

Sponsorship Guide

BELVEDERE GOLF & COUNTRY CLUB MAY 28, 2025 Qualico proudly presents the Links for Life Golf Invitational, one of Edmonton's top charity golf events, at Belvedere Golf and Country Club on May 28, 2025.

Proceeds will benefit the Bridge Healing Program, aiding patients at the Royal Alexandra Hospital's Emergency Department.

### ABOUT THE CAUSE

## THE BRIDGE HEALING PROGRAM

Edmonton's unhoused population has more than doubled since 2020. The Royal Alexandra Hospital, treating over 9,000 visits annually from unhoused patients, handles 50% of all visits by those without homes in Edmonton. Once someone becomes unhoused, there is a 1 in 5 chance of death within five years.

Healthcare professionals often discharge patients back into unhoused conditions, hindering ongoing care. This situation makes ongoing care for acute illnesses or injuries extremely difficult, if not impossible. These discharges are demoralizing for healthcare professionals and lead to extremely poor health outcomes for the patients, who often become repeat visitors to the Emergency Department.

Driven by a commitment to transformative change for the unhoused, medical and community leaders from the Royal Alexandra Hospital and Jasper Place Wellness Centre established the Bridge Healing Program. Bridge Healing offers interim housing and short-term work for unhoused patients transitioning from the emergency room, serving as a vital link from crisis to stability and healing.

## **OUR COMMITMENT**

In 2024, 144 generous golfers, helped us raise \$180,000 for the Bridge Healing Program. The funds supported the 36 units in operation that currently run at over 100% capacity. The overwhelming need for support drives our choice to support the Royal Alexandra Hospital again this year.

As part of Qualico's mission of Helping Build Better Cities, we aim to fund new units managed by Jasper Place Wellness Centre. Patients who complete the Bridge Healing program see a 75% decrease in Emergency Room visits, breaking the cycle of discharging patients into unhoused conditions. Successfully funding this program will create a vital bridge to help Edmonton's most vulnerable move towards a better tomorrow.

# WHY SPONSOR?

As a sponsor, your partnership with Qualico's Links for Life Invitational plays an important role in supporting some of the most vulnerable people in our community.

You have the opportunity to showcase your services and products while reinforcing your brand with community-oriented individuals. This event may provide an opportunity to reward your top performers in your company or invite clients and key prospects for an enjoyable round of golf with other community leaders.

We appreciate the opportunity to partner with you. With your valuable participation, we can improve public health outcomes and support the lives of those in need.

# Sponsorship Levels & Benefits

\*Company name included /mentioned during ceremony remarks for all sponsorship levels.

	GOLF REGISTRATIONS	DISPLAY OF COMPANY LOGO	OPPORTUNITY
Welcome Gift Yronsor \$25,000	8	All marketing materials and event signage / all tournament power carts	To have your logo featured at the Adidas Golf Shoe Experience
Power Cart Sponsor \$15,000	4	All marketing materials and event signage / all tournament power carts	To have your logo displayed on all tournament power carts
Dinner Sponsor \$15,000	4	Dinner table signage and on all marketing materials	To have your company's logo prominently displayed on all tables during dinner
Breakfast Sponsor \$10,000	2	Breakfast table signage and on all marketing materials	To have your company's logo prominently displayed on all tables during the breakfast
Live Auction Sponsor \$7,500	2	All marketing materials and event signage	To have your logo featured on the signage during dinner & throughout auction
Power Up Stand Sponsor \$7,500	1	All marketing materials and event signage	To have your logo displayed at the coffee bar during breakfast
Beverage Cart Sponsor \$7,500	1	All marketing materials and event signage / beverage cart(s)	To have your logo displayed on the beverage cart(s)

	GOLF REGISTRATIONS	DISPLAY OF COMPANY LOGO	OPPORTUNITY
Proximity Prizes Sponsor \$5,000	1	All marketing materials and event signage	To have your company name presented at the beginning of prize ceremony and be in all prize awarding photos
Hole-in-One Contest Sponsor \$5,000	1	All marketing materials and event signage	Activate the hole-in-one hole
Start Yp Bag Sponsor \$5,000	1	All marketing materials and event signage / first tee swag bag logo	To provide snack bags branded with your company logo, provided for all golfers
Wine Sponsor \$5,000	1	All marketing materials and event signage / signage on the tables at dinner	To have your logo featured on the signage at each table during dinner
Scorecard Sponsor \$3,000	1	All marketing materials and event signage / custom tournament scorecard	To have your logo displayed on custom scorecards prepared for the tournament
Dedicated Designated Driver \$2,500	1	All marketing materials and event signage/ logo displayed at the parking area	All marketing materials and event signage/ logo displayed at the parking area
Hole Sponsor \$2,250	1	All marketing materials and event signage / logo displayed on tee box signage	To activate a hole with representatives from your company

