

PRESENTED BY

# Scotiabank<sub>®</sub>

# HOSTED BY THE Better & Halves

Mikael and Frida Backlund, the Calgary Flames, and Calgary Flames Foundation want to invite you to the 2023 Uncorked for ALS fundraiser at Major Tom on Tuesday, November 28, 2023. The fundraiser, chaired by Frida and Mikael Backlund in partnership with the Flames Better Halves, will benefit the ALS Society of Alberta and Flames EvenStrength Program.

> **TUESDAY NOVEMBER 28, 2023** MAJOR TOM - 700 2 ST SW #4000

> > 5:30 PM

DOORS AND COCKTAIL RECEPTION

**ACTION STATION DINNER AND WELCOME** 

7:30 PM

PROGRAM AND LIVE AUCTION

**CELEBRATION CONTINUES** FEATURING DJ JOANNA MAGIK Dinner will be provided with unique action stations around the venue, along with cocktail and wine tastings. Don't miss the chance to participate in raffle opportunities, the return of the Flames Better Halves Favourite Things Baskets silent auction and more. The event will recognize advances made in ALS research and pay tribute to Flames Vice President Data/Analytics and Assistant General Manager Chris Snow.

SUPPORTING THE CALGARY FLAMES FOUNDATION AND ALS RESEARCH











# ALS are three letters that will change a person's life forever...

Today, it's a battle you cannot win. When I was 15 years old, my mom started losing her balance, and one year later she was diagnosed with the disease. Four years later, when I was 19, she passed away and my world turned upside down. That was more than a decade ago. Researchers have come a long way since then, but we are not over the finish line yet. Until there is a cure, we all need to battle together. This night is about how far we've come, and more importantly how far we have left to go. This night is about continuing the fight for a future where ALS is a battle you can win.

- FRIDA BACKLUND





N



# **SPONSORSHIP OPPORTUNITIES**

# **PRIVATE LOUNGE EXPERIENCE**

\$17,500 - ONE AVAILABLE

### **INCLUDES:**

- · 20 tickets to the event
- · Welcome from a member of the Flames: What does this mean?
  - Your group will spend time with a Calgary Flames player
- · Four personally signed Mikael Backlund Jerseys
- Enjoy your own private lounge experience during the event, food and beverage service included
- · Marquee logo recognition at the event
- · Marquee logo recognition in event advertising and printed material

# PHOTO BOOTH SPONSOR

\$15.000 - ONE AVAILABLE

### INCLUDES:

- · 20 tickets to the event
- Four personally signed Mikael Backlund Jerseys
- · Logo recognition on each photo booth print out for over 200 people in attendance.
- · Marquee logo recognition at the event
- · Marquee logo recognition in event advertising and printed material

# **PLATINUM SPONSORSHIP**

\$15,000

#### **INCLUDES:**

- · 20 tickets to the event
- · Four personally signed Mikael Backlund Jerseys
- · Marquee logo recognition at the event
- Marquee logo recognition in event advertising and printed material

# **GOLD SPONSORSHIP**

\$10,000 - FIVE AVAILABLE

# INCLUDES:

- · 12 tickets to the event
- · Prominent logo recognition at the event
- Prominent logo recognition in event advertising and printed material

### SILVER SPONSORSHIP

\$7.500

# **INCLUDES:**

- · Eight tickets to the event
- · Logo recognition in event advertising and printed material

### BRONZE SPONSORSHIP

\$3.500

# INCLUDES:

- · Four tickets to the event
- · Name recognition in event advertising and printed material