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Aiden O'Keefe  
Happy Valley Goose Bay, NL  
Current RMHC NL Family  
217 Nights and Counting



Ronald McDonald  
House Charities®  
Newfoundland & Labrador

# 2021 Information Package

Plaza Bowl– October 24, 2021

# Spare Some **Love** Booowling Event - Spook-tacular Edition

October 24, 2021 - Plaza Bowl - 2 hours Bowling

Ronald McDonald House Charities® Newfoundland and Labrador (RMHC NL) helps keep families with a sick or injured child close to each other and the care and resources they need, when they need it the most. Ronald McDonald House is conveniently located within a five minute walk to our province's only children's hospital.

The **Spare Some Love Booowling Event - Spook-tacular Edition** helps raise the necessary funds to provide the programs and services at RMHC NL. Bowlers of all skill levels join together for fun, networking, awards and to ultimately **celebrate families**. This event takes place at Plaza Bowl, the largest 5-pin bowling center in Newfoundland and Labrador. Plaza Bowl is located on Ropewalk Lane in St. John's.

**New for 2021 - Wear your Halloween Costume for more chances to win great prizes!**

## Event Schedule:

There are two times to choose from. In compliance with public health, prizes and awards will follow the Spare Some Love Bowling Event offering an opportunity to celebrate the **Strength in Families** in healing a sick child and to thank all participants, volunteers and sponsors.

### Morning:

9:30am—10:15am: Check in \*  
10:30am sharp: 2 Hours Bowling  
12:30pm: Prizes/Awards

### Afternoon:

1:00pm—1:45pm: Check in \*  
2:00pm sharp: 2 Hours Bowling  
4:00pm: Prizes/Award

*\*Registration fees must be paid in advance of the event to RMHC NL by Friday October 22. To arrange, please call Heather Butler at 709-733-5073 or email [heatherbutler@rmhcnl.ca](mailto:heatherbutler@rmhcnl.ca)*

## Why participate?

- ◆ Bowling is Fun - Halloween Bowling is even MORE FUN!
- ◆ Families can do it together!
- ◆ Employees can do it together!
- ◆ Team Building!
- ◆ Almost everyone can bowl!
- ◆ It is held inside – weather is not a factor!
- ◆ Event raises much needed funds programs and services at RMHC NL.

## How you can help:

1. Enter a team – Registration form attached
2. Become a Sponsor – Sponsorship Information included
3. Donate a prize(s) – Contact us at 709-738-0000 or [info@rmhcnl.ca](mailto:info@rmhcnl.ca)
4. Lottery tickets—Purchase or take to sell





# Participation

## TEAM Participation

(minimum \$350 team registration - 72 teams available)

- Unlimited bowling during a 2 hour time frame for 4 people with bowling shoe rental (only registered bowlers can bowl on event day, however, a cheering squad is always welcome!)
- 4 Halloween Treat Bags
- Team Photo
- Excellent Networking Opportunity
- Door Prizes and Ticket Draws
- Individual and Team Fundraising Incentive Items
- Opportunity for first right of refusal in the following year for your team



## Fundraising Incentives (AM & PM):

- Prize for the Team that raises the most money
  - Prize for individual that raises the most money
    - \* Adult
    - \* Youth— under 16
  - Teams that Raise \$500—\$999: Receive 4 RMHC Striped Toques
  - Teams that Raise \$1000 - \$2499: Receive 4 RMHC Sweatshirts \*
  - Teams that Raise \$2500 or more: Receive 4 RMHC Jackets \*
- \*Will be available for pickup at RMHC NL 4-6 weeks after event



## Bowling Incentives (AM & PM):

- Trophies awarded (based on score from the first game)
  - \* Team Top Score
  - \* Top Individual Score—Male
  - \* Top Individual Score—Female



## Spook-tacular Incentives (AM & PM)

- Prize for best Individual Costume
- Prize for best Team Costume (2 or more people)
- Prize for Costume with the Least Effort
- Prize for Costume using RMHC NL colours



Although costumes are encouraged we will have a small number of Limited Edition Spare Some Love Boooowling, Spook-tacular Edition T-Shirts available for purchasing at the event for \$10  
**To ensure your team has t-shirts, see Registration form to pre-order!**



**Once your team has registered, you will receive a Registration Package:**

- Four Pledge Sheets
- Online fundraising information
- RMHC NL Newsletter
  - Fundraising tips
- Recognition and prizes
- 50/50 Draw information
- 50/50 Tickets & Poster (if requested)



## Spare Some Love for "The O'Keefe Family"

**The O'Keefe Family** from Goose Bay, NL have been at RMHC NL since December 2020 when their 12 year old son Aiden was diagnosed with cancer. They found a place, like home, at Ronald McDonald House. With treatments expected to continue until April 2023, the O'Keefe's have to come rely on the programs and services at RMHC NL.



*"It was extremely hard finding out Aiden had leukemia. No parents to hear his or her child has cancer. Cancer is scary. My mind was racing, I could barely speak, I was shaking. Then, seeing Aiden, and how well he was coping, I honestly told myself to smarten up and toughen up. I could not show weakness around my son. **He sees me as his strength. Little did he know, his strength is what gave me strength.**"*

- Donalda O'Keefe, Aiden's Mom



### Spare Some Love Spook-tacular Cash Grab

Tickets \$5 each      Only 5000 Tickets Printed      Licence #21-10116300LT

**1st prize 25% - maximum \$6,250**

**2nd prize 15% - maximum \$3,750**

**3rd prize 10% - maximum \$2,500**

**Sellers Prize 10% of each prize—maximum \$1,250**

Prize to be awarded on **Wednesday, October 27, 2021**

Live on RMHC NL Facebook

**If you would like to buy tickets or take tickets to sell in advance  
please let us know on your Registration Form!**

# Sponsorship Opportunities

## Platinum "Gift of Family" Presenting Sponsor

**(\$4000 1 available)**

- Exclusively named as Presenting Sponsor. Your Company Presents the SPARE Some Love Bowling Event.
- Named as Presenting sponsor on all promotional materials, including Event Program which is shared with approximately 300 participants and volunteers
- Your sponsor logo prominently on 150 Event Halloween Treat Bags and the opportunity to provide item or promotional materials for inside the Treat Bags
- Corporate Banners (provided by the sponsor) can be displayed during event
- Opportunity to have booth for on-site, product sampling, demonstrations and/or corporate display all day
- Speaking opportunity
- Opportunity to present bowling trophies to Top Team, top Male & Female Individual Bowlers, and Top Individual Fundraiser (youth and adult) during the Awards Celebration
- One (1) team in **both** the morning & afternoon (includes 2 hours of bowling & shoe rentals for up to 4 people)
- Logo prominently placed on event webpage and Ronald McDonald House Facebook page
- Link to your company website added to webpage
- Opportunity for first right of refusal in the following year

## Gold "Gift of Togetherness" Sponsor

**(\$2000 3 available)**

- Named as Gold sponsor on all promotional materials, including the Event Program which is shared with approximately 300 participants and volunteers
- One (1) team in either the morning or afternoon (includes 2 hours of bowling & shoe rentals for up to 4 people)
- Your sponsor logo on 150 Event Halloween Treat Bags and the opportunity to provide item or promotional materials for inside the Treat Bags
- Corporate Banners (provided by the sponsor) can be displayed during event
- Opportunity to have booth for on-site, product sampling, demonstrations and/or corporate display all day
- Opportunity to present bowling trophies to Top Team, top Male & Female Individual Bowlers, and Top Individual Fundraiser (youth and adult) during the Awards Celebration
- Logo prominently placed on event webpage and Ronald McDonald House Facebook page
- Link to your company website added to webpage
- Opportunity for first right of refusal in the following year

## Silver "Gift of Courage" Sponsor

**(\$1000- 3 available)**

- Named as Silver sponsor on all promotional materials, including the Event Program which is shared with approximately 300 participants and volunteers
- One (1) team in either the morning or afternoon (includes 2 hours of bowling & shoe rentals for up to 4 people)
- Your sponsor logo on 150 Event Halloween Treat Bags and the opportunity to provide item or promotional materials for inside the Treat Bags
- Opportunity to have product sampling as prize or giveaways
- Opportunity to present a bowling trophy/ prize during the Awards Celebration
- Logo placed on event webpage and Ronald McDonald House Facebook page
- Link to your company website added to webpage
- Opportunity for first right of refusal in the following year

## Bronze "Gift of Hope" (Exclusive Lane) Sponsor

**(\$250 - 36 Available)**

- One Highly visible corporate signage seen by all bowlers exclusively displayed at a Bowling Lane at Plaza Bowl during event day
- Company name listed on Event Program which is shared with approximately 300 participants and volunteers
- Company name on website event page and Ronald McDonald House Facebook page
- Ronald McDonald House will prepare and place signs
- Opportunity for first right of refusal in the following year



