



Ronald McDonald
House Charities®
Alberta



RMHC® Alberta Winterland Invitational
Sponsorship Package 2025

About RMHC® 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 1,100 families with over 21,000 nights of comfort in 2022, the four Ronald McDonald Houses in Alberta provide all the essentials of a home: warm beds, hot showers, laundry facilities, family-friendly kitchens, and playrooms. We also offer Home for Dinner meals, shuttle services, recreation and selfcare programming, and more, saving families over 8.5 million dollars each year.

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.

We cannot provide comfortable, compassionate, and affordable accommodations without fundraising.



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

Facts about Ronald McDonald House Charities® Alberta:

- There are four Ronald McDonald Houses in Alberta: Calgary, Edmonton, Red Deer, and Medicine Hat.
- In 2023, RMHC Alberta served over 1,150 families from 296 communities, saving them \$6.5 million in accommodation costs. We provided over 21,000 nights of comfort for families in 2022.
- Families can stay at RMHC Alberta for \$10/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 Torres
Family**
648 Nights

Your Sponsorship

The Flynn Family
90 Nights

RMHC 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 RMHC, making it the most visible corporate-affiliated charity in Canada. Respondents also indicated they had a strong understanding of the RMHC mission, which has grown from 38% in 2013 to 78% in 2019. 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 RMHC Alberta is an organization Canadians know and love.

Sponsoring a 2024 RMHC 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:

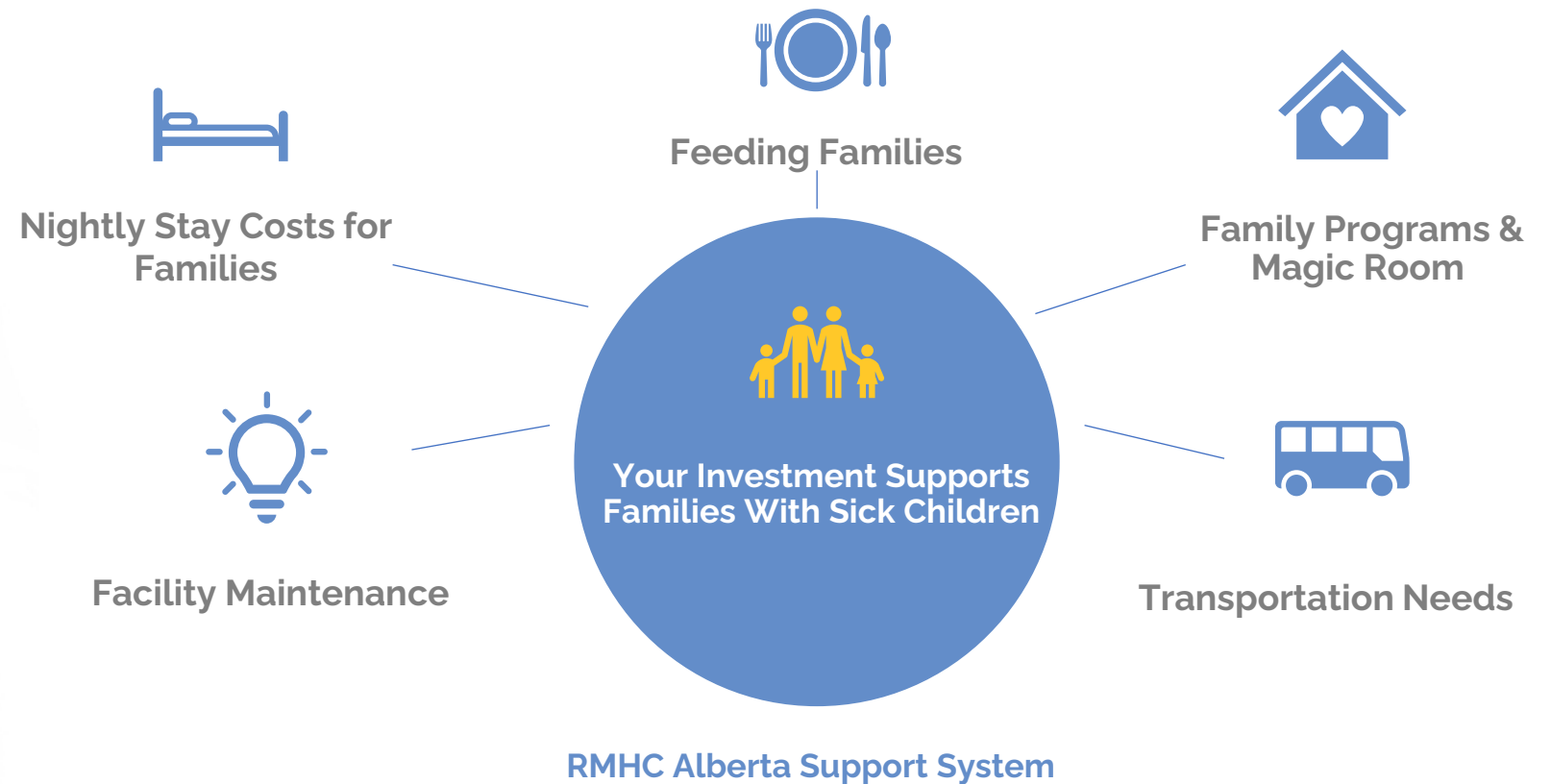
- Show the community that YOUR BRAND is socially responsible.
- Demonstrate that YOUR BRAND cares about investing in the families we serve.
- Demonstrate that YOUR BRAND is engaged in your community.
- RMHC Alberta will highlight YOUR BRAND on social media.





Your Sponsorship

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



The Flavier Family
255 Nights



Winterland Invitational

February 14-16, 2025

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 Charities® Alberta.

Last year 40 Teams played 72 games in three different venues on five ice surfaces. Over \$170,000 was raised.

This event brings families together in the Lakeland Region where they can stay at local hotels, eat at restaurants, and enjoy recreation facilities. This year's event will take place on the February long weekend.

We need your help to make this tournament a success!

Did you know.. this event has grown from 24 in 2018 to 48 teams in 2022.

Sponsorship deadline: December 31, 2024



