



PRESENTED BY

Scotiabank®

**CONFIRM
TODAY FOR
EARLY BIRD
PRICING**

THE GOLF EVENT OF THE YEAR

WELCOME BACK AS WE CELEBRATE THE 44TH ANNUAL FLAMES CELEBRITY CHARITY GOLF TOURNAMENT!

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 44th annual tournament with Calgary Flames players and alumni, plus coaches and management. Spots are limited. Commit today and receive Early Bird Pricing until June 1st and help support the Calgary Flames Foundation!



THE ULTIMATE HOSTING EXPERIENCE
TWO DAYS AT THREE EXCEPTIONAL VENUES

MONDAY **SEPTEMBER 8**

3 PM – 6 PM

CELEBRITY MATCH PARTY

NEW THIS YEAR! Join us for happy hour at the Scotiabank Saddledome and receive your tee gift and celebrity pairing.

TUESDAY **SEPTEMBER 9**

7 AM – 6 PM

Breakfast and a full day of golf at Country Hills Golf Club and Cottonwood Golf & Country Club, followed by dinner and prizes at the Scotiabank Saddledome.

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR **Scotiabank®**

DINNER SPONSOR

\$25,000

The dinner will take place on Tuesday, September 9 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 on a tent card on each place setting.
- > Logo on the event program.
- > Prominent logo exposure on dinner signs and screens.

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



CART SPONSOR

\$30,000

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 carts for the tournament.
- > Logo on the event program.

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



CADDIE BIB SPONSOR

\$20,000

Each team (50–60 total) will be assigned a caddie (or scorekeeper). These caddies will each be wearing a bib representing the celebrity's team name. As the CADDIE BIB SPONSOR you will receive the following benefits:

- > Your logo on each caddie's bib and the celebrity's name bar.
- > Logo on the event program.
- > Your logo on signage at all three event locations.
- > Your logo featured in event materials (format TBD).

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



CELEBRITY MATCH PARTY SPONSOR

\$20,000

The MATCH PARTY on Monday, September 8 will be held at the Scotiabank Saddledome and will be attended by over 300 participants. As the MATCH PARTY SPONSOR you will receive the following benefits:

- > Your logo included in all communications relevant to the MATCH PARTY.
- > Premium dedicated hosting space for you and 20 guests.
- > Prominent logo exposure on event signs and screens.

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



SPONSORSHIP OPPORTUNITIES

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.
- > Logo exposure in the tournament's event program.
- > Opportunity to provide promotional material or gift cards to all participants coming through Centre Court.

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



PHOTO SPONSOR

\$20,000

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

- > Your logo on every team photo of more than 400 golfers and celebrities.
- > Logo exposure in the tournament's event program.

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



MEN'S HEALTH

OWN THE HOLE SPONSOR

\$20,000

Own the Hole sponsorship can be customized to the sponsor's needs. Please contact Hannah Flewelling (foundationevents@CalgaryFlames.com) for information and guidelines.

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

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



CELEBRITY SHIRT SPONSOR

\$15,000

All celebrities (50–60 total) will be wearing a golf shirt that is customized with your logo for the duration of the tournament. As the CELEBRITY SHIRT SPONSOR you will receive the following benefits:

- > Logo exposure on all celebrity golf wear.
- > Logo exposure in the tournament's event program.
- > Organic PR exposure as the most photographed participants at the tournament by attendees and media.

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



OLYMPIA
CHARITABLE FOUNDATION

HOLE-IN-ONE INSURANCE SPONSOR

As the Hole-in-One Insurance Sponsor you will provide insurance for all HIO prize money across all courses (not including vehicle prize money). You will receive the following benefits:

- > Logo exposure at each of the three courses.
- > Logo exposure in the tournament's event program.

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

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

REINHEIMER
INSURANCE & INVESTMENTS INC



NEW SPONSORSHIP OPPORTUNITIES

RAFFLE SPONSOR

\$15,000

As one of our most popular fundraising initiatives, our two premium raffles continue to be on high demand and sell out early each year. As the RAFFLE SPONSOR you will receive the following benefits:

- > Your logo included in all communications promoting the raffle.
- > Your logo included on all raffle tickets (two raffles for a total of 280 tickets).
- > Logo exposure in the event program.

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

This opportunity has the ability to be an in-kind sponsorship please contact Hannah Flewelling (hflewelling@calgaryflames.com) for more details.

CART GIFT SPONSOR

\$15,000

The perfect way to start your day! All golfers (400+) will receive a cart gift on the morning of the tournament which typically features snacks, beverages and a special gift (i.e. gift card, clothing piece, etc.). As the CART GIFT SPONSOR you will receive the following benefits:

- > Your logo on the gift bag.
- > Ability to include an item within the bag (subject to approval).
- > Logo exposure in the tournament's event program

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

This opportunity has the ability to be an in-kind sponsorship please contact Hannah Flewelling (hflewelling@calgaryflames.com) for more details.

AUCTION SPONSOR

\$15,000

As the premium fundraising initiative, the Silent & Live Auction continues to be a driving force behind the success of the tournament each year. The auction will take place at both the Celebrity Match Party, post-golf Dinner Reception and available to the public via our Flames and Flames Foundation social media platforms. As the AUCTION SPONSOR, you will receive the following benefits:

- > Your logo included in all communications promoting the silent & live auctions, including social media exposure on the Calgary Flames and Calgary Flames Foundation channels.
- > Your logo included on the auction website.
- > Logo exposure on event screens and signage at the Scotiabank Saddledome.

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

The Silent Auction will open 1 week prior to the event and close following Dinner on Tuesday, September 9.

PRIZING SPONSOR

\$15,000

A fun day of golf wouldn't be the same without a little friendly competition. All golfers (400+) will have the chance to participate in various skill competitions throughout the course. With 18 skill prizing up for grabs (6 per course), golfers will earn bragging rights as the prizes are awarded at the dinner reception. To finish off the event, the prizing sponsor will also award the top three gross and net winners from the tournament. As PRIZING SPONSOR you will receive the following benefits:

- > Your logo on signage at each Skill Competition hole (6 per course).
- > Ability to provide a prizing item (subject to approval).
- > Logo exposure on event screens and signage at the Scotiabank Saddledome.
- > Logo exposure in the tournament's event program.

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

This opportunity has the ability to be an in-kind sponsorship please contact Hannah Flewelling (hflewelling@calgaryflames.com) for more details.

OTHER OPPORTUNITIES

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| | | DIAMOND | PLATINUM | GOLD | SILVER | BRONZE |
|-------------------------|--|---|---|--------------------------------------|--------------------------------------|--------------------|
| SPONSORSHIP BENEFITS | NUMBER OF GOLFERS <small>TEE GIFT INCLUDED PER GOLFER</small> | 5 | 5 | 4 | 3 | 2 |
| | TICKETS TO A 2025/26 REGULAR SEASON GAME | 8 | 4 | 2 | - | - |
| | CHOOSE YOUR CELEBRITY <small>*SUBJECT TO AVAILABILITY, TOP 3 CHOICES SUBMITTED</small> | ✓ | - | - | - | - |
| | COURSE PREFERENCE GUARANTEED | ✓ | - | - | - | - |
| | 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 |
| | DIGITAL 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 |
| REGULAR CONTRIBUTION | | \$30,000 | \$18,500 | \$12,000 | \$8,500 | \$5,500 |
| EARLY BIRD CONTRIBUTION | | \$27,500 | \$17,000 | \$11,000 | \$7,500 | \$5,000 |

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** – 403-777-2165 | foundationevents@CalgaryFlames.com





CALGARY FLAMES FOUNDATION

The Calgary Flames Foundation strives to improve the lives of southern Albertans through support of health and wellness, education, and grassroots sports. Since inception the Calgary Flames Foundation has been working to help kids play and prosper and has donated over \$70 million to southern Alberta charities.

Fast Facts:

Last year the Calgary Flames Foundation donated to **114 charities** in the 2023-24



Close to **\$70 million** to Southern Alberta Charities

Over **\$4.6 million** was donated through the 2023-2024 season



420 kids played in the Jr. Flames Hockey Program

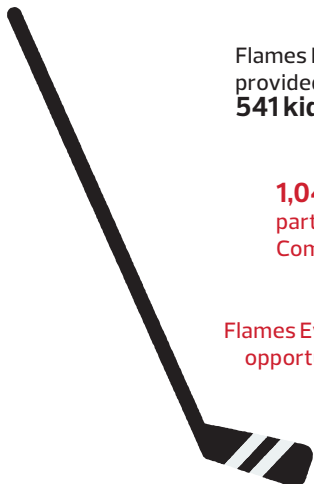
120 kids participated in the Flames Try Hockey Program

360 kids were impacted by the Flames First Shift Program

Flames Even Strength provided the opportunity for **541 kids** to play the game of hockey

1,049 hockey players participated in the Flames Community House League

Flames Even Strength provided the opportunity for **541 kids** to play the game of hockey



563 counselling sessions were provided at the Rotary/Flames House



358 kids got to experience the magic of Camp Kindle through the Flames partnership with Kids Cancer Care

270 kids were able to play and participate in the sport they love through the CSEC Inclusion Program

44,664 students participated in the Calgary Flames Reading... Give it a Shot! Program

The Calgary Flames Sports Bank fitted **3,737** youths for **16,668** pieces of equipment

5,465 grade 6 students participated in the Flames YMCA Grade 6 Program

66,210 students participated in Flames@School from 502 schools



Over **3,059** hours were spent educating students in the Flames Future Goals Program.