

APPENDIX B



Winterland Invitational SPONSORSHIP PACKAGE 2024



Need for RMHC Alberta

When a child is sick, nothing is more important than family.

65% of Canadians live outside of a city with a children's hospital. Ronald McDonald House Charities® Alberta offers a bridge to health care by supporting the whole family while they are away from home for their child's medical journey. By enabling families to stay together steps away from a hospital, RMHC Alberta improves the quality and experience of a child's health care while reducing the financial, emotional, and physical burdens their families experience. RMHC Alberta provides more than a roof over families' heads; we provide an essential service vital to the continuum of family-centred care and the accessibility of pediatric healthcare in our province.

By providing overnight accommodation to out-of-town families, day use of our facilities programs for locals, and support in the hospital via our hospitality carts, RMHC Alberta supports families through some of the most challenging times they may ever face.



Your Sponsorship

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 2023 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.



1,213

Families Served



22,200

Nights of Comfort



9,818

Shuttle Trips



25,723

**Home for Dinner
Meals Provided**



17 Nights

Edmonton and Calgary

Average Length of Stay



5 Nights

Red Deer and Medicine Hat



299

In Alberta

Communities Served



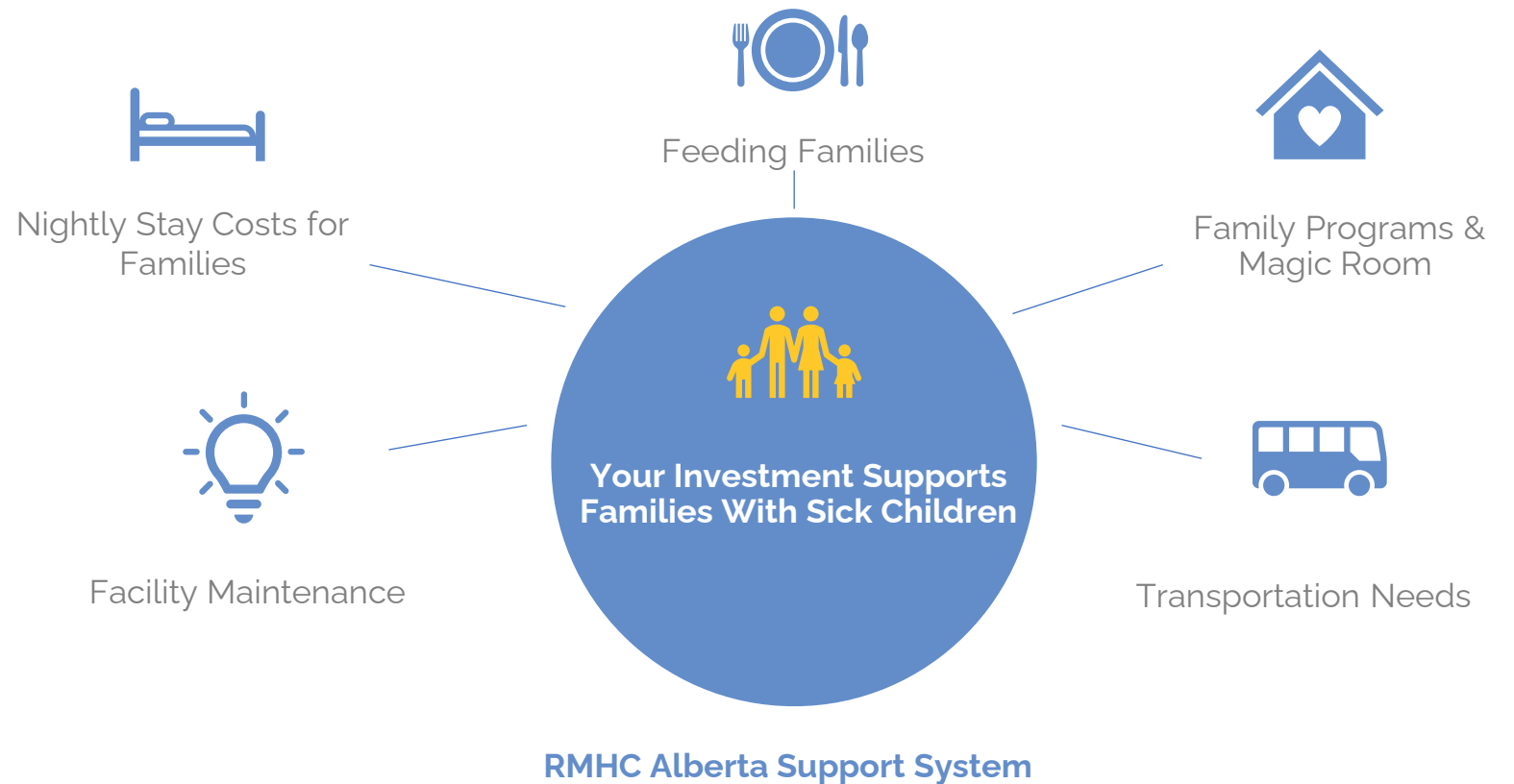
23

Outside Alberta



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.



RMHC ALBERTA WINTERLAND INVITATIONAL

FEBRUARY 16-18, 2024

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 48 Teams played 86 games in four different venues on six ice surfaces. Over \$160,000 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!

Sponsorship deadline: December 31, 2023



WINTERLAND
- Invitational -



Sponsorship Agreement

I would like to sponsor:

Please check the event(s) you are interested in sponsoring:

☐ Winterland Invitational

Donate Nights of Comfort

☐ 1 Night at \$200

☐ 3 Nights at \$600

☐ 5 Nights of at \$1000

☐ Other

(This donation is eligible for a tax receipt)

Please list the levels you are interested in sponsoring:

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)

☐ Please invoice me or the company at the address above

☐ Visa/MC/AMEX — An RMHC Alberta representative will call to process payment

☐ EFT — Send payment to finance@rmhcalberta.org

☐ Monthly payment option (only by EFT or postdated cheques)

Authorized by

Sponsor Representative (Print Name)

Sponsored Representative (Signature)

Please complete form and send to Oreen Skiba at oskiba@rmhcalberta.org. Send a high-resolution logo file (vector or .eps) with the sponsorship agreement. Funds are due within 30 days.