

2022

gala

AND GOLF

JUNE 23 & 24, 2022

NIAGARA FALLS, ONT.



ORDER OF HOCKEY IN CANADA
ORDRE DU HOCKEY AU CANADA



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

To unite all Canadians and achieve our mission, the Hockey Canada Foundation is committed to three strategic priorities:

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.



THE GALA

Join us for **18th annual Gala & Golf event** in support of the **HCF** and grassroots hockey.

Since 2003, **Gala & Golf** has been the **Hockey Canada Foundation's flagship fundraiser**, celebrating Canada's rich hockey history, the Distinguished Honourees of the Order of Hockey in Canada and world championship-winning teams from that season.

KEY DATES

GALA: JUNE 23, 2022 – SCOTIABANK CONVENTION CENTRE

GOLF: JUNE 24, 2022 – LEGENDS ON THE NIAGARA





ORDER OF HOCKEY IN CANADA

ORDRE DU HOCKEY AU 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 **33 men and women** have been invested into the Order of Hockey in Canada, including the 2020 honourees – *Ken Dryden, Sheldon Kennedy and Dr. Charles Tator* and the 2021 honourees – *Bill Hay, Angela James and Kevin Lowe*.

The **2022 honourees** will be announced in early March.



ASSIST FUND

As a result of the financial strain caused by the COVID-19 pandemic and to continue to fulfill one of our priorities to enable access to the game, the Foundation's newest signature program, **the Assist Fund, provides up to \$500** in registration fee subsidies for **young Canadians** across the country. This much-needed assistance will help ensure kids get into the game, experience the power of play and stay on the ice. To date, the **Assist Fund has provided over 2,700 assists** and the demand keeps rising! Through the support of our donors, the Hockey Canada Foundation will ensure every child who needs an assist, will receive one.

OVER 2,700 Assists granted to date

34% of applicants identified as part of the BIPOC community

APPROVED applicants from all 13 Hockey Canada Members

"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



HOCKEY IS HERS

Good things happen when girls get in the game. **Hockey Is Hers** is our commitment to help the girls and women of Canada get involved with hockey. To ensure we achieve a long-lasting and genuinely **positive impact on the game**, we have focused our funding into three strategic imperatives – the development of women in coaching, recruitment and retention of girls in the sport, and the support of Canada’s National Women’s Team.

DREAMS COME TRUE

Another opportunity to support access to the game is through **Dreams Come True**, a financial assistance program that brings **hockey into the lives of children** who might otherwise never get the opportunity to play. Since 2006, the program has subsidized registration fees and provided head-to-toe equipment to over **1,200 kids** in communities across the country.



WHY ATTEND?

From meeting their hockey heroes to golfing alongside gold-medal world champions, 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 & Golf.

THE CAUSE

REMOVING BARRIERS
TO THE GAME

HOSTING

CLIENTS, VIPS AND/OR
TEAM MEMBERS

NETWORKING

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



LOCAL LEGACY IMPACT

Fund a
“women’s only”
dressing room at the
Chippawa Arena.

Fund a
para-accessible rink
at Heartland Forest.

Provide an
assist to kids
in the Niagara Peninsula.



SPONSORSHIP OPPORTUNITIES

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 celebrity, 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															●							●					●

CONTACT US

For more information, please contact one of the HCF representatives 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

Alexandra Wise

Manager, Philanthropy
Hockey Canada Foundation
647-291-1772
awise@hockeycanada.ca

Kelsey Chadwick

Coordinator, Events & Properties
Hockey Canada
403-863-8828
kchadwick@hockeycanada.ca

