

Gala & Golf Historical Overview



Gala Overview



Since 2009, the Hockey Canada Foundation (HCF) and its partners have netted \$7.5 Million from the Gala



Serves as a platform to celebrate the builders and contributors of our Nation's game



Important legacy funds have been built and continue to have an impact on grassroots hockey development



Honourary chairs have included: Mike Babcock, Denis Potvin, Serge Savard, Doc Seaman

Gala Fundraiser



The primary objective is to raise awareness and funds for the Foundation while creating an opportunity to celebrate with Hockey Canada



Over the past few years, attendance has ranged between 700-1000 participants



Receives local and national coverage, significantly increasing public awareness about the HCF and local legacy projects

Gala Facilitators



Hockey Canada (HC)
Leadership Team & HC
Board of Directors



HCF Leadership Team &
HCF Board of Directors



Local Steering Committee

Criteria & Main Responsibilities for Steering Committee



Well connected community
business leaders with a
genuine cause connection



Lead the charge for the
organization and
promotion of the event



Identify and attract high
net worth community
members

Gala Logistics

Venue



Must accommodate
850-1000 people for dinner
& cocktail reception



Exclusive event in building,
use of building 2 days pre
event



Corkage fee waived, sliding
scale for F&B and venue
rental cost



No exclusivities, unless they are
consistent with HC partners

Hotel(s)



Single event hotel is ideal



Must accommodate 250 rooms,
variety of suites and room types



Ideally has a conference
space(s)

Golf Logistics



Top-tier course with
clubhouse for 350
golfer/reception (36
holes)



Exclusive use of the
course for the day



In-house catering for
post-golf reception



Multitude of security
options

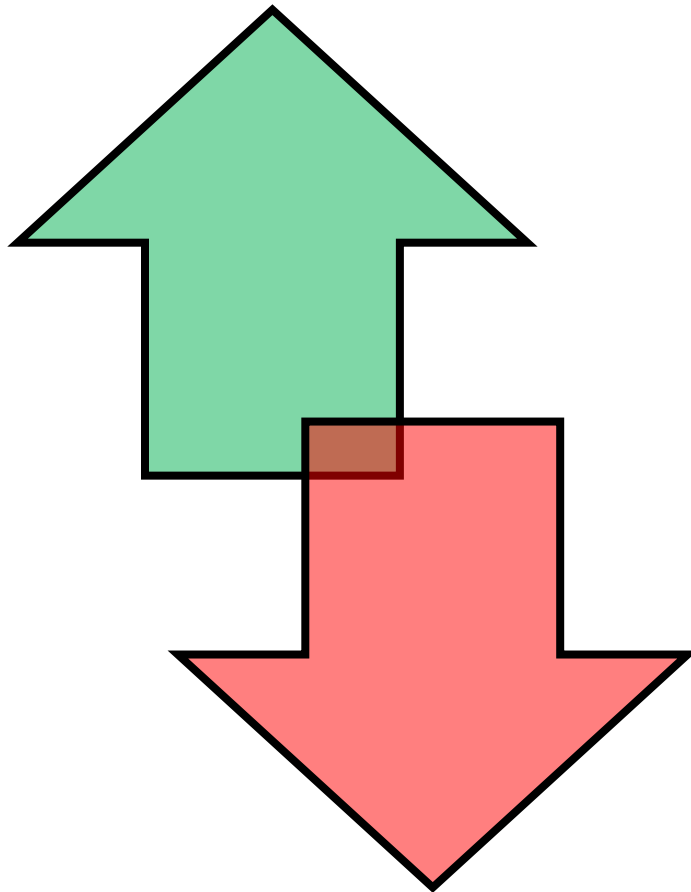


Within appropriate
driving distance from
hotel



Parking to accommodate
100 vehicles

Gala – By the Numbers



Revenue

Yearly sponsorship provided by Hockey Canada and its partners.

Gross revenue exceeding \$1.2M

The 2019 Gala marked the seventh time that net proceeds exceeded \$675,000

Corporate table sales have increased significantly over past 5 years

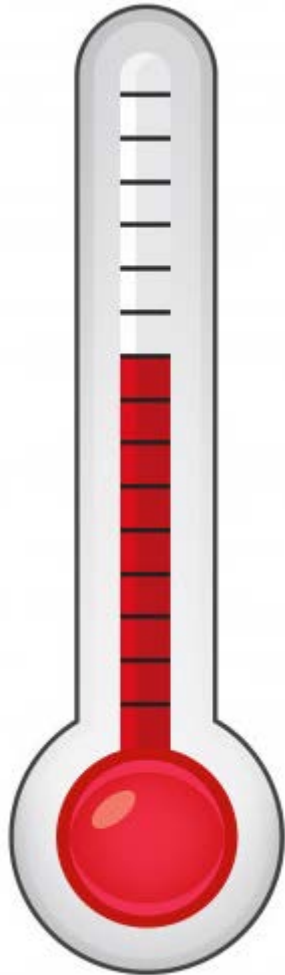
Expenses

HC manages all event expenses, and overall budget

Value in Kind is used entirely for direct budget relief

Budget increases are directly linked to the increased size of the event, scope of production, and support of Gold Medal winning teams

Fundraising & Legacy Funds



- Edmonton's 2010 Gala was the most financially successful event; raising a total of \$837,349 net
- HCF leaves 50% of net proceeds as a legacy fund in the host community
- Since 2009, the Gala event has helped establish local Legacy projects with over \$4.3 million in support

Celebrity Attendance



Order of Hockey in Canada

The Order of Hockey in Canada is awarded to individuals on the basis of their outstanding contributions or service to the growth and development of the sport of hockey in Canada



Past-Gala Highlights

2019 – Edmonton, Alta. – \$371, 648

Legacy funds reached beyond Edmonton and across Alberta, with a focus on getting more young Canadians onto the ice and into the game. As part of a commitment to empowering women and girls to play hockey, two programs will specifically benefit – the Oilers Learn to Play initiative and Hockey Alberta's Every Kid Every Community program.

2018 – London, Ont. – \$400, 000

Half of all proceeds from the London Gala remain in the province of Ontario, specifically supporting initiatives to grow the game of hockey in London. Proceeds from the event have been put in an endowment fund, which has been targeted at 'First Shift and Try Hockey Program' attendees, assisting families in continuing their participation in hockey.

2017 – Saskatoon, Sask. – \$333, 000

Half of all proceeds remain in the province of Saskatchewan in support of legacy programming and projects with the Saskatchewan Hockey Association and Saskatoon Minor Hockey Association. Funds will be used to support the implementation of cross-ice jamborees in 10 northern communities, the construction of Merlis Belsher Place at the University of Saskatchewan and ensuring sledge hockey access, and finally, funds will also support the Memorial Cup legacy fund to assist families demonstrating financial need with costs associated with hockey.

2016 – Halifax, N.S. – \$276, 600

Half of all proceeds remain in the province of Nova Scotia in support of legacy programming and projects with Hockey Nova Scotia, the Sidney Crosby Foundation, and the Long Pond Hockey Arena Building Society. The agreement from the Long Pond Hockey Arena Building Society is that the funds will be used to make their new building adaptable for sledge hockey.

2015 – Toronto, Ont. - \$353,000

In addition to celebrating Canada's international success, including the 2015 IIHF World Junior Championship team and the 2015 IIHF World Championship team, the Hockey Canada Foundation continued their long-standing partnership with Maple Leaf Sports and Entertainment. A \$353,000 Gala Legacy donation is part of the paralleled efforts with the MLSE Foundation to support active living, research and programming for Canadian inner city youth in the areas of hockey, basketball and soccer. The Hockey Canada Foundation will also be a leading funding partner in the MLSE led Sport For Development Centre at 261 Jarvis Street in the heart of downtown Toronto.

2014 – Vancouver, B.C. - \$340,000

In addition to celebrating Canada's men's and women's gold medal-winning teams from the 2014 Olympic Winter Games, the Hockey Canada Foundation partnered with the Canucks for Kids Fund to ensure legacy funding benefits KidSport B.C., Athletics for Kids, and the Boys and Girls Clubs of South Coast B.C., ultimately creating greater opportunities for underprivileged kids to enjoy Canada's game. More than 300 minor hockey players in the Greater Vancouver area had their registration fees covered for the 2014-15 season thanks to funds raised at the Celebrity Classic.

Past-Gala Highlights

2013 – Calgary, Alta. - \$500,000

A donation of \$250,000 was made by the Hockey Canada Foundation to Hockey Alberta to assist families affected by June's catastrophic floods in southern Alberta. The funds were allocated to local minor hockey associations to offset the costs of minor hockey registration fees, keeping players who had planned to play during the 2013-14 season involved in the game. In addition, another \$250,000 has been allocated to KidSport Calgary, which aims to make sports such as hockey more affordable for underprivileged youth.

2012 – Toronto, Ont. - \$305,000

The Hockey Canada Foundation partnered with the MLSE Team Up Foundation with a focus on the outdoor rink in Regent Park, as part of a larger revitalization project focused on one of Toronto's most underserved urban communities. The Regent Park rink initiative has benefitted those in the inner city of Toronto, providing the underprivileged with accessibility to a safe and well-maintained environment to participate.

2011 – Ottawa, Ont. – \$420,000

The Hockey Canada Foundation, Sens Foundation and City of Ottawa partnered to construct the Rink of Dreams at Marion Dewar Plaza at Ottawa City Hall. The outdoor rink was completed in time for development activities during the 2012 NHL All-Star Weekend, and was a centerpiece when the nation's capital hosted the 2013 IIHF Ice Hockey Women's World Championship. It is open for skating between November and March, giving minor hockey players more accessibility to the game, and serves as a community space during the spring and summer months.

2010 – Edmonton, Alta. - \$630,000

Thanks to the success of the 2010 Celebrity Classic, which honoured Canada's men's and women's hockey gold medalists from the 2010 Olympic Winter Games in Vancouver, the Hockey Canada Foundation partnered with the City of Edmonton in allocating \$400,000 to a community recreation facility – the funds supported one of the two rinks in the centre. In addition, the Hockey Canada Foundation matched an Edmonton Oilers Community Foundation grant of \$230,000 for the rink refurbishment projects of two inner-city Beverly communities.

2009 – Montreal, Que. – \$440,000

Inaugurated in January 2011, the outdoor rink in Willibrord Park in the Verdun borough of Montreal was the third outdoor multipurpose community rink constructed as part of the Montreal Canadiens Children's Foundation's BLEU BLANC BOUGE program, this one with a contribution from the Hockey Canada Foundation. The skating season at the rink lasts from the end of November until mid-March, while other sporting activities, including soccer and in-line hockey, take over for the spring, summer and fall months.