



THE GOLF EVENT OF THE YEAR

WELCOME BACK AS WE CELEBRATE THE 45TH 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 45th 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 VENUES

WEDNESDAY
SEPTEMBER 9
3 PM – 6 PM
CELEBRITY MATCH PARTY

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

THURSDAY
SEPTEMBER 10
7 AM – 6 PM

Breakfast and a full day of golf at Country Hills Golf Club and Cottonwood Golf & Country Club, followed the final reception hosted in the Scotiabank Saddledome

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR **Scotiabank®**

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 front of every golf cart in the tournament.
- > Logo exposure in the event program.

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

DINNER SPONSOR

\$25,000

The dinner will take place on Thursday, September 10 following golf. Golfers will meet at the Scotiabank Saddledome to enjoy cocktails, dinner, bid on auction items and receive skill and team prizing. 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.
- > Logo exposure in the event program.
- > Prominent logo exposure on dinner signs and screens.

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

CADDIE BIB SPONSOR

\$25,000

Each team (50–60 total) will be assigned a caddie (or score keeper). These caddies will each be wearing a bib representative of the celebrity’s team name. As the **CADDIE BIB SPONSOR** you will receive the following benefits:

- > Your logo on each caddie bib, along with the celebrity's name bar.
- > Logo exposure in the event program.
- > Your logo on prominent 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”

HOLE-IN-ONE INSURANCE SPONSOR

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

- > Logo exposure on signage at each Par 3 across all courses.
- > Logo exposure in the tournament event program.

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

Contact Chiara Raguso for more information.
foundationevents@CalgaryFlames.com

SPONSORSHIP OPPORTUNITIES

CELEBRITY MATCH PARTY SPONSOR

\$20,000

The MATCH PARTY on Wednesday, September 9 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 Platinum Sponsor, see “Other 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 Platinum Sponsor, see “Other Opportunities”



PHOTO SPONSOR

\$20,000

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 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”

OWN THE HOLE SPONSOR

\$20,000

Own the Hole sponsorship can be customized to the sponsor's needs. Please contact Chiara Raguso (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 Diamond Sponsor, see “Other Opportunities”



CELEBRITY APPAREL SPONSOR

\$20,000

All celebrities (50–60 total) will be wearing a golf shirt that is assigned to them for the duration of the golf day. As the CELEBRITY APPAREL SPONSOR you will receive the following benefits:

- > Your logo on 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”



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 Chiara Raguso (foundationevents@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 Chiara Raguso (foundationevents@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 Thursday, September 10

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 Chiara Raguso (foundationevents@CalgaryFlames.com) for more details.

OTHER OPPORTUNITIES

		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 2026/27 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
EARLY BIRD CONTRIBUTION		\$30,000	\$18,500	\$12,000	\$8,500	\$5,500
REGULAR CONTRIBUTION		\$32,500	\$20,000	\$13,000	\$9,500	\$6,000

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 [Chiara Raguso](mailto:foundationevents@CalgaryFlames.com) – 403-777-3693 | 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 Flames Foundation donated to more than **100 charities**. That is a donation made every 3.7 days!

2,070 kids have been able to access the sport they love through the CSEC Inclusion Program



4,083 youth were fitted at the Flames Sports Bank with **17,748 pieces** of equipment.



Over **1,100 hockey players** in the Flames Community House League

5,959 grade 6 students benefitted from the Flames YMCA Grade 6 Program each year



563 counselling sessions were provided at the Rotary/Flames House

341 admissions at the Rotary Flames House for respite and end-of-life care.

541 young hockey players received financial support through Flames EvenStrength

420 kids in the Jr. Flames hockey program.

More than **36,514 Students** in Flames Reading Give it a Shot literacy program.

