

2020

gala
and golf

COME CELEBRATE



ORDER OF HOCKEY IN CANADA
ORDRE DU HOCKEY AU CANADA



HOCKEY CANADA
FOUNDATION
FONDATION
HOCKEY CANADA

Foundation

Vision

Uniting Canadians through hockey – one person, one community, one country.

Mission

The Hockey Canada Foundation preserves, nurtures and strengthens the bond between Canadians and hockey.

The Hockey Canada Foundation is a public foundation whose work helps support Hockey Canada. It secures major gifts, promotes planned giving and manages special fundraising events such as its annual Gala & Golf event. Since 2009, the Gala & Golf event has raised more than \$7 million in net proceeds, assisting in the growth of grassroots hockey across Canada.

Proceeds from Hockey Canada Foundation events support initiatives within three priority areas:

Enable

Removing barriers to the game.

Educate

Providing resources and tools to better equip kids, parents and coaches.

Engage

Promoting nation-building, citizenship, mentorship and community involvement.





Gala & Golf

2020 Hockey Canada Foundation Gala & Golf

Join us for the 18th annual Hockey Canada Foundation Gala & Golf with the backdrop of one of Canada's most spectacular natural wonders – Niagara Falls.

The two-day event on June 15-16 – the flagship fundraiser for the Foundation – celebrates Canada's rich hockey history, the 2020 Distinguished Honourees of the Order of Hockey in Canada and world championship-winning teams from the 2019-20 season.

Key Dates

Gala: **June 15, 2020** – Scotiabank Convention Centre

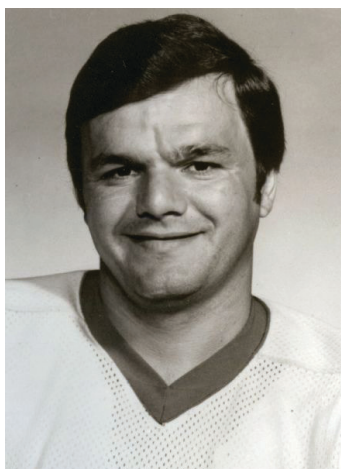
Golf: **June 16, 2020** – Legends on the Niagara

The HCF Gala & Golf is a key component in the Foundation's ongoing goal to secure sustainable, long-term means to support the future development of the game through Hockey Canada programs. The Foundation believes that every Canadian should have the opportunity to play hockey, and that Canadians can be united through hockey – one person, one community, one country.

Honorary Chairs

MARCEL DIONNE

One of the greatest players to ever lace up a pair of skates, Marcel Dionne scored and scored for close to two decades. After posting 375 points in three seasons of junior hockey with the St. Catharines Black Hawks, Dionne was selected second overall by the Detroit Red Wings and embarked on an unparalleled 18-year career with the Red Wings, Los Angeles Kings and New York Rangers that included 731 goals (fifth in NHL history), 1,771 points (sixth in NHL history), two Lady Byng Memorial Trophies, two Lester B. Pearson Awards, an Art Ross Trophy, two NHL First All-Star Team selections, eight NHL All-Star Games and induction into the Hockey Hall of Fame in 1992. Internationally, Dionne was a fixture for Team Canada through the late 1970s and early 1980s, appearing in a pair of Canada Cups (1976, 1981) and wearing the Maple Leaf at the IIHF World Championship on four occasions (1978, 1979, 1983, 1986), winning a trio of bronze medals.



RALPH MELLANBY

Saturday night is hockey night, and that's thanks in large part to Ralph Mellanby. From 1966 to 1985, Mellanby was executive producer of Hockey Night in Canada, helping turn the program into a Canadian institution. His HNIC innovations included original music, slow-motion replays, wireless microphones and above-net cameras, and he helped introduce Canadians to broadcast legends like Dave Hodge, Bob Cole, Howie Meeker and Don Cherry. Outside of Hockey Night, Mellanby produced or directed the hockey tournament at every Winter Olympics from Innsbruck (1976) to Lillehammer (1994) and worked 13 Olympics – summer and winter – in some capacity. His résumé includes almost every major North American network, including ABC, NBC, CBS, ESPN, Hughes, Turner, CTV, CBC, TVO, TSN, Global and Radio-Canada, and he is a member of the Hockey Hall of Fame, Sports Media Canada Hall of Fame, and Canadian Film and Television Association Hall of Fame.



Distinguished Honourees

2020 Distinguished Honourees of the Order of Hockey in Canada

A cornerstone component of the Hockey Canada Foundation Gala & Golf is celebrating the Distinguished Honourees of the Order of Hockey in Canada. First introduced in 2012, the Order of Hockey in Canada annually honours a select number of individuals whose role or service in the game is recognized as extraordinary in Canada. A total of 27 men and women have been invested into the Order of Hockey in Canada, including the 2019 honourees – four-time Olympic gold medallist Jayna Hefford, and legendary coaches Ken Hitchcock and George Kingston.

The 2020 nominees will be announced in early January.



ORDER OF HOCKEY IN CANADA

ORDRE DU HOCKEY AU CANADA

Gala Legacy

Legacy Fund

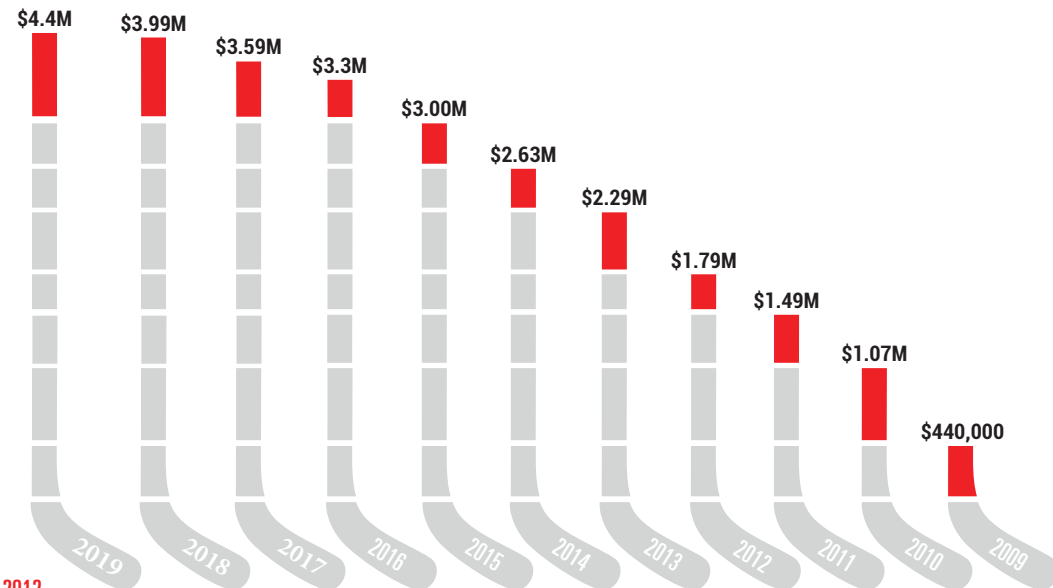
The Gala & Golf event is the Hockey Canada Foundation's largest annual fundraiser. Half of the proceeds raised from the Gala stay with the Hockey Canada Foundation to support Grow the Game initiatives to help underprivileged youth access the game of hockey coast to coast to coast. National programs like Dreams Come True and Try Hockey all break down barriers and get kids in the game of hockey, thanks to your generous contributions.



We can't do this without you.

Since 2009, the Hockey Canada Foundation has proudly contributed more than \$4.3 million in net proceeds to various projects in Canadian communities, allowing the game to continue to grow and prosper from coast to coast to coast.

\$4.4M



2009 MONTREAL, QUE. \$440,000

The outdoor rink in Willibrord Park in the Verdun borough of Montreal was constructed as part of the Montreal Canadiens Children's Foundation's BLEU BLANC BOUGE program, with assistance from the HCF. The skating season lasts from November to March, while other sporting activities take over for the spring, summer and fall months.

2010 EDMONTON, ALTA. \$630,000

The Hockey Canada Foundation allocated \$400,000 to a community recreation facility; the funds supported one of the two rinks in the centre. In addition, the HCF matched an Edmonton Oilers Community Foundation grant of \$230,000 for the rink refurbishment projects of two inner-city Beverly communities.

2011 OTTAWA, ONT. \$420,000

The HCF, Sens Foundation and City of Ottawa partnered to construct the Rink of Dreams at Ottawa City Hall, which was a centrepiece for the 2013 IIHF Women's World Championship. It is open for skating between November and March, giving players more accessibility to the game, and serves as a yearround community space.

2012 TORONTO, ONT. \$305,000

The legacy focus was 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 initiative has benefitted those in the inner city of Toronto, providing the underprivileged with accessibility to a safe and well-maintained athletic environment.

2013 CALGARY, ALTA. \$500,000

A donation of \$250,000 was made to assist families affected by flooding in southern Alberta. The funds were allocated to local MHAs to offset the costs of registration fees, keeping players involved in the game. Another \$250,000 was allocated to KidSport Calgary, which makes sports more affordable for underprivileged youth.

2014 VANCOUVER, B.C. \$340,000

Legacy funding benefited 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.

2015 TORONTO, ONT. \$353,000

A \$353,000 donation was part of the paralleled efforts with the MLSE Foundation to support active living, research and programming for Canadian inner-city youth. The Hockey Canada Foundation will also be a leading funding partner in the MLSE led Sport For Development Centre in the heart of downtown Toronto.

2016 HALIFAX, NS \$269,000

Half of all proceeds remain in 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 LPHABS is that the funds will be used to make their new building adaptable for sledge 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.

2018 LONDON, ONT. \$395,225

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.

2019 EDMONTON, ALTA. \$371,649

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 2nd Shift program and Hockey Alberta's Every Kid Every Community program.

Sponsorship Opportunities

To secure your 2020 Gala sponsorship package or for more information contact D'Arcy at dhutcheson@hockeycanada.ca

	Logo Exposure Opportunities Your logo will be featured on...													Gala Program	# of Gala Tickets	# of Tables each table includes a celebrity and guest	Golf Foursomes										
	Sponsor bar on all gala graphics	Step-and-repeat banner	Welcome signage	Cocktail reception sponsor	Reception banner	All auction tablets	Venue screens	Leaderboards	Video loop exposure	Golf tournament banner	All tee-sponsorship signage	Hole sponsorship with tee signage	Online auction website	Full-page ad	Half-page ad	Acknowledgment	24	16	10	8	3	2	1	1 (no celeb, no guest)	3	2	1
Platinum \$100,000	●	●	●				●		●	●	●	●	●	●			●				●				●		
Gold \$30,000									●	●		●		●				●				●				●	
Cocktail Reception \$20,000				●	●				●	●		●			●					●			●				●
Technology \$20,000						●	●	●	●	●		●	●		●					●			●				●
Volunteer Sponsor \$20,000							●		●			●			●					●			●				●
Silver \$15,000									●	●		●			●					●			●				●
Wine Sponsor \$15,000							●		●					●					●				●				
Individual Table \$5,000																●			●				●				