



JANUARY 21 • 2025
DEERFOOT INN AND CASINO

CONFIRM
TODAY FOR
EARLY BIRD
PRICING

DRESS

COWBOY FORMAL

REGISTRATION

1:00 PM

CARDS DEALT

3:00 PM

HELLO FLAMES CHARITY POKER FANS!!

Welcome to our 18th annual Calgary Flames Ambassadors' Charity Poker Tournament at Deerfoot Inn & Casino! Thanks to all of you, we have now raised close to \$7 million for the Calgary Flames Foundation. Your contributions turn into nights at the Rotary Flames House, registration fees for sports for low-income families, Calgary community parks, rinks and playgrounds, and so much more. We are grateful for your generosity that is supporting kids in our community play and prosper. Have fun, enjoy the great company, and best of luck! Thanks and Go Flames Go!

Steve Major and Rollie Cyr

CO-CHAIRS—CALGARY FLAMES AMBASSADORS' CELEBRITY POKER TOURNAMENT

FOR MORE INFORMATION ABOUT SPONSORSHIP,
PLEASE CONTACT POKER COMMITTEE CO-CHAIRS:

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SPONSORSHIP OPPORTUNITIES

	ROYAL FLUSH	STRAIGHT FLUSH	FULL HOUSE	BIG BLIND	
SPONSORSHIP BENEFITS	NUMBER OF PARTICIPANTS <small>*Sponsor gift included for each poker player</small>	10	5	2	1
	FLAMES GAME DAY EXPERIENCE TICKETS	8	4		
	TICKETS TO A 2024-25 REGULAR SEASON GAME			2	
	CHOOSE YOUR CELEBRITY <small>*Subject to availability. Top 3 choices submitted</small>	♠			
	SPONSOR PHOTO WITH VIP GUEST	♠			
	UNLIMITED FOOD & BEVERAGE	♠	♠	♠	♠
SPONSORSHIP RECOGNITION	VENUE SIGNAGE	MARQUEE LOGO RECOGNITION	MARQUEE LOGO RECOGNITION	LOGO RECOGNITION	LOGO RECOGNITION
	TOURNAMENT PROGRAM	MARQUEE LOGO RECOGNITION	MARQUEE LOGO RECOGNITION	LOGO RECOGNITION	LOGO RECOGNITION
	DIGITAL RECOGNITION	MARQUEE LOGO RECOGNITION	MARQUEE LOGO RECOGNITION	LOGO RECOGNITION	LOGO RECOGNITION
	POST EVENT ADVERTISING	MARQUEE LOGO RECOGNITION	MARQUEE LOGO RECOGNITION	LOGO RECOGNITION	LOGO RECOGNITION
REGULAR PRICE	\$27,500	\$11,000	\$5,500	\$2,500	
EARLY BIRD PRICE	\$25,000	\$10,000	\$5,000	\$2,500	

Please contact foundationevents@calgaryflames.com to receive the sponsorship registration link

FOR MORE INFORMATION:

Please contact Poker Committee Co-Chairs or Poker Committee members



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♠ **\$15,000 CUSTOMIZE YOUR SPONSORSHIP**

THE FOLLOWING WILL BE INCLUDED IN YOUR CUSTOM SPONSORSHIP:

- **SEVEN PLAYING SPOTS** (three players/celebrities of your choice, based on availability)
- Flames game day experience for you and five guests
- Prominent logo recognition at Deerfoot Casino
- Prominent logo recognition in event advertising and printed material
- Sponsor photograph with VIP guest
- Sponsor gift for each poker player
- Unlimited food and beverage

♠ **LOUNGE SPONSOR***

***SHARED WITH BEVERAGE SPONSOR.**

Own a space in the reception and poker room for the duration of the event. Make this space your own for event guests to enjoy. This space will be shared between you and a beverage sponsor.

♠ **TABLE PHOTO SPONSOR**

During the event, all participants will receive a photo of their table with their celebrity. As the Table Photo Sponsor, you will receive your logo on the photo handed out at the event and on the emailed version following the event.

♠ **DEALER SPONSOR**

All dealers will be wearing a bib assigned to them for the duration of the tournament. As the Dealer Sponsor, your logo will appear on each of the bibs worn by the dealers.

♠ **DRINKWARE SPONSOR**

The event sees 400+ attendees every year and features unlimited food & beverage. As the Drinkware Sponsor, your logo will appear on collectible reusable cups that will be used to serve beverages across all bars at the event.

♠ **CELEBRITY SPONSOR**

All celebrities will be wearing a shirt assigned to them for the duration of the day. As the Celebrity Sponsor, your logo will be appear on each of the shirts worn by the celebrities of the event!

♠ **AUCTION SPONSOR**

Be the primary sponsor of the auction for the event. Your logo will appear on the tablets for the duration of the auction viewed by the 500 guests in attendance.

♠ **TABLE PUCK SPONSOR**

All poker tables will feature pucks for the blinds. As the Table Puck Sponsor, your logo will appear on each of the pucks set on all tables throughout the room.

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FOR MORE INFORMATION:

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CALGARY FLAMES 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 the team moved to Calgary in 1980, the Calgary Flames Foundation has injected over \$60 million into the southern Alberta community, helping kids play and prosper.

LAST YEAR THE CALGARY FLAMES FOUNDATION DONATED \$4.9 MILLION TO SOUTHERN ALBERTA CHARITIES INCLUDING:

- 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.
- Free memberships to the YMCA for EVERY grade 6 student in Calgary for the eighth year in a row.
- Financial support for more than 100 southern Alberta charities — just last season.
- \$200,000 for a renewed commitment to community outdoor rinks and playgrounds.
- \$400,000 to community revitalization projects in Calgary including park spaces in Ogden and Forest Lawn and three bicycle pump tracks.
- Scholarship offerings at post-secondary schools across southern Alberta and support of every post-secondary hockey team in southern Alberta.

Thank you for your support of the Calgary Flames Foundation!

