Ronald McDonald House®
Alberta

Sponsorship Package 2027

Signature Events



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McNeil Family,
Edmonton House, 188 nights

Ronald McDonald House® Alberta

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

Ronald McDonald House® Alberta

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

Ronald McDonald House® Alberta



The Welch Family
Edmonton House, 584 nights

UPCOMING EVENTS 2027

Ronald McDonald House Alberta

Ronald McDonald House Alberta WINTERLAND INVITATIONAL

February

Winterland Invitational

February 12-14, 2027
Lakeland Region

Ronald McDonald House Alberta GOLF CLASSIC

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

Ronald McDonald House Alberta SHOOT FOR THE HOUSE

September

Shoot for the House

September 11, 2027
Grande Prairie

Ronald McDonald House Alberta HUSTLE FOR THE HOUSE

September

Hustle for the House

In Person Walk/Run -Calgary
September 27, 2027

Virtual Walk/Run
September 18-25, 2027

Ronald McDonald House Alberta Taste of HOME Gala

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.







Ronald McDonald House Alberta

WINTERLAND INVITATIONAL

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	Lunch	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	1	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	●	●	●									

Ronald McDonald House Alberta

SHOOT FOR THE HOUSE

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!

Ronald McDonald House Alberta SHOOT FOR THE HOUSE

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	●	●											

Ronald McDonald House Alberta
HUSTLE FOR THE HOUSE

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

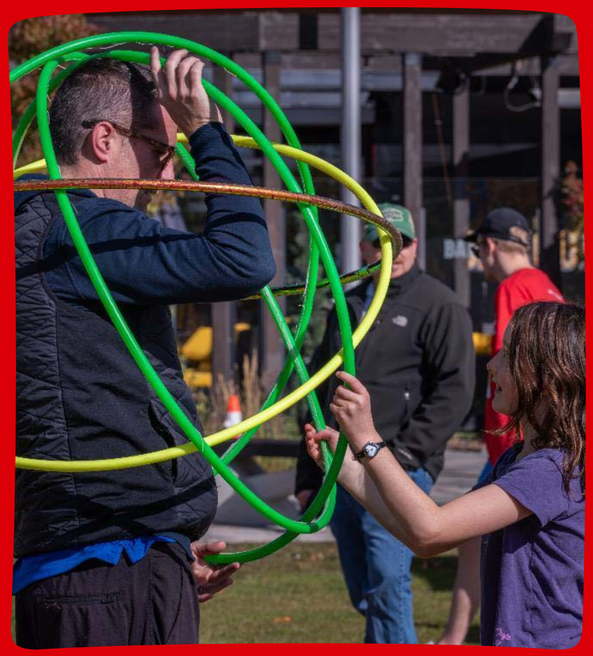
September 26, 2027
Location: Central Commons Park, Calgary University District
Distances: 10 km | 5 km | 1 km

VIRTUAL WALK/RUN

September 18-25, 2027

Sponsorship deadline: August 27, 2027





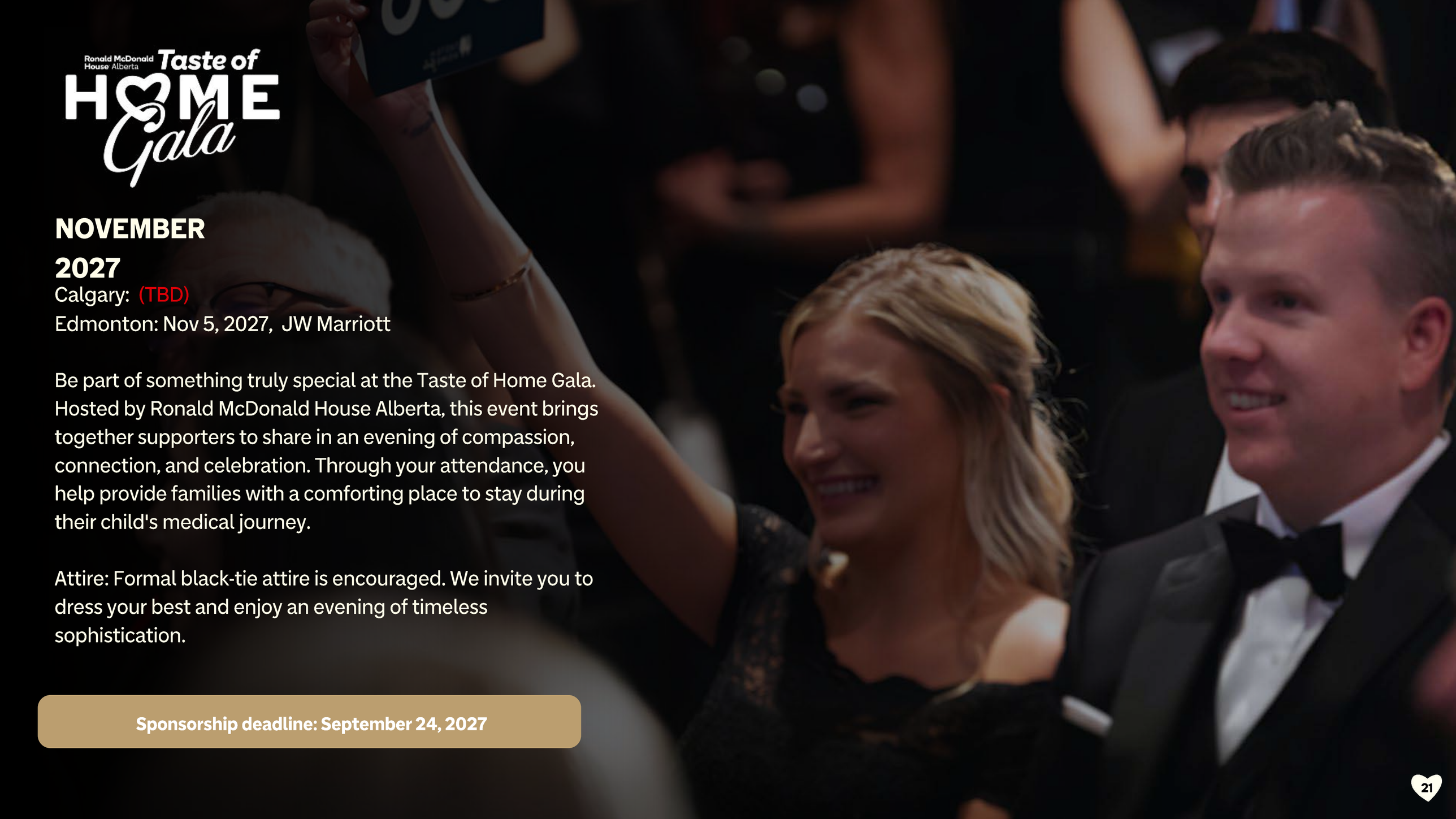




Ronald McDonald House Alberta
HUSTLE FOR THE HOUSE

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	●														



Ronald McDonald House Alberta Taste of HOME Gala

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

Ronald McDonald House Alberta **Taste of HOME Gala**

Calgary XX Nov, 2027
Edmonton 5 Nov, 2027

Opportunities	Presenting	Entertainment	Cocktail Hour	House Hero	Photo Booth	Courage	Compassion 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



The Dye-Wilson family
Edmonton House, 167 nights

Ronald McDonald House® Alberta

Ronald McDonald House®
Alberta

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



Registered Charity No.
11915 7402 RR0001