

JOHNNY GAUDREAU



COUNTRY HILLS GOLF CLUB

A ONE OF A KIND GOLF TOURNAMENT



PRESENTED BY



The Calgary Flames Celebrity Charity Golf Classic presented by Scotiabank is THE golf tournament of the fall – unrivaled in its fantastic food and beverages, exceptional prizes and superior golfing. This fall join us for our 38th annual tournament with Calgary Flames players and alumni, plus our coaches and management. We'd love for you to be a part of the celebration!

THE ULTIMATE HOSTING EXPERIENCE TWO DAYS AT TWO EXCEPTIONAL COURSES

**WEDNESDAY
SEPTEMBER 5**

11:30 AM - 1:30 PM

LUNCH RECEPTION

NEW THIS YEAR:

Registration reception in the Red & White Club located at McMahon Stadium

**THURSDAY
SEPTEMBER 6**

7:00 AM - 6:00 PM

Breakfast and a full day of golf at Country Hills Golf Club and The Links of GlenEagles, followed by dinner and prizes at the Red & White Club

DOUGIE HAMILTON

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR



CELEBRITY BIB SPONSOR

\$35,000

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

- > Your logo on the sleeve of all celebrity golf shirts.
- > Your logo on each caddie bib, along with the celebrity's name bar.
- > A full-page ad in the tournament's event program and thank-you booklet (format TBD).
- > Ten golfers per sponsorship (two full six-person teams including celebrity).
- > Your logo on prominent signage at all three event locations.
- > Your logo or company name recognition on select print material.
- > Your logo featured in event materials (format TBD).
- > Your logo or company name recognition on post-event print advertising.
- > Eight tickets to a 2018–19 Calgary Flames game. (Game to be determined after the NHL schedule is released).
- > Tee gifts for all golfers.

LUNCH RECEPTION AND GUEST SPEAKER SPONSOR

SOLD



CUSTOM SPONSORSHIP

Choose from one of the below opportunities to **CUSTOMIZE YOUR SPONSORSHIP.**

All of the opportunities below come with the following benefits:

- > Your logo on prominent signage at all three event locations.
- > Your logo or company name recognition on select print material.
- > Your logo featured in the tournament program (format TBD).
- > Five golfers per sponsorship (a full six-person team including celebrity).
- > Your logo or company name recognition on post-event print advertising.
- > Four tickets to a 2018-19 Calgary Flames game. (Game to be determined after the NHL schedule is released).
- > Tee gifts for all golfers.

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.
- > Half-page ad in the tournament's event program and thank-you booklet (format TBD).
- > Opportunity to provide promotional material or gift cards to all participants coming through Centre Court.



DINNER SPONSOR

\$20,000

The dinner will take place on Thursday, September 6 following golf. Golfers will meet at the Red & White Club 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 and a message to all golfers on a tent card on each place setting at the dinner.
- > A full-page ad in the dinner brochure. This is a new feature which will be dedicated to your sponsorship and the prizes being awarded that evening (format TBD).
- > Prominent logo exposure on dinner signs and screens.



CART SPONSOR

\$30,000

This tournament will see up to 400 golfers which means 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.
- > A half-page ad in the tournament's event program and thank-you booklet (format TBD).



OWN THE HOLE SPONSOR

\$20,000

Own the Hole sponsorship can be customized to the sponsor's needs. Please contact Shelby Robinson for information and guidelines.

- > Customize three hole-in-ones on a designated par 3.
- > The opportunity for a product or service activation at your hole.



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 all golfers and celebrities.
- > A full-page ad in the tournament's event program (format TBD).

T.J. BRODIE

OTHER OPPORTUNITIES

		DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
SPONSORSHIP BENEFITS	NUMBER OF GOLFERS TEE GIFT INCLUDED PER GOLFER	5	5	4	3	2
	PREMIUM SEATING AT A 2018-19 FLAMES GAME	8	4	2	-	-
	CHOOSE YOUR CELEBRITY *SUBJECT TO AVAILABILITY	✓	-	-	-	-
	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
	LUNCH AND DINNER 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
CONTRIBUTION		\$27,500	\$17,000	\$11,000	\$7,500	\$5,000

CALGARY FLAMES FOUNDATION



Since its realization in 1983 the Calgary Flames Foundation has served as the charitable arm of the Calgary Flames Hockey Club, offering much-needed funding to varied and far-reaching charities. Continuously evolving over its years in operation, the Calgary Flames Foundation now provides millions of dollars in contributions to these key pillars: amateur and grassroots sports, health and wellness, and education. In keeping with the mandate of the original ownership group, the Calgary Flames Foundation strives to bring positive change to the lives of thousands of southern Albertans.

For a full description of the various initiatives the Calgary Flames Foundation supports, please visit calgaryflamesfoundation.com

QUESTIONS

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:

SHELBY ROBINSON

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