

17TH ANNUAL
HOCKEY CANADA
FOUNDATION

VIRTUAL
CELEBRATION

MONDAY, JUNE 14, 2021 | 6:30 P.M. ET



ABOUT

The Hockey Canada Foundation (HCF) is a registered non-profit that is seamlessly integrated with Hockey Canada to provide funding in support of the future development of the game.

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

STRATEGIC PRIORITIES

ENABLE

Removing barriers to the game

EDUCATE

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

ENGAGE

Promoting nation-building, citizenship, mentorship and community involvement



THE GALA

Join us for the inaugural virtual gala in support of the Hockey Canada Foundation's flagship program
– The Assist Fund.

While it's our first year going digital, the Gala has been the marquee fundraiser for the HCF since 2003.

In the decade spanning 2009 to 2019, the Hockey Canada Foundation contributed more than \$4.4 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.





ORDER OF HOCKEY IN CANADA

ORDRE DU HOCKEY AU CANADA

A cornerstone component of the HCF Gala is celebrating the Distinguished Honourees of the Order of Hockey in Canada.

This year presents a unique opportunity to double down on the celebration as we will be recognizing the Order honourees from both 2020 and 2021.

Recipients include:

2020

Ken Dryden
Sheldon Kennedy
Dr. Charles Tator

2021

Bill Hay
Angela James
Kevin Lowe





ASSIST FUND | FONDS D'AIDE

The Gala is a key component in the Foundation's ongoing goal to secure sustainable, long-term funding to support the future development of the game through Hockey Canada programs.

Additionally, the HCF is looking to scale up the impact and reach of the Assist Fund in response to the ongoing economic fluctuations experienced by Canadians across the nation.



WHY ATTEND?

From meeting their hockey heroes to eating dinner on the ice surface of an arena, the HCF has heard all sorts of reasons for why its dedicated donor base makes an effort to attend this event year after year.

Our key stakeholders have shared the top three reasons why they attend the Gala.

THE CAUSE:

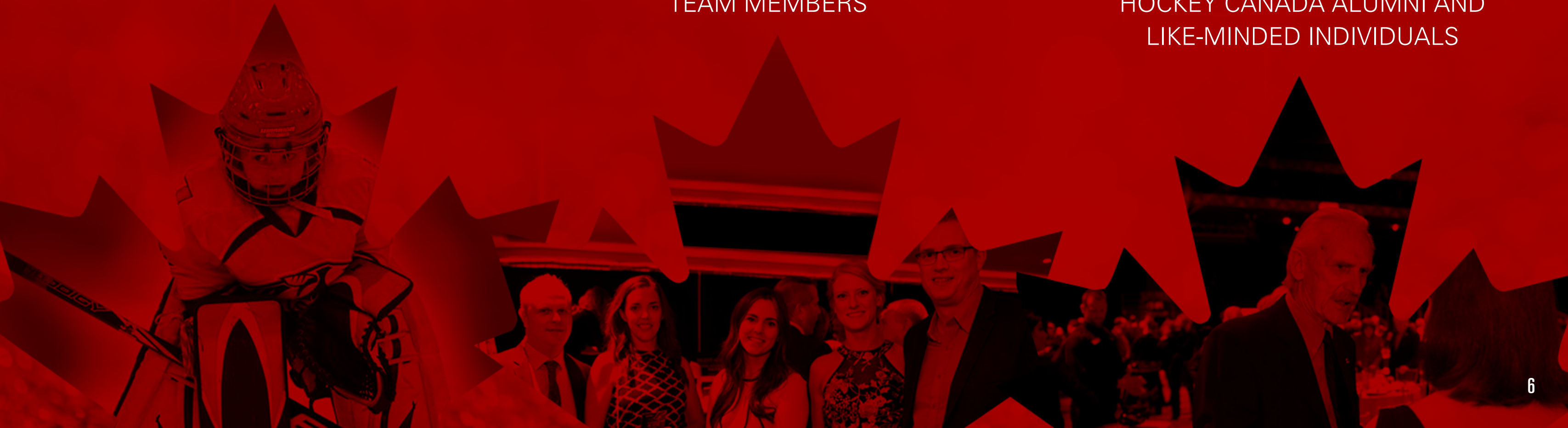
THE ASSIST FUND

HOSTING

CLIENTS, VIPS AND/OR
TEAM MEMBERS

NETWORKING

WITH COMMUNITY LEADERS,
HOCKEY CANADA ALUMNI AND
LIKE-MINDED INDIVIDUALS



THE VIRTUAL EXPERIENCE

ALUMNI 'MIX' & MINGLE

You and your guests will receive a custom cocktail kit to participate virtually alongside a professional mixologist, who will help you craft the perfect at-home cocktail. And while you're enjoying your creation, you're invited to mingle with the Team Canada alumni at your virtual table.

WINE & DINE

Every guest will receive a Hockey Canada Foundation Gala box, including dinner for two*, two bottles of wine courtesy of our friends at Vineland Estates Winery, and exclusive Hockey Canada gifting!

* A SkipTheDishes voucher will be provided for you to order dinner for two from your favourite local establishment.

CELEBRATE

After dinner, sit back and enjoy as we celebrate our game, including the gold medal-winning 2020 National Junior Team and the six Distinguished Honourees of the Order of Hockey in Canada for 2020 and 2021.



WHAT'S THE IMPACT?

The Hockey Canada Foundation Assist Fund works daily to make hockey more by helping young Canadians experience the power of play through Canada's game.

The Assist Fund provides up to \$500 per player in registration fee subsidies, and 100% of all donations go to supporting access to hockey for young Canadians.

Over 1,000

applications
approved coast to
coast to coast

25%

of applicants
identified as part of the
BIPOC community

Approved

applicants from all
13 Hockey Canada
Member branches

“Thank you Hockey Canada. If not for the Assist Fund, we would have to choose which one of our four sons gets to play hockey.” – ANGELA & FELIPE, ONTARIO



HOW YOU CAN HELP

Brand Awareness Opportunities (Logo Inclusion)

Gala Box

Hospitality

	Presenting Partner - Auction	Presenting Partner - Photobooth	Presenting Partner - Cocktail Reception	Save the Date	Invitations	Reminder	Mixologist/Cocktail Materials	Presenting Partner - Main Event	Welcome Lobby Feature Placement	Virtual Photobooth Background Step and Repeat	Order of Hockey in Canada	Alumni in the Kitchen	Sponsor Acknowledgement	Table Branding	Online Auction Website & Room	Thank you Email	Event Wrap Up Email	Full Guestlist (approx. 600)	Portion of Guestlist	Pre-event Cocktail Lounge	Table (8 spaces PLUS celebrity guest)	General Admission Tickets (\$100 Value)	Gala Box Tier 1	Gala Box Tier 2	Gala Box Tier 3
PLATINUM \$100,000	●	●	●	●	●	●		●	●	●		●	●	●	●	●	●			●	3	24	24		
GOLD \$30,000											●	●	●	●		●	●			●	2	16		16	
SILVER \$15,000													●	●		●	●			●	1	8		8	
PRE-EVENT COCKTAIL LOUNGE \$30,000			●				●						●	●				●		●	1				8
PRODUCT INCLUSION \$30,000													●			●	●	●	●						
INDIVIDUAL TABLE \$10,000																				●	1				8

CONTACT US

For more information, please contact one of the HCF representative's listed below.



Donna Iampieri

Executive Director
Hockey Canada Foundation

416-882-4422

diampieri@hockeycanada.ca

Tristan Bogler

Manager, Philanthropy
Hockey Canada Foundation

647-213-3049

tbogler@hockeycanada.ca

Kelsey Chadwick

Coordinator, Events & Properties
Hockey Canada

403-863-8828

kchadwick@hockeycanada.ca