



THE GOLF EVENT OF THE YEAR

30%
SPONSORSHIP
DISCOUNT

WELCOME BACK AS WE CELEBRATE THE 40TH ANNUAL FLAMES CELEBRITY CHARITY GOLF TOURNAMENT!



The Calgary Flames Celebrity Charity Golf Classic presented by Scotiabank is back with unrivaled fantastic food and beverages, exceptional prizes and superior golfing.

Due to NHL protocol, we will not have Calgary Flames players or management this year. We hope you will join us for our 40th annual tournament with alumni and local celebrities. We'd love for you to be a part of the celebration!



COUNTRY HILLS
GOLF CLUB

LIMITED SPOTS

ONLY 175 SPOTS AVAILABLE

TUESDAY
SEPTEMBER 21

7:00 AM - 6:00 PM

A full day of golf at Country Hills Golf Club followed by cocktail style dinner and prizes at Country Hills Clubhouse.

Subject to current AHS guidelines and approvals



SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR

Scotiabank[®]



CELEBRITY BIB SPONSOR

SOLD



CART SPONSOR

SOLD



CUSTOM SPONSORSHIP

30%
DISCOUNT

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 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 2021-22 Calgary Flames game. (Game to be determined after the NHL schedule is released).
- > Tee gifts for all golfers.

DINNER SPONSOR

SOLD



PHOTO SPONSOR

~~\$20,000~~
\$14,000

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).

CENTRE COURT SPONSOR

~~\$20,000~~
\$14,000

Centre Court is an area at Country Hills Golf Club 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:

- > Signage at Country Hills Centre Course between the two 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.

OWN THE HOLE - COMPANY CHARITABLE ACTIVATIONS

~~\$20,000~~
\$14,000

This unique partnership opportunity will allow your organization to own a hole at the golf tournament. Your organization will choose the activation and the way to engage with golfers at the tournament, while raising funds for a Calgary Flames Foundation program of your choice.

Sponsorship Includes:

- > One hole at the event dedicated to your organization's activation.
- > This activation must:
 - > Not include the services of alcoholic drinks.
 - > Can be a fundraiser with the collection of cash for the charity selected.
 - > Can include up to 6 people on the whole to interact with guests and host the activation.
 - > Activation must be approved by the Calgary Flames in advance
 - > Charitable partner options follow:
 - > Calgary Flames Foundation Post-Secondary Programs, scholarships and sport programs. Can include student athletes on course.
 - > The Rotary Flames House. Can include youth health programs.
 - > COVID-19 Support Program. Can include recipients from program, including food banks and sport organizations.
 - > HEROS. Can include HEROS athletes (youth).
 - > Other partnerships available upon request.
 - > Visit CalgaryFlamesFoundation.com for more information on Calgary Flames Foundation programs



OTHER OPPORTUNITIES

**30%
DISCOUNT**

		DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
SPONSORSHIP BENEFITS	NUMBER OF GOLFERS TEE GIFT INCLUDED PER GOLFER	5	5	4	3	2
	PREMIUM SEATING AT A 2021-22 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
	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 \$19,250	\$17,000 \$11,900	\$11,000 \$7,700	\$7,500 \$5,250	\$5,000 \$3,500

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 the ownership group brought the team to Calgary in 1980 the Calgary Flames Foundation has injected over \$50 million into southern Alberta communities. Most recently, the Calgary Flames Foundation COVID-19 Community Support Program has distributed over \$3.5 million to southern Alberta charities. This program was created on March 21, 2020 with an initial donation of \$1.15 million to various charities in southern Alberta. The Calgary Flames Foundation has continued to work with charities since then on providing support where needed most. More than 50 charities have received support through the COVID-19 Calgary Flames Foundation Community Support Program. For more information, visit calgaryflamesfoundation.com

Can't join us at the tournament?

Donate at 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:

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