



JANUARY 27 • 2026
DEERFOOT INN AND CASINO

CELEBRATING 20 YEARS OF THE CALGARY FLAMES AMBASSADORS' CELEBRITY POKER TOURNAMENT

DRESS

COWBOY FORMAL

REGISTRATION

1:00 PM

CARDS DEALT

3:00 PM

HELLO FLAMES CHARITY POKER FANS!!

Welcome to the Calgary Flames Ambassadors' Charity Poker Tournament presented by Gameday Men's Health at Deerfoot Inn & Casino! This is the ultimate networking event of the year with over 400 people along with the Calgary Flames team, staff, alumni and local celebrities. We are grateful for your generosity and contributions that support kids in our community play and prosper. Thanks to all of you, we have now raised over \$7.6 million for the Calgary Flames Foundation. Guarantee your spot today – space is limited and sells out quickly!

Go Flames Go!

Steve Major, K.C., and Candice Goudie

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						
SPONSORSHIP BENEFITS	ROYAL FLUSH	WILD CARD	STRAIGHT FLUSH	FULL HOUSE	BIG BLIND	
	NUMBER OF SEATS <small>*Sponsor gift included for each poker player</small>	10	7	5	2	1
	FLAMES GAME DAY EXPERIENCE TICKETS	10 <small>Top Shelf Experience</small>	6 <small>Top Shelf Experience</small>	4 <small>Alumni Lounge Experience</small>	CHOICE OF 4 Game Day Tickets OR ♠	
	SIGNED CALGARY FLAMES JERSEY					
	CHOOSE YOUR CELEBRITY <small>*Subject to availability. Top 3 choices submitted</small>	♠				
	SPONSOR PHOTO WITH VIP GUEST	♠	♠	♠		
SPONSORSHIP RECOGNITION	UNLIMITED FOOD & BEVERAGE	♠	♠	♠	♠	♠
	VENUE SIGNAGE	Marquee Logo Recognition	Premium Logo Recognition	Prominent Logo Recognition	Logo Recognition	Name Recognition
	TOURNAMENT PROGRAM	Marquee Logo Recognition	Premium Logo Recognition	Prominent Logo Recognition	Logo Recognition	Name Recognition
	DIGITAL RECOGNITION	Marquee Logo Recognition	Premium Logo Recognition	Prominent Logo Recognition	Logo Recognition	Name Recognition
	POST EVENT ADVERTISING	Marquee Logo Recognition	Premium Logo Recognition	Prominent Logo Recognition	Logo Recognition	Name Recognition
	PRICE	\$30,000	Refer to Custom Sponsorships for price	\$12,500	\$6,500	\$3,000
EARLY BIRD PRICE:		\$25,000		\$11,000	\$5,500	\$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

CUSTOM SPONSORSHIPS

♠ CELEBRITY SPONSOR \$25,000

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

As the **Celebrity Sponsor** you will receive the following benefits:

- Ten Playing Spots
- Marquee logo recognition at Deerfoot Inn & Casino and in event advertising.
- Organic PR exposure as the most photographed participants at the tournament by attendees and media.

PLUS – All the benefits of a Royal Flush Sponsor, see “Sponsorship Opportunities”

♠ DEALER SPONSOR \$25,000

All dealers will be wearing a shirt assigned to them for the duration of the event, your logo will appear on each of the shirts worn by the 40+ dealers in the poker room!

As the **Dealer Sponsor** you will receive the following benefits:

- Ten Playing Spots
- Marquee logo recognition at Deerfoot Inn & Casino and in event advertising.
- Organic PR exposure by attendees and media.

PLUS – All the benefits of a Royal Flush Sponsor, see “Sponsorship Opportunities”

♠ TABLE PHOTO SPONSOR \$17,500

During the event, all participants will receive a photo of their table with their celebrity. Your logo will appear on the photo handed out at the event along with the emailed version following the event.

As the **Table Photo Sponsor** you will receive the following benefits:

- Seven Playing Spots
- Prominent logo recognition at Deerfoot Inn & Casino and in event advertising.
- Logo exposure on digital & print Table Photos distributed at the event.

PLUS – All the benefits of a Wild Card Sponsor, see “Sponsorship Opportunities”

♠ REBUY SPONSOR \$17,500

The event sees 400+ attendees every year and distributes 800+ Rebuys over the span of the tournament. Your logo will appear on all Rebuy vouchers as well as all communication related to Rebuy sales.

As the **Rebuy Sponsor** you will receive the following benefits:

- Seven Playing Spots
- Prominent logo recognition at Deerfoot Inn & Casino and in event advertising.
- Logo exposure on all printed REBUY vouchers distributed at the event.

PLUS – All the benefits of a Wild Card Sponsor, see “Sponsorship Opportunities”

♠ RAFFLE SPONSOR \$17,500

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:

- Seven Playing Spots
- Your logo included in all communications promoting the raffle.
- Your logo included on all raffle tickets (two raffles for a total of 280 tickets).

PLUS – All the benefits of a Wild Card Sponsor, see “Sponsorship Opportunities”

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FOR MORE INFORMATION:

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CUSTOM SPONSORSHIPS

♠ AUCTION SPONSOR \$17,500

Event participants will mix & mingle in the Ballroom, throughout the day where they will enjoy cocktails, dinner, bid on auction items and meet members of the Calgary Flames. As the sponsor of this room you will have the opportunity to brand all entry points with your company logo.

As the **Ballroom Sponsor**, you will receive the following benefits:

- Seven Playing Spots
- Prominent logo recognition at Deerfoot Inn & Casino and in event advertising.
- Prominent logo exposure within the Ballroom on both print and digital signage.

PLUS – All the benefits of a Wild Card Sponsor, see “Sponsorship Opportunities”

The Silent Auction will open 1 week prior to the event and close following on Tuesday, January 27.

♠ BALLROOM SPONSOR \$17,500

Event participants will mix & mingle in the Ballroom, throughout the day where they will enjoy cocktails, dinner, bid on auction items and meet members of the Calgary Flames. As the sponsor of this room you will have the opportunity to brand all entry points with your company logo.

As the **Ballroom Sponsor**, you will receive the following benefits:

- Seven Playing Spots
- Prominent logo recognition at Deerfoot Inn & Casino and in event advertising.
- Prominent logo exposure within the Ballroom on both print and digital signage.

PLUS – All the benefits of a Wild Card Sponsor, see “Sponsorship Opportunities”

♠ CHROME ROOM SPONSOR \$17,500

All poker play will take place in the Chrome Room at Deerfoot Inn & Casino, as the sponsor of this room you will have the opportunity to brand all entry points with your company logo.

As the **Chrome Room Sponsor**, you will receive the following benefits:

- Seven Playing Spots
- Prominent logo recognition at Deerfoot Inn & Casino and in event advertising.
- Prominent logo exposure within the Chrome Room on both print and digital signage.

PLUS – All the benefits of a Wild Card Sponsor, see “Sponsorship Opportunities”

♠ LOUNGE SPONSOR \$17,500

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.

As the **Lounge Sponsor**, you will receive the following benefits:

- Seven Playing Spots
- Prominent logo recognition at Deerfoot Inn & Casino and in event advertising.
- Branded signage within the lounge area and on digital signage in the Ballroom.

PLUS – All the benefits of a Wild Card Sponsor, see “Sponsorship Opportunities”

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FOR MORE INFORMATION:

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CALGARY FLAMES FOUNDATION

The Calgary Flames Foundation distributed \$6.6 million to Southern Alberta Charities in 2024/2025. Through a focus on health and wellness, education, and grassroots sports, the Calgary Flames Foundation

creates meaningful opportunities and improve the lives of Southern Albertans. For over 40 years, we have remained committed to our mission of Helping Kids Play and Prosper

