\$8,000	\$8,000	\$7,500	\$6,000	\$6,000	\$5,000	\$5,000
Opportunities Available	1	1	1	1	1	Unlimited	3	1	1	1	Unlimited
Team entries	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		✓									
VIP tour at House of choice	✓										
First right of refusal for 2027 events	✓	✓	✓		✓		✓	✓	✓	✓	



September 12, 2026

- Join us for our 14th annual RMHC Alberta Shoot for the House event, held at the Wapiti Shooters Club on **September 12th, 2026**. 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.

Sponsorship deadline: July 31, 2026



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



September 2026

Join us for a high energy, family-friendly athletic adventure where everyone can participate and have a blast.

Sign up for our in-person, family friendly walk/run in Calgary and enjoy a morning of entertainment, games, activities and community. Or join us virtually and Hustle from wherever you are - in Alberta and across the World!

IN PERSON WALK/RUN - CALGARY

September TBD

Location: Central Commons Park, Calgary University District

Distances: 10km | 5km | 1km

VIRTUAL WALK/RUN

September TBD

Sponsorship deadline: August 28, 2026





November 2026

Be part of something truly special at the Taste of Home Gala. Hosted by Ronald McDonald House Alberta, this event brings together supporters to share in an evening of compassion, connection, and celebration. Through your attendance, you help provide families with a comforting place to stay during their child's medical journey.

Attire: Formal black-tie attire is encouraged. We invite you to dress your best and enjoy an evening of timeless sophistication.

Sponsorship deadline: September 25, 2026



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@ronaldmcdonaldhousealberta.org to learn more.



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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 Benjamin Family - 241 Nights



Thank you