



**Ronald
McDonald
House®**
Alberta

Sponsorship Package 2027

Signature Events



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**McNeil Family,
Edmonton House, 188 nights**

A place to stay together

A comfortable home near the hospital, with private rooms and shared spaces like playrooms, laundry rooms, gym for families to rest and recharge.



A place to stay well

Family support programs, holiday celebrations, and therapeutic activities that bring comfort, connection, and moments of normalcy.

A place to stay nourished

Daily meals and Grab & Go options, ensuring families have easy access to food without added cost or stress.



A place to stay on the move

Shuttle service between the House and hospital, helping families get to appointments while reducing transportation costs.

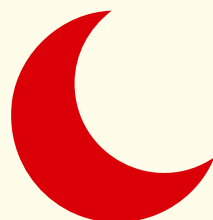
***Your support makes the House
more than just a place to stay***

2025 Impact Statistics



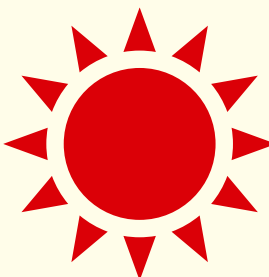
23,778

Nights of Comfort
Provided



1,724

Families Served Overnight



290

Families who used Day Pass



41,380

Meals Provided



13,150

Shuttle Trips



3,490

Families Served by
Comfort Cart



303

In-House Volunteers



348

Event Volunteers



260

Served 260 Alberta
communities and 90
communities across Canada



Financial Impact

Your support helps ease the financial burden so families can focus on healing

\$20,703

Average out-of-pocket costs for a 30-day hospital stay

\$9.6M

Annual savings provided to families

\$26.6M

Projected annual savings with expansion

*RBC Economic Impact Study, 2024



The Welch Family
Edmonton House, 584 nights

UPCOMING EVENTS 2027



February

Winterland Invitational
February 12-14, 2027
Lakeland Region



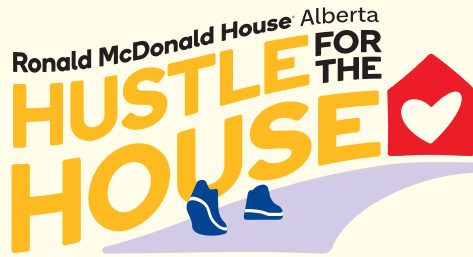
June

Golf Classic
Lethbridge
June 1, 2027
Grande Prairie
June 7, 2027
Lakeland
June 12, 2027
Red Deer
June 14, 2027
Edmonton
June 23, 2027
Canmore
June 29, 2027



September

Shoot for the House
September 11, 2027
Grande Prairie



September

Hustle for the House
In Person Walk/Run
-Calgary
September 27, 2027
Virtual Walk/Run
September 18-25, 2027



November

Taste of Home
Calgary
Date TBD
The Commons at
ATCO Park (TBC)
Edmonton
November 5, 2027
JW Marriott

Become a Ronald McDonald House Alberta ULTIMATE 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 a 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
- First right of refusal for 2028

Ronald McDonald House Alberta

WINTERLAND INVITATIONAL

February 12 - 14, 2027

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® Alberta.

In 2026, 38 teams played 70 games in three different venues on five ice surfaces. Almost \$200,000 was raised.

We need your help to make 2027 a success!

**DID YOU
KNOW?**

Since its inception in 2018, this event has raised over \$1.2 million in support of Ronald McDonald House Alberta.





Feb 12-14, 2027

Opportunities

	Ice	Scorecard	Volunteer	Referee	Heart & Hustle/ Goal /PowerPlay	Player Gift	Puck/ Raffle	Medal	Team Challenge	Auction	Family Hero	Kid Hero	In Kind
	\$10,000	\$5,000	\$5,000	\$5,000	\$5,000	\$4,000	\$3,000	\$2,500	\$2,000	\$1,500	\$1,000	\$500	In kind
	4	1	1	1	1 of each	1	1 of each	1	1	1	Unlimited	Unlimited	Unlimited
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	●	●	●	●	●	●	●	●	●	●			
Mention in social media	●	●	●	●	●								
VIP tour at House of choice	●												
Opportunity for volunteer engagement activity			●										
First right of refusal for 2028	●		●	●	●								

Ronald McDonald House Alberta

GOLF CLASSIC

June 1-29, 2027

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:

- 📍 **Lethbridge** | Lethbridge Country Club | June 1
- 📍 **Grande Prairie** | The Dunes Golf & Winter Club | June 7
- 📍 **Lakeland** | Cold Lake Golf & Winter Club | June 12
- 📍 **Red Deer** | Red Deer Golf and Country Club | June 14
- 📍 **Edmonton** | The Quarry | June 23
- 📍 **Canmore** | Silvertip Resort | June 29

Provincial sponsorship deadline: April 16, 2027

Location specific sponsorship deadline: April 23, 2027



DID YOU KNOW?

In 2026 our golf tournaments raised almost \$1 million dollars. Help us reach that incredible milestone in 2027!

Provincial Golf

Ronald McDonald House Alberta GOLF CLASSIC	Opportunities	Tee Gift	Volunteer	Bundle	Scorecard	Provincial Prize	Placemat	Provincial House Hero	Raffle Sponsor	Survivor Ball	Health & Wellness	Survey	Kid Hero
		\$10,000	\$10,000	\$10,000	\$10,000	\$8,000 - \$12,000 Cash or GIK	\$8,000	\$8,000	\$7,500	\$6,000	\$6,000	\$5,000	\$5,000
		1	1	1	1	3	1	Unlimited	1	1	1	1	Unlimited
Team entries		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	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		●	●	●	●	●	●		●	●	●	●	
Mention in social media		●	●	●	●	●	●	●	●	●	●	●	●
Mention in LinkedIn post promoting event			●										
VIP tour at House of choice		●	●	●	●								
First right of refusal for 2028 events		●	●	●	●		●		●	●	●	●	

Lethbridge Golf | June 1

Ronald McDonald House Alberta GOLF CLASSIC	Opportunities	Presenting	Reception	Heckle Hole	Breakfast	Front Nine	Back Nine	Beer Cart	19th Hole Drink Tickets	Putting Contest	Golf Cart	Online Auction	Hole	Hole in One	Kid Hero	Awards	In Kind
		\$10,000	\$5,000	\$4,000	\$3,500	\$3,000	\$3,000	\$2,500	\$2,500	\$2,000	\$2,000	\$2000	\$1,500 or Food & Beverage	\$1,000 + Cost of Insurance	\$500	\$250	
		2	2	1	1	1	1	2	2	1	2	1	12	4	Unlimited	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		●	●	●	●	●	●	Shared signage on beer carts		●	Shared signage on golf carts				●		●
Hole engagement				●									●	●			
Mention in Social Media		●	●														
Mention in LinkedIn post promoting event		●															
Opportunity to present at event		●	●														
VIP Tour at House of Choice		●															
First right of refusal for 2028		●	●														

Grande Prairie Golf | June 7

Ronald McDonald House Alberta GOLF CLASSIC	Opportunities	Presenting	Dinner	Lunch	Drink Hole	Breakfast	Food Hole	Golf Cart	Beer Cart	Hole	Longest Drive	Putting Contest	Online Auction	Hole in One	Awards	In Kind
		\$10,000	\$6,000	\$4,000	\$3,500	\$3,500	\$3,500	\$2,500	\$2,500	\$1,700	\$1,700	\$1,000	\$1,000	Cost of Insurance – you supply volunteers	\$500	GIK
		Multiple	2	2	4	1	4	2	4	10	2	2	1	4	Multiple	Multiple
Team entries		2	1	1	1	1	1	1	1							
Proud Sponsor graphic provided																
Logo recognition on sponsorship banner and in program																
Specific recognition based on sponsorship level and event collateral																
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 2028																

Lakeland Golf | June 12

Ronald McDonald House Alberta GOLF CLASSIC	Opportunities	Presenting	Heckle Hole	Dinner	Cart	Breakfast	19th Hole Drink Ticket	Putting Challenge	Team Photo	Hole	Hole in One	Online Auction	Awards	In Kind
		\$5,000	\$4,000	\$3,000	\$2,500	\$2,000	\$2,000	\$2,000	\$1,500	\$1,000	\$1,000	\$1,000	\$500	
		2	1	2	2	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		●												
First right of refusal for 2028		●												

Red Deer Golf | June 14

Ronald McDonald House Alberta GOLF CLASSIC	Opportunities	Presenting	Dinner	Cocktail Reception	Front Nine	Back Nine	Hackle Hole	Golf Cart	Proxy Content	Online Auction	Awards	Team Photo	Hole	Hole in One	In Kind
		\$15,000	\$7,500	\$5,000	\$5,000	\$4,000	\$4,000	\$2,500	\$2,500	\$2,500	\$2,000	\$2,000	\$1,000	\$1,500 or Food/ Beverage	\$1,000 + Cost of Insurance
		Multiple	2	1	1	1	1	2	3	1	3	1	12	2	Multiple
Team entries		2	1	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 2028		●	●	●	●	●	●								

Edmonton Golf | June 23

Ronald McDonald House Alberta GOLF CLASSIC	Opportunities	Presenting	Dinner	Slate/ Granite/ Ironstone	Heckle Hole	Awards	Breakfast	Cart	Putting Contest	Team Photo	Online Auction	Hole	Hole in One	In Kind
		\$12,000	\$6,000	\$5,000	\$4,000	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$1,500 or Food/ Beverage	\$1,500	In kind
		1	1	3	1	2	2	2	1	1	1	15	4	Unlimited
Team entries		2	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									●	●		●	●	
Mention in social media		●	●	●										
Mention in LinkedIn post promoting event		●												
Opportunity to present at event		●	●			●								
VIP tour at House		●												
First right of refusal for 2028		●	●	●										

Canmore Golf | June 29

Ronald McDonald House Alberta GOLF CLASSIC	Opportunities	Food & Beverage	Front Nine	Back Nine	Heckle Hole	Awards	Cart	Proxy Contest	Team Photo	Online Auction	Hole	Hole in One	In Kind
		\$10,000	\$5,000	\$5,000	\$4,000	\$2,000	\$2,500	\$2,500	\$2,500	\$2,500	\$1,500	\$1,000 + Cost of Insurance	In Kind
		2	1	1	1	3	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 2028		●	●	●									



SEPTEMBER 11, 2027

Join us for our 15th annual Shoot for the House event, held at the Wapiti Shooters Club on September 11, 2027. Consider sponsoring or registering your team and help us continue to raise awareness and funds in support of Ronald McDonald House Alberta.

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

Sponsorship deadline: July 30, 2027



DID YOU KNOW?



Shoot for the House is the single largest 1-day, non-registered fundraising shoot in North America!

 Sept 11, 2027	Opportunities	Presenting	Dinner	Target & Ammo	Safety	Volunteer	Happy Hour	Wine	Jr. Shooter	Station	Lunch	Prize	Program	In Kind
		\$10,000	\$7,500	\$5,000	\$3,500	\$3,000	\$2,500	\$2,500	\$2,000	\$1,500	\$1,500	\$1,000	\$500	In Kind
		Multiple	4	Multiple	Multiple	4	4	2	2	30	4	8	Multiple	Unlimited
Complimentary entries		10	10	5	5	3	2	2	2	1	1			
Proud Sponsor graphics provided – sized for social media		●	●	●	●	●	●	●	●	●	●	●	●	●
Specific recognition based on sponsorship level and event collateral		●	●	●	●	●	●	●	●	●	●	●	●	●
Volunteer opportunity either before or during event		●				●				●	●			
Opportunity to promote company at event and speaking opportunity		●	●	●										
Mention in social media		●	●	●										
Mention in LinkedIn post promoting event		●	●											
VIP tour at House of choice		●												
Logo on e-signature promoting the event the month before the event		●												
Mention in media release		●												
First right of refusal for 2028		●	●											



SEPTEMBER 2027

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 27, 2027

Location: Central Commons Park, Calgary University District

Distances: 10 km | 5 km | 1 km

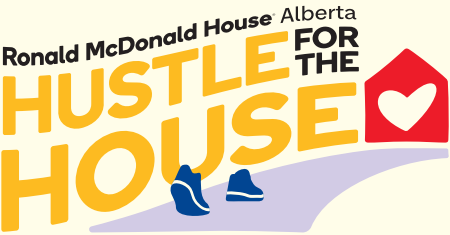
VIRTUAL WALK/RUN

September 18-25, 2027



Sponsorship deadline: August 27, 2027





In person : Sept 27, 2027
Virtual: Sept 18 - 25, 2027

Opportunities	Presenting	Start/ Finish Line	Volunteer	Shirt Sponsor	Entertain- ment	Hit the Road	Community Partner	Kid Zone	Refuel Station	Safety	Fitness	Family Hero	Kid Hero	Printing	Equipment
	\$25,000	\$10,000	\$8,000	\$7,000	\$6,000	\$5,000	\$2,500	\$2,000	\$2,000	\$1,000	\$1,000	\$1,000	\$500	In Kind	In Kind
	1	1	1	1	2	Unlimited	5	3	3	2	2	Unlimited	Unlimited	Unlimited	Unlimited
Complimentary entries	40	10	10	10	10	5									
Proud Sponsor graphics provided – sized for social media	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Logo recognition on sponsorship banner	●	●	●	●	●	●	●	●	●	●	●	●	●		
Specific recognition based on sponsorship level and event collateral	●	●	●	●	●	●	●	●	●	●	●			●	●
Volunteer opportunity either before or during event	●	●	●				●		●						
Mention in social media	●	●	●		●	●									
Mention in LinkedIn post promoting event	●		●												
VIP tour at House of choice	●		●												
Mention in media release	●		●												
First right of refusal for 2027	●	●	●												
Logo on e-signature promoting the event the month before the event	●														
Opportunity to have a 1-minute Welcome Video included in email to all participants	●														



NOVEMBER

2027

Calgary: (TBD)

Edmonton: Nov 5, 2027, JW Marriott

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 24, 2027

 Calgary XX Nov, 2027 Edmonton 5 Nov, 2027	Opportunities	Presenting	Entertainment	Cocktail Hour	House Hero	Photo Booth	Courage	Compassion on Lives Here	Make a Difference	Creating Comfort	Making Memories	In Kind	In Kind	In Kind	In Kind
		\$25,000	\$15,000	\$10,000	\$10,000	\$8,000	\$7,500	\$5,000	\$2,500	\$1,000	\$500	\$5000 and under	\$5000 - \$10,000	\$10,000 - \$20,000	\$20,000 and over
		2	2	2	Unlimited	2	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
Complimentary tickets		16	8	6	6	4	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 2027															
Opportunity to have a 1 Minute welcome video included in email to all participants															

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





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.

To learn more, email
events@ronaldmcdonaldhousealberta.org

Thank you

#FamilyStays





ronaldmcdonaldhousealberta.org

Registered Charity No.
11915 7402 RR0001