



# Ronald McDonald House SWO Partnership Events

2026



## **Our mission**

At Ronald McDonald House, we provide essential services that remove barriers, strengthen families and promote healing when children need healthcare.

[View our mission video here](#)

# **Because families heal better together**

Ronald McDonald House SWO provides family stays for families of children receiving critical medical care. Your sponsorship helps keep families close when it matters most and connects you to a trusted, high-impact charity.

 [\*\*Become a sponsor today\*\*](#)

April 9

## Impact Awards – Four Points by Sheraton



### Celebrating the power of compassion in action

Each year, we bring together community champions, corporate partners, and dedicated volunteers for an unforgettable evening – the Ronald McDonald House SWO Impact Awards. This signature celebration highlights those whose time, treasure, and talents make it possible for families with ill and injured children to stay close when it matters most. More than a recognition event, the Impact Awards are a testament to what happens when a community unites in support of families facing unimaginable circumstances, with an inspiring program that honours extraordinary volunteers and donors and shares the impact of their generosity.

**For corporate partners, the Impact Awards offer a meaningful sponsorship opportunity that aligns brand values with compassion, community, and measurable impact.** Sponsors are recognized as leaders who believe in the power of staying close, by helping ensure no family is ever turned away due to space or financial barriers, and celebrating those who make hope possible every day.

### Sponsorship opportunities:

#### Presenting Sponsor (\$10,000) – 1 opportunity

- Exclusive naming rights as The Impact Awards presented by [Sponsor Name]
- Speaking opportunity during the event program
- Logo prominently featured on all event materials, digital promotions, and stage signage
- Full-page recognition in the event program and on-screen presentation
- Social media spotlight (pre- and post-event)
- Table of 8 with premium seating
- Opportunity to present one of the award categories

#### Hope Sponsor (\$5,000) – 2 opportunities

- Recognition from the podium during the event
- Logo on event signage, website, and digital promotions
- Half-page recognition in the event program and on-screen presentation
- Social media recognition pre- and post-event
- Table of 8 with priority seating

#### Courage Sponsor (\$2,500) – 2 opportunities

- Logo placement on event program and digital screens
- Quarter-page recognition in event program
- Recognition on website and social channels
- Four event tickets

#### Community Sponsor (\$1,000) – 4 opportunities

- Name recognition in event program and website
- Logo included in group sponsor slide during event
- Two event tickets

#### Friend of the House (\$500) – 2 opportunities

- Name listed in event program and on event webpage

 **Become a sponsor today**

**June 11**

# Women's 9 and Dine Golf – Highland Country Club

**NEW**

## Building community, creating impact, and supporting family stays

New for 2026, the Women's 9 & Dine event pairs nine holes of golf with a relaxed and stylish dinner, creating a night of connection, networking, and fun. Designed for women across our community, this event offers on-course activities, unique giveaways, and post-game entertainment, all while supporting families with sick and injured children staying at Ronald McDonald House SWO. It's more than a golf outing, it's a celebration of community and compassion.



## Sponsorship opportunities:

### Title Sponsor (\$10,000) – 1 opportunity

- Prominent logo on all event materials
- Event naming rights
- Prime logo placement
- Speaking opportunity
- 1 foursome
- Premium recognition

### Platinum Sponsor (\$7,500) – 3 opportunities

- Prominent logo on all event materials
- Dinner signage
- 1 foursome
- Large logo placement

### Dinner Sponsor (\$5,000) – 1 opportunity

- Prominent logo on all event materials
- Dinner signage
- 1 foursome

### Beverage Sponsor (\$3,500) – 1 opportunity

- Logo on beverage napkins
- Branded drink tickets

### Tee Gift Sponsor (\$1,500) – 6 opportunities

- Logo on player gift bags
- Product inclusion

### On-course Activity Sponsor (\$1,500) – 4 opportunities

- Branded activity station with sampling opportunities

### Tee Sponsor (\$750) – 18 opportunities

- Logo at tee box

 **Become a sponsor today**

**August 6**

**Red Jacket Classic London – FireRock Golf Club**

**September 21**

**Red Jacket Classic Windsor – Essex Golf and Country Club**



### **A signature golf experience uniting community and business leaders**

The Red Jacket Classic is Ronald McDonald House SWO's signature annual fundraising event and our largest event of the year, bringing together local business leaders, corporate executives, and community champions for a day of purpose and impact. This is your chance to make a meaningful difference for families facing the unimaginable while caring for their child's medical needs.

As a sponsor, you'll receive premium visibility and play a vital role in supporting family stays, by ensuring families can remain close to their child's hospital bedside when it matters most.

Because of sponsors like you, families find comfort, stability, and a sense of community during an incredibly challenging time. Your partnership helps create moments of normalcy, connection, and hope, delivering a meaningful and lasting impact for the families who rely on Ronald McDonald House SWO every day.

Every contribution brings hope, warmth, and reassurance to families who need it most. **Join us at the Red Jacket Classic and help make a real difference in the lives of children and their families.**



*There are a variety of sponsorship opportunities for both the London and Windsor events. See next page for details.*

**♥ Become a sponsor today**

August 6

Red Jacket Classic London – FireRock Golf Club

September 21

Red Jacket Classic Windsor – Essex Golf and Country Club



# Sponsorship summary

|   | Opportunities available   |                                |                              |                           |                              |                              |                              |                                |                                   |                         |                                   |                        |                           |   |
|---|---------------------------|--------------------------------|------------------------------|---------------------------|------------------------------|------------------------------|------------------------------|--------------------------------|-----------------------------------|-------------------------|-----------------------------------|------------------------|---------------------------|---|
|   | Title Sponsor<br>\$20,000 | Red Jacket Sponsor<br>\$15,000 | Platinum Sponsor<br>\$10,000 | Dinner Sponsor<br>\$7,500 | Volunteer Sponsor<br>\$5,000 | Golf Ball Sponsor<br>\$4,000 | Onsite Activation<br>\$2,500 | Hole-in-one Sponsor<br>\$2,500 | Specialty Hole Sponsor<br>\$2,000 | Cart Sponsor<br>\$2,000 | Lemonade stand Sponsor<br>\$2,000 | Tee Sponsor<br>\$1,000 | Mulligan Sponsor<br>\$500 | Golfer Fee<br>Corp Foursome:<br>\$2,500 |
|   | 1                         | 1                              | 3                            | 1                         | 1                            | 1                            | 3                            | 3                              | 6                                 | 5                       | 1                                 | 18                     | 4                         | 144 golfers                             |
| Recognition on all tournament materials | •                         |                                |                              |                           |                              |                              |                              |                                |                                   |                         |                                   |                        |                           |   |
| Speaking opportunity                    | •                         |                                |                              |                           |                              |                              |                              |                                |                                   |                         |                                   |                        |                           |   |
| Brand/logo in all marketing materials   | •                         |                                |                              |                           |                              |                              |                              |                                |                                   |                         |                                   |                        |                           |   |
| Complimentary golfers                   | 8                         | 4                              | 4                            | 2                         |                              |                              |                              |                                |                                   |                         |                                   |                        |                           |   |
| Ronald McDonald House SWO website       | •                         | •                              | •                            | •                         | •                            | •                            | •                            | •                              | •                                 | •                       | •                                 | •                      | •                         |   |
| Ronald McDonald House SWO social feeds  | •                         | •                              | •                            | •                         | •                            | •                            | •                            | •                              | •                                 | •                       | •                                 | •                      | •                         |   |
| Ronald McDonald House SWO newsletter    | •                         | •                              | •                            | •                         | •                            | •                            | •                            | •                              | •                                 | •                       | •                                 | •                      | •                         |   |
| Major sponsor sign                      | •                         | •                              | •                            | •                         | •                            | •                            | •                            | •                              | •                                 | •                       | •                                 | •                      | •                         |   |
| On-site signage                         | •                         | •                              | •                            | •                         | •                            | •                            | •                            | •                              | •                                 | •                       | •                                 | •                      | •                         |   |
| Tee-block signage                       | •                         |                                |                              |                           |                              |                              |                              | •                              | •                                 |                         |                                   | •                      |                           |   |
| On-site activation sampling             |                           |                                |                              |                           |                              |                              | •                            |                                |                                   |                         |                                   |                        |                           |   |
| Golf cart logo inclusion                |                           |                                |                              |                           |                              |                              |                              |                                |                                   | •                       |                                   |                        |                           |   |
| Volunteer shirt logo inclusion          |                           |                                |                              |                           | •                            |                              |                              |                                |                                   |                         |                                   |                        |                           |   |
| Golf ball logo inclusion                |                           |                                |                              |                           |                              | •                            |                              |                                |                                   |                         |                                   |                        |                           |   |
| Mulligan ticket logo inclusion          |                           |                                |                              |                           |                              |                              |                              |                                |                                   |                         |                                   |                        | •                         |   |
| Dinner table signage                    | •                         |                                |                              | •                         |                              |                              |                              |                                |                                   |                         |                                   |                        |                           |   |



 **Become a sponsor today**

**November 25**

## **Illuminate the House**



### **Shining a light on the life-changing impact of family stays**

Kick off the season of celebration with an unforgettable evening at Ronald McDonald House SWO. Set against the glow of thousands of twinkling lights, Illuminate creates a powerful moment of togetherness as patient families gather with staff, volunteers and supporters to share a home-cooked meal, reflect on the season's meaning, and celebrate the light that shines even in the darkest times.

By supporting Illuminate, you're not just lighting a tree or providing treats – you're lighting the way for families navigating hospital stays through the holidays, ensuring they have the comfort, care and the strength of a community that believes in brighter days ahead.

**[View our Illuminate the House video here](#)**



### **Sponsorship opportunities:**

#### **Presenting Sponsor (\$10,000) – 1 opportunity**

- Event naming rights
- Logo on materials & webpage
- Speaking opportunity
- 1 branded tree, priority
- Media & social recognition

#### **Tree Sponsor (\$5,000) – 3 opportunities**

- Sponsor/decorate a tree
- On-site signage
- Social recognition

#### **Hot Chocolate & Cookie Station Sponsor (\$3,000) – 1 opportunity**

- Logo/signage at station
- Employee participation
- Social recognition

#### **Goodie Bag Sponsor (\$1,500) – 1 opportunity**

- Recognition as the executive Goodie Bag Sponsor
- Logo featured on all goodie bags provided to families and guests
- Opportunity to include branded items or a special message in each bag
- Social recognition



**♥ Become a sponsor today**



# Ronald McDonald House SWO Partnership Events 2026

## Contact us

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### Visit us online

Registered Charity Number: 11915 8806 RR00014