

2018 INFORMATION PACKAGE

June 15 2018 • The Wilds • 18 Hole Best Ball

*Fare*  
the families  
[Golf Classic]

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Ronald McDonald  
House Charities™  
Newfoundland & Labrador



**FORE the Families Golf Classic is a fundraiser to keep families close at Ronald McDonald House Newfoundland and Labrador when sick or injured children and their families must travel to St. John's for medical reasons. Golfers of all skill levels join together for fun, networking, giveaways and ultimately to celebrate families.**

The event kicks off on Thursday evening with the option for our registered golfers to take full advantage of the networking opportunities and participate in the **Night Be-FORE** pre-tournament **MIXER. This exciting pre-event social will take place at Gimmies Lounge** and includes advance registration, entertainment, games and a perfect time for great corporate networking.

On Friday, each registered team will enjoy 18 holes of golf, and plenty of games and prizes. A celebration barbeque lunch will follow the **FORE the Families Golf Classic**. It provides an opportunity for players to relax and network, win prizes, and for Ronald McDonald House to acknowledge and thank all sponsors and participants.

**Thursday June 14, 2018 Pre-Event Schedule:**

- 8:00 pm Advance Registration
- Afternoon 18 Holes of Golf (Comp for those registered teams staying at The Wilds)
- 8:30 pm **The Night Be-FORE** pre-tournament mixer  
(Optional) Gimmies Lounge

**Friday June 15, 2018 Event Schedule:**

- 6:45 am Registration Opens
- 7:45 am Opening Toast
- 8:00 am Shot Gun Start – 18 Holes of Golf
- 1:30 pm Celebration Lunch and Awards



**The Wilds Golf Resort** is an 18-hole championship golf course and resort located 35 minutes west of St. John's on the Salmonier Line. Every distinctive hole is designed to showcase the natural brooks, wetlands and ravines that define this stunning region of the province. Don't be surprised to see a moose wandering the fairway, or an osprey soaring overhead, but don't get distracted by the scenery. The Wilds is a course for the golfer who enjoys a challenge. Even the best golfers will be tested by over 6750 yards of play, with a par of just 72. No need to fear, less accomplished golfers can enjoy the challenges of The Wilds from tee positions better-suited to their skills, and should do fine as they navigate the contoured fairways, 71 bunkers and large hilled undulating greens. [www.thewilds.ca](http://www.thewilds.ca)

# Fare

the families  
[Golf Classic]



## HISTORICAL IMPACT

5 YEARS — 2012-2017



**\$4 million**  
Savings to families



\*based on the results of an Economic Impact Study by RBC  
RMHC saves families \$159/day

25,482 nights of comfort and care provided to families

**1132** families were cared for  
**2109** times at Our House  
54% were repeat families



**1631** families were put on a waitlist, with  
**1148** turned away for lack of accommodation.

### Where our families travelled from

\*includes repeat families



Eastern .....445  
Central.....742  
Western .....555  
Labrador-Grenfell.....319



Out of Province.....16  
Out of Country.....32

Longest stay (consecutive)  
**257 NIGHTS**

Longest stay (repeat visits)  
**371 NIGHTS**



Average length of stay:  
**13 nights**

It costs an average of **\$165** to provide a family suite each night. Families can contribute **\$15** per night. No family is ever turned away if they are unable to pay.



### Medical reasons why children needed Our House

\*includes repeat families

MEDICINE (APPOINTMENTS, INTERNAL MEDICINE, & TESTING).....491  
SURGERY.....465  
INTENSIVE CARE UNITS (NEONATAL/PEDIATRIC).....362  
ONCOLOGY.....313  
REHABILITATION.....202  
MENTAL HEALTH.....83  
CARDIOLOGY.....66  
NEUROLOGY.....45  
INJURY.....44  
HIGH RISK PREGNANCY.....38

### PROGRAMS

**2109** Visits to the Magic Room

**1083** Just Like Nan's Baked Goods

**1639** Quilts given to sick children & their siblings

**878** Home for Dinners **30,730** meals prepared

**324** Special Celebrations/Other events

**265** Tickets/Events to Recreation Program

Ronald McDonald House Charities® Newfoundland and Labrador is a community house. We rely on the support from individuals, businesses, service groups, foundations, corporate sponsors, and annual fundraising activities to ensure the programs and services are available to families each year.

# Fore

the families  
[Golf Classic]



## MEET AILISH SLANEY AND HER FAMILY FROM ST. LAWRENCE

It is hard to put into words how a parent feels when their child has been diagnosed with a cancerous brain tumor. It has to be one of the darkest places a parent can go. And for families who don't live close to the care and resources they need, there is an added stress, distance. RMHC gives families with a sick child what they need most – each other.

At the young age of seven, Ailish Slaney of St. Lawrence was diagnosed with Medulloblastoma, a cancerous brain tumor. For the Slaney family, parents Rodney and Cathy and big sister Abigail, they were now faced with a challenging road ahead. One filled with long drives, hospital stays, chemotherapy and radiation treatments. Something no parent can prepare for. They worried about numerous things, even the simple things, like where they would stay. Shortly after Ailish's diagnosis the family were introduced to the programs and services of Ronald McDonald House.

**"It was certainly a bright light in a world that was surrounded by darkness. From the very first day during our tour, our family started to feel the sense that all was not lost and that things were going to be alright."** Rodney Slaney

At first Ailish's treatments were long, then, after a few weeks, the hospital granted them a weekend to return home to St. Lawrence - nearly a four hour drive away. However, when they arrived home, it wasn't the relief they expected.

**"Once we arrived to our own home in St. Lawrence we quickly realized we had made a mistake. We all missed the sense of security and hope that we felt at the Ronald McDonald House. That weekend we decided that we would stay at Ronald McDonald House for the duration of Ailish's treatments simply because of the close proximity to the hospital and the feelings of hope we felt while we were there. We have no doubt that Ronald McDonald House was a major contributor in Ailish's recovery. We were better rested and able to fully support Ailish. While staying at RMHC we felt emotional support from other families staying there, the staff and the many volunteers."** Rodney Slaney

While Ailish's journey was difficult for the entire family, the Slaney Family has found strength at Ronald McDonald House. **"Everything we experienced at Ronald McDonald House was above and beyond any expectations we had at the time. The Home for Dinner program, the Magic Room and the Quilt programs were definitely three of our favorites. To see a sick child's eyes fill with delight as they receive a new quilt or a gift from the magic room truly did our heart a world of good."** Rodney Slaney



Keeping families close



**The Slaney family have been guests at Ronald McDonald House on 14 separate occasions totalling 128 nights.**

## Accommodations

The Wilds Hotel is a "pet friendly" and smoke-free hotel, located in the beautiful wilderness of NL. With stunning views, friendly staff, free wireless internet throughout the hotel, and an outdoor pool overlooking the mountains.

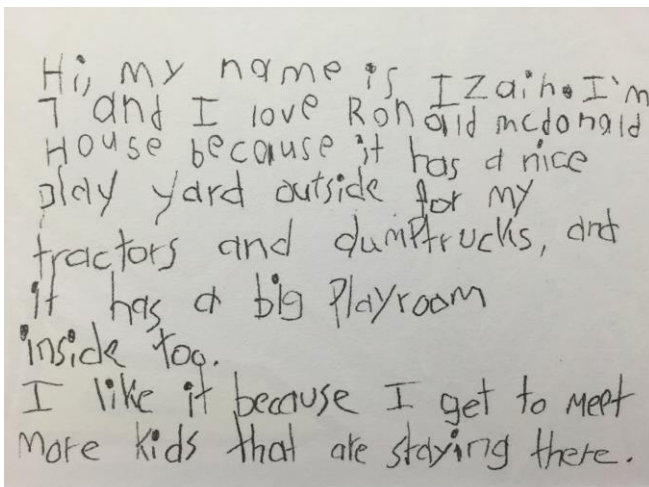


## Thursday June 14, 2018

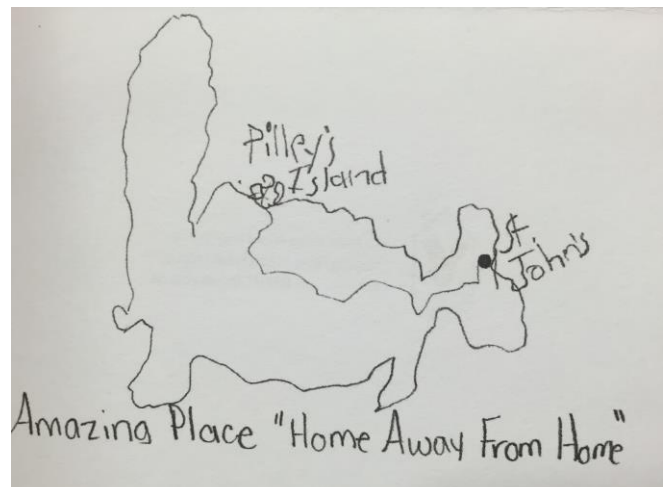
A block of rooms have been allocated to teams registered with this event. Please contact the Wilds to book your reservation. A **complimentary round of golf** for Thursday afternoon will be provided to each golfer staying at the Wilds on Thursday June 14, 2018. Call the Wilds reservation line at 709-229-5444. Hotel rooms and cottages are available.

## Benefits of Corporate Sponsorship and Participation

- ♥ **PARTICIPATION AND NETWORKING** may help convert the 79% of consumers who would be likely to switch from one brand to another brand, if the other brand is associated with a good cause.
- ♥ **SERVE** your community by actions, not words.
- ♥ Build **RELATIONSHIPS** between your Brand/Company and our stakeholders.
- ♥ **ALIGN** with a well-respected and trusted BRAND – Ronald McDonald House Newfoundland and Labrador
  - National – 15 Houses across Canada
  - Global reach in 53 countries and regions
  - Serving countless families and children since 1974
  - Event naming as "Your Company" name presents FORE the Families Golf Classic
- ♥ Increase **VISIBILITY** with "Your Company" logo on promotional materials (event pledge forms, email blasts, posters, advertising, and web ads). We anticipate this event to sell out quickly!!



Hi, my name is Izai. I'm 7 and I love Ronald McDonald House because it has a nice play yard outside for my tractors and dump trucks, and it has a big playroom inside too. I like it because I get to meet more kids that are staying there.



Pilley's Island  
St. John's  
Amazing Place "Home Away From Home"

## SPONSORSHIP OPPORTUNITIES

### Presenting Sponsor (1 available)

**\$5000.00**

- ♥ Event naming as "Your Company" name presents FORE the Families Golf Classic
- ♥ Corporate logo placement on all event promotional materials, including pledge sheets
- ♥ Corporate Banner (provided by the sponsor) displayed during event
- ♥ Corporate logo with link on website [www.RMHCNL.ca](http://www.RMHCNL.ca)
- ♥ Special Recognition at event
- ♥ Opportunity to provide golfer gifts bearing company logo and/or coupons or items in golfer gift bags
- ♥ One (1) night stay on Thursday June 14, 2017 for four at The Wilds Resort
- ♥ One Foursome which includes 18 holes of golf and lunch
- ♥ 4 complimentary tickets to attend the Night Be-FORE networking pre-tournament mixer event at *Gimmies Lounge* (The Wilds)
- ♥ Four Player Gift Bags at Registration
- ♥ Named as Presenting Sponsor on all news releases and articles relating to the event
- ♥ Speaking opportunity at Celebration BBQ Lunch
- ♥ Opportunity to have a booth for on-site, product sampling demonstrations and/or corporate display all day
- ♥ Opportunity for first right of refusal in the following year

### GOLD SPONSORS

**(2 available)**

#### **GOLD Golf Cart Sponsor**

**\$4000.00**

- ♥ Corporate logo placement on all **72 Golf Carts**
- ♥ Corporate logo placement on all event promotional materials, including pledge sheets
- ♥ Corporate Banner (provided by the sponsor) displayed during event
- ♥ Corporate logo with link on website [www.RMHCNL.ca](http://www.RMHCNL.ca)
- ♥ Special Recognition at event
- ♥ Opportunity to provide golfer gifts bearing company logo and/or coupons or items in golfer gift bags
- ♥ One Foursome which includes 18 holes of golf and lunch
- ♥ 4 complimentary tickets to attend the Night Be-FORE networking pre-tournament mixer event at *Gimmies Lounge* (The Wilds)
- ♥ Four Player Gift Bags at Registration
- ♥ Speaking opportunity at Celebration BBQ Lunch
- ♥ Opportunity to have booth for on-site, product sampling demonstrations and/or corporate display all day
- ♥ Opportunity for first right of refusal in the following year

#### **GOLD Celebration Lunch Sponsor**

**\$4000.00**

- ♥ Corporate logo placement during the Celebration Luncheon
- ♥ Corporate logo placement on all event promotional materials, including pledge sheets
- ♥ Corporate Banner (provided by the sponsor) displayed during event
- ♥ Corporate logo with link on website [www.RMHCNL.ca](http://www.RMHCNL.ca)
- ♥ Special Recognition at event
- ♥ Opportunity to provide golfer gifts bearing company logo and/or coupons or items in golfer gift bags
- ♥ One Foursome which includes 18 holes of golf and lunch
- ♥ 4 complimentary tickets to attend the Night Be-FORE networking pre-tournament mixer event at *Gimmies Lounge* (The Wilds)
- ♥ Four Player Gift Bags at Registration
- ♥ Speaking opportunity at Celebration BBQ Lunch
- ♥ Opportunity to have booth for on-site, product sampling demonstrations and/or corporate display all day
- ♥ Opportunity for first right of refusal in the following year
- ♥ Opportunity for first right of refusal in the following year

## SILVER SPONSORS

(3 Available)

### **SILVER (Registration) Sponsor**

**\$3000.00**

- ♥ Corporate logo placement on all event promotional materials, including pledge sheets
- ♥ Corporate name/logo placed on all player gift bags
- ♥ Corporate logo with link on website [www.RMHCNL.ca](http://www.RMHCNL.ca)
- ♥ Special Recognition at event
- ♥ Opportunity to provide golfer gifts bearing company logo and/or coupons or items in golfer gift bags
- ♥ One Foursome which includes 18 holes of golf with cart and lunch
- ♥ Four Player Gift Bags at Registration
- ♥ One Exclusive Hole Sponsorship – sign will be provided
- ♥ Opportunity to have booth for on-site, product sampling demonstrations and/or corporate display all day
- ♥ Opportunity for first right of refusal in the following year

### **SILVER Photograph Sponsor**

**\$3000.00**

- ♥ Corporate logo placement prominently on all **photos of the event.**
- ♥ Dress the photographer in your company apparel (company to provide apparel)
- ♥ Company logo on photo frames for social media sharing
- ♥ Photographer will be taking event photos as well as photos of all tournament FORE-somes. Photos will include company logo. All teams will be provided with their team photos.
- ♥ One Foursome which includes 18 holes of golf and lunch & 4 complimentary tickets to attend the Night Be-FORE networking pre-tournament mixer event at **Gimmies Lounge** (The Wilds) Thursday June 14, 2018
- ♥ Corporate logo placement on all event promotional materials, including pledge sheets
- ♥ Corporate Banner (provided by the sponsor) displayed during event
- ♥ Corporate logo with link on website [www.RMHCNL.ca](http://www.RMHCNL.ca)
- ♥ Special Recognition at event
- ♥ Opportunity to provide golfer gifts bearing company logo and/or coupons or items in golfer gift bags
- ♥ Four Player Gift Bags at Registration
- ♥ Opportunity to have booth for on-site, product sampling demonstrations and/or corporate display all day
- ♥ Opportunity for first right of refusal in the following year

### **SILVER Awards Sponsor**

**\$3000.00**

- ♥ Corporate logo placement prominently on all **prize tables, special awards tables**
- ♥ Corporate logo placement prominently on all game prizes: **closest to the pin and longest drive – male and female**
- ♥ One Foursome which includes 18 holes of golf and lunch & 4 complimentary tickets to attend the Night Be-FORE networking pre-tournament mixer event at **Gimmies Lounge** (The Wilds) Thursday June 14, 2018
- ♥ Corporate logo placement on all event promotional materials, including pledge sheets
- ♥ Corporate Banner (provided by the sponsor) displayed during event
- ♥ Corporate logo with link on website [www.RMHCNL.ca](http://www.RMHCNL.ca)
- ♥ Special Recognition at event
- ♥ Opportunity to provide golfer gifts bearing company logo and/or coupons or items in golfer gift bags
- ♥ Four Player Gift Bags at Registration
- ♥ Opportunity to have booth for on-site, product sampling demonstrations and/or corporate display all day
- ♥ Opportunity for first right of refusal in the following year

## **BRONZE SPONSORS**

**(3 Available)**

### **BRONZE The Night Be-FORE: pre-tournament Mixer**

**\$2000.00**

- ♥ Company name prominently displayed at the FORE the Families MIXER event (Gimmies Lounge)
- ♥ Corporate Banner (provided by the sponsor) displayed during the FORE the Families MIXER event (Gimmies Lounge) Thursday June 14, 2018
- ♥ Sponsor Logo placed on website event page and Ronald McDonald House Facebook page
- ♥ One Foursome which includes 18 holes of golf and lunch
- ♥ Opportunity to Present the Night Be-FORE door prize at the Celebration Luncheon
- ♥ Opportunity to have booth for on-site, product sampling demonstrations and/or corporate display all day
- ♥ Hole Sponsorship
- ♥ Opportunity for first right of refusal in the following year

### **BRONZE Champagne Toast Sponsor**

**\$2000.00**

- ♥ Company name prominently displayed at the Champagne Toast send off at 7:45am
- ♥ Corporate Banner (provided by the sponsor) displayed at the Champagne Toast send off
- ♥ Opportunity for company staff to attend and network with players
- ♥ Sponsor Logo placed on website event page and Ronald McDonald House Facebook page
- ♥ One Foursome which includes 18 holes of golf and lunch
- ♥ Hole Sponsorship
- ♥ Opportunity to have booth for on-site, product sampling demonstrations and/or corporate display all day
- ♥ Opportunity for first right of refusal in the following year

### **BRONZE Ronald's Putting Challenge Sponsor**

**\$2000.00**

- ♥ Company name prominently displayed at the Putting Challenge
- ♥ Corporate Banner (provided by the sponsor) displayed during the Putting Challenge
- ♥ Opportunity for company staff to facilitate Putting Challenge and network with players
- ♥ Sponsor Logo placed on website event page and Ronald McDonald House Facebook page
- ♥ One Foursome which includes 18 holes of golf and lunch
- ♥ Hole Sponsorship at Putting Challenge hole
- ♥ Opportunity to have booth for on-site, product sampling demonstrations and/or corporate display all day
- ♥ Ronald McDonald House will provide Putting Challenge Prize
- ♥ Opportunity for first right of refusal in the following year

## **HOLE SPONSORSHIP**

### **Hole In One Sponsor**

**(3 available)**

**\$750.00**

- ♥ Opportunity to display your banner at one of 3 Hole In One locations
- ♥ Exclusive sponsor opportunity to set-up a tent, banner or info table at hole manned by two Company representatives
- ♥ Opportunity to network with all golfers
- ♥ 2 Complimentary Tickets to attend Celebration BBQ Lunch
- ♥ **Ronald McDonald House will confirm Hole In One insurance**
- ♥ Opportunity for first right of refusal in the following year

### **Hole Sponsor**

**\$350.00**

- ♥ Highly visible corporate signage displayed at one of the 18 holes - Ronald McDonald House will prepare sign
- ♥ Opportunity to set-up a tent, banner or info table at hole if manned by two Company representatives
- ♥ Opportunity to network with all golfers
- ♥ 2 Complimentary tickets to attend Celebration BBQ Lunch
- ♥ Opportunity for first right of refusal in the following year



**Team Participation**

**(36 spaces available)**

**Minimum \$800 + 4 golfer prizes**

- ♥ 4 golfers per team, maximum
- ♥ 18 Holes of Golf
- ♥ 4 complimentary tickets to attend the Night Be-FORE networking pre-tournament mixer event at *Gimmies Lounge* (The Wilds) Thursday June 14, 2018
- ♥ 4 complimentary tickets to attend BBQ Celebration Lunch following the event on Friday June 15, 2018
- ♥ Team Photo
- ♥ 4 Golfer Gift Bags at Registration
- ♥ Fundraising incentives for individuals raising \$250 or more
- ♥ Prizes for the top 3 Individuals that raise the most money
- ♥ Game prizes: Best Team, Most Honest Team, Closest to the Pin (Male/Female), Longest Drive (Male/Female)
- ♥ Ronald's Putting Challenge
- ♥ 50/50 Draw
- ♥ Opportunity to win great prizes
- ♥ Silent & Live auctions
- ♥ 4 golfer prizes
- ♥ Opportunity for first right of refusal in the following year

**LIVE AUCTION TEASERS**

Flight Vouchers for both



Where would you go?

**Fundraising Incentives**

*(Items may not be exactly as shown)*

**Raise \$250 or more**

And receive an embroidered *Ronald McDonald House* POLO SHIRT (Mens or Ladies)



6 Colors Available

**Raise \$500 or more**

And receive an embroidered *Ronald McDonald House* Fleece (Mens or Ladies)



4 Colors Available

**Raise \$1000 or more**

And receive an embroidered *Ronald McDonald House* Jacket



4 Colors Available

Every golfer that raises \$250 or more will also receive on Event Day an

**Exclusive Ronald Golf Club Head Cover**



**Grand Prize Draw**

For every **\$100 raised** on a pledge sheet (above your team registration fee), you will receive a ballot to be entered into a draw for an Exclusive Prize Package!

**GAS for YEAR (value \$2600)**



*Draw will take place at the conclusion of the event during the luncheon.*

Company:	
Contact Person:	
Address:	
City:	Postal Code:
Telephone:	Fax:
Email:**	

**Choose Sponsorship Level**

- Red Shoe Presenting Sponsor** \$5000 (includes team)
- Gold: Celebration Lunch Sponsor** \$4000 (includes team)
- Gold: Golf Cart Sponsor** \$4000 (includes team)
- Silver: Awards Sponsor** \$3000 (includes team)
- Silver: Registration Sponsor** \$3000 (includes team)
- Silver: Photography Sponsor** \$3000 (includes team)
- Bronze: Putting Challenge Sponsor** \$2000 (includes team)
- Bronze: Champagne Toast Sponsor** \$2000 (includes team)
- Bronze: The Night Be-FORE Sponsor** \$2000 (includes team)
- Hole In One Sponsor** \$750
- Hole Sponsor** \$350

- FORE-some Team Registration** \$800/team X \_\_\_\_\_  
**+4 Golfer Prizes**

Includes: course green fees, 4 registration bags, 4 golfer prizes, 4 tickets to the Night Be-FORE pre- tournament mixer, 4 tickets for Celebration BBQ Lunch, participation with silent/live auctions and other course games

- The Night Be-FORE pre-tournament MIXER**  
# \_\_\_\_\_ attending

Thursday June 14, 2018 - The Wilds *Gimmies* Lounge - Includes: entertainment, games, prizes, networking (included with registration)

- I wish to donate an item for auction/registration bags.**  
Please contact me.

Total Payment \$ \_\_\_\_\_

**Payment:**

Total Payment \$ \_\_\_\_\_

**Please complete and return; limited team spaces available:**

Our team will fundraise – Please send us pledge sheets  
(Incentive prizes will be awarded to those players raising \$250 or more)

Cheque enclosed

Send Invoice

Credit Card



Card Number

Expiry Date

Name on Card

Signature

**Team information:**

Golfer #1

email

Golfer #2

email

Golfer #3

email

Golfer #4

email