



THE GOLF EVENT OF THE YEAR

**WELCOME BACK AS WE CELEBRATE THE 42ND ANNUAL
FLAMES CELEBRITY CHARITY GOLF TOURNAMENT!**



PRESENTED BY

Scotiabank.

You do not want to miss the Calgary Flames Celebrity Charity Golf Classic presented by Scotiabank. This golf tournament is a one-of-a-kind event, unrivaled in its fantastic food and beverages, exceptional prizes, superior golfing, and networking opportunities. This fall join the Calgary Flames for the 42nd annual tournament with Calgary Flames players and alumni, plus coaches and management. Spots are limited. Commit today and help support the Calgary Flames Foundation!



**THE ULTIMATE HOSTING EXPERIENCE
TWO DAYS AT THREE EXCEPTIONAL COURSES**

**TUESDAY
SEPTEMBER 12**

11:30 AM - 1:30 PM

LUNCH RECEPTION

Registration reception at the
Scotiabank Saddledome

**WEDNESDAY
SEPTEMBER 13**

7:00 AM - 6:00 PM

Breakfast and a full day of
golf at Country Hills Golf Club
and The Links of Glen Eagles,
followed by dinner and prizes
at the Scotiabank Saddledome



SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR

Scotiabank®

CELEBRITY & CADDIE BIB SPONSOR

~~\$35,000~~
SOLD

All celebrities (50–60 total) will be wearing a golf shirt that is assigned to them for the duration of the golf day. In addition, each team will be assigned a caddy (or score keeper). These caddies will each be wearing a bib representative of the celebrity's team name. As the CELEBRITY BIB SPONSOR you will receive the following benefits:

- > Your logo on the sleeve of all celebrity golf shirts.
- > Your logo on each caddy bib, along with the celebrity's name bar.
- > A full-page ad in the tournament's event program and thank-you booklet (format TBD).
- > Ten golfers per sponsorship (two full six-person teams including celebrity).
- > Your logo on prominent signage at all three event locations.
- > Your logo or company name recognition on select print material.
- > Your logo featured in event materials (format TBD).
- > Your logo or company name recognition on post-event print advertising.
- > Eight tickets to a 2023–24 Calgary Flames game. (Game to be determined after the NHL schedule is released).
- > Flames branded tee gifts for all golfers

LUNCH RECEPTION AND GUEST SPEAKER SPONSOR

\$30,000

The tournament reception on Tuesday, September 12 will be attended by over 250 people. As the LUNCH RECEPTION AND GUEST SPEAKER SPONSOR you will receive the following benefits:

- > Your logo included in all communications relevant to the luncheon and guest speaker.
- > Your team will be seated with the guest speaker during the luncheon.
- > A full-page ad in the luncheon brochure. This brochure is a new feature which will be dedicated to your sponsorship and the guest speaker.
- > Prominent logo exposure on luncheon signs and screens.

PLUS – All the benefits of a Diamond Sponsor, see "Other Opportunities"

CUSTOM SPONSORSHIP

Choose from one of the below opportunities to **CUSTOMIZE YOUR SPONSORSHIP**.
All of the opportunities below come with the following benefits:

- > Your logo on prominent signage at all three event locations.
- > Your logo or company name recognition on select print material.
- > Your logo featured in the tournament program (format TBD).
- > Five golfers per sponsorship (a full six-person team including celebrity).
- > Your logo or company name recognition on post-event print advertising.
- > Four tickets to a 2023-24 Calgary Flames game. (Game to be determined after the NHL schedule is released).
- > Tee gifts for all golfers.

CART SPONSOR

~~\$30,000~~
SOLD

This tournament will see up to 400 golfers which means more than 200 carts between both golf courses. As the CART SPONSOR you will receive the following benefits:

- > Your logo on the front of every golf cart in the tournament.
- > A half-page ad in the tournament's event program and thank-you booklet (format TBD).



DINNER SPONSOR

~~\$20,000~~
SOLD

The dinner will take place on Wednesday, September 13 following golf. Golfers will meet at the Scotiabank Saddledome to enjoy cocktails, dinner, bid on auction items and receive skill and team prizes. As the DINNER SPONSOR you will receive the following benefits:

- > Your logo included in all communications relevant to the post-golf dinner.
- > Your logo and a message to all golfers on a tent card on each place setting at the dinner.
- > A full-page ad in the dinner brochure.
- > Prominent logo exposure on dinner signs and screens.



CENTRE COURT SPONSOR

\$20,000

Centre Court is an area at both golf courses where all golfers stop and spend anywhere from 10-30 minutes throughout the day for gourmet food and beverages. As the CENTRE COURT SPONSOR you will receive the following benefits:

- > Large banner at Centre Court at both golf courses.
- > Half-page ad in the tournament's event program and thank-you booklet (format TBD).
- > Opportunity to provide promotional material or gift cards to all participants coming through Centre Court.

OWN THE HOLE SPONSOR

\$20,000

Own the Hole sponsorship can be customized to the sponsor's needs. Please contact Hannah Flewelling for information and guidelines.

- > Receive one dedicated hole on each of the three courses to utilize for a product, service activation and branding opportunity.



PHOTO SPONSOR

~~\$20,000~~
SOLD

All golfers receive their team photos instantly, autographed by the team celebrity. As the PHOTO SPONSOR you will receive the following benefits:

- > Your logo on every team photo distributed to all golfers and celebrities.
- > A full-page ad in the tournament's event program (format TBD).

HOLE IN ONE INSURANCE SPONSOR

Contact Hannah Flewelling for more information.
foundationevents@CalgaryFlames.com

OTHER OPPORTUNITIES

		DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
SPONSORSHIP BENEFITS	NUMBER OF GOLFERS TEE GIFT INCLUDED PER GOLFER	5	5	4	3	2
	TICKETS TO A 2023/24 REGULAR SEASON GAME	8	4	2	-	-
	CHOOSE YOUR CELEBRITY *SUBJECT TO AVAILABILITY	✓	-	-	-	-
	COURSE PREFERENCE GARUNTEED	✓	✓	-	-	-
	PRODUCT OR SERVICE ACTIVATION	✓	-	-	-	-
SPONSORSHIP RECOGNITION	TOURNAMENT PROGRAM	LOGO RECOGNITION	LOGO RECOGNITION	LOGO RECOGNITION	LOGO RECOGNITION	NAME RECOGNITION
	GOLF COURSE SIGNAGE	PREMIUM AT BOTH CLUB HOUSES AND ON THE COURSE	PROMINENT AT BOTH CLUB HOUSES AND ON THE COURSE	BOTH CLUBHOUSES AND ON THE COURSE	BOTH CLUBHOUSES AND ON THE COURSE	ON THE COURSE
	DINNER RECOGNITION	PREMIUM LOGO AND VIDEO LOOP	PROMINENT LOGO AND VIDEO LOOP	VIDEO LOOP	VIDEO LOOP	VIDEO LOOP
	POST-EVENT ADVERTISING	LOGO RECOGNITION	LOGO RECOGNITION	LOGO RECOGNITION	LOGO RECOGNITION	NAME RECOGNITION
CONTRIBUTION		\$27,500	\$17,000	\$11,000	\$7,500	\$5,000

CALGARY FLAMES FOUNDATION



The Calgary Flames Foundation believes in the power of sport and the unique ability that sport has, to mobilize people and communities – the power to change lives. The Calgary Flames Foundation continues to work to remove barriers to participation. The Calgary Flames Foundation invests in making hockey, sports, and recreation more accessible to families in Calgary and surrounding areas through programs like: Flames EvenStrength, the Flames Equipment Bank, Flames Community Hockey League, Junior Flames, HEROS and SuperHEROS, the CSEC Inclusion Program and on-going support of KidSport Calgary, Hockey Calgary, and Hockey Alberta. This is paired with continued commitment to health and wellness and education programs for youth. This includes significant commitments to the Rotary Flames House, Kids Cancer Care, the Flames YMCA Grade 6 Program and recreational assets like park, playground, pump track and outdoor rink projects.

Last year the Calgary Flames Foundation donated over \$4.3 million to southern Alberta charities. A part of this was:

- A renewed \$1.25 million commitment to the Rotary Flames House– southern Alberta's first free-standing hospice for youth.
- Ongoing support of the Kids Cancer Care PEER Program
- Increased support in southern Alberta schools through the Flames Reading... Give it a Shot!, Future Goals and Flames@School programs along with a new partnership with the APPLE Schools Foundation – promoting education and healthy choices among students.
- \$500,000 in donations to various local food banks and youth nutrition programs.
- \$450,000 in relief for Ukrainian families.
- Free memberships to the YMCA for EVERY grade six student in Calgary for the 8th year in a row (started Sept 2015).
- Financial support for more than 100 southern Alberta charities – just last season.
- \$200,000 for a renewed commitment to community outdoor rinks and playgrounds in Calgary through the Parks Foundation.

The mandate of the Calgary Flames Foundation is to improve the lives of southern Albertans through the support of health and wellness, education, and grassroots sports programs. Since inception, the Calgary Flames Foundation has injected over \$55 million into the southern Alberta community.

Thank you for your support of the Calgary Flames Foundation!

QUESTIONS

The Calgary Flames Celebrity Charity Golf Classic would like to ensure involvement in our event is successful for all participants.

If you have any questions about sponsorship, customizing a sponsorship to your particular needs, or have technical questions, please contact:

HANNAH FLEWELLING

TEL: 403-777-2165

EMAIL: foundationevents@CalgaryFlames.com





**SEE YOU IN
SEPTEMBER!**