



**HOCKEY CANADA
FOUNDATION**

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Hockey Canada Foundation 2013 Celebrity Classic

JUNE 24 & 25, 2013 CALGARY, ALBERTA

ABOUT THE FOUNDATION

The Hockey Canada Foundation (HCF) is a public foundation whose mission is to support Hockey Canada by promoting and fostering accessibility to the game of hockey. The HCF currently governs over \$7 million in endowment assets and manages over \$500,000 a year in annual gifts.

The HCF secures major gifts, promotes planned giving and manages special fundraising events such as the HCF Celebrity Classic. Over the past 9 years, the Classic has raised over \$4 million dollars in proceeds.

Proceeds from HCF events support HCF and Hockey Canada (HC) initiatives within four principal funding areas:

- Accessibility & Diversity, Health & Wellness
- Skill Development
- Facilities
- Canada's Hockey Heritage



2013 CELEBRITY CLASSIC

On June 24 & 25 the Hockey Canada Foundation will proudly host the 10th Annual Celebrity Classic Gala & Golf in Calgary, Alberta. This year's Gala dinner will be hosted by TSN's Gord Miller, with championship rings presented to the international gold medal teams. The 2013 Celebrity Classic promises to pay special tribute to our Canadian traditions and international hockey successes!

Come celebrate the history of Canada's game in the heart of the nation.

JUNE 24 - GALA VENUE Winsport's Markin MacPhail Centre

Working together with partners in sport, WinSport's vision is to be the acknowledged leader in developing and sustaining the facilities required for Canada to be the number one winter sport nation. WinSport supports national sport organizations, encourages educational opportunities, and subsidizes the operation of unique training and recreational facilities used by the nation's top athletes and the general public. It is also the home of Hockey Canada.



JUNE 25 - GOLF VENUE Priddis Greens Golf & Country Club

Priddis Greens is a private golf and country club located near Priddis in the rolling foothills, which provide not only spectacular scenery, but also an opportunity to golf in mature forests and on large, undulating greens. The drive from south west Calgary is less than half an hour. The two golf courses (Hawk & Raven) have rolling tree lined fairways, native flowers and abundant wildlife. Priddis Greens has been awarded GOLD status in the "Best Private Course in Canada" category by Score Golf Magazine's Golfers' Choice Awards.



SPONSORSHIP OPPORTUNITIES

The sponsorship packages are structured so that patrons have the opportunity to raise funds for the HCF initiatives. This exceptional, business formal - Gala evening will be a wonderful opportunity to meet and mingle with past and present hockey stars while meeting business entertainment needs. Proceeds from the 2013 event will support Recruitment & Retention initiatives for HC, HCF and a Calgary Legacy Project. The 2013 legacy funding will create opportunities for at-risk and underprivileged kids to enjoy the game of hockey in Calgary and surrounding area.

The Celebrity Golf Tournament will be a scramble format with fivesomes, inclusive of a Canadian Celebrity.

Tournament participants will leave with premium 1st tee gifts and great memories.

Platinum Sponsor – \$50,000

Logo Exposure on all signage:

- All Tee and Green Sponsorship Signage
- All Welcoming Signage

Hole Sponsorship

- Tee and Green Signage

Full Page Ad in Program

Sponsor Video Loop Exposure

Twenty-Four (24) Tickets to the Gala

- Three tables, each with a Celebrity

Three (3) Golf Foursomes

- Each Foursome accompanied by a Celebrity
- Foursome includes: Green fees, carts, gifting, on course beverages and snacks, Two(2) Meals.

Gold Sponsor – \$25,000

Logo Exposure on Signage

- All Welcoming Signage

Hole Sponsorship

- Tee and Green Signage

Full Page Ad in Event Program

Sponsor Video Loop Exposure

Sixteen (16) Tickets to the Gala

- Two tables, each with a Celebrity

Two (2) Golf Foursomes

- Each Foursome Accompanied by a Celebrity
- Foursome includes: Green Fees, Carts, Gifting, On-Course Beverages and Snacks, Two (2) Meals

Silver Sponsor – \$15,000

Logo Exposure on Signage

- All Welcome Signage

Hole Sponsorship

- Tee and Green Signage

Half Page Ad in Event Program

Sponsor Video Loop Exposure

Eight (8) Tickets to the Gala

- Table with Celebrity

One (1) Golf Foursome

- Foursome Accompanied by a Celebrity
- Foursome includes: Green Fees, Carts, Gifting, On-Course Beverages and Snacks, Two (2) Meals.

Corporate VIP – \$15,000

with Tax Receipt (less value added)

Your Support Acknowledged in Program

Eight (8) Tickets to the Gala

- Table with a Celebrity

One (1) Golf Foursome

- Foursome Accompanied by a Celebrity
- Foursome Includes: Green Fees, Carts, Gifting, On-Course Beverages and Snacks, Two (2) Meals.

Individual Gala Tables - \$7,500

with Tax Receipt (less value added)

Your Support Acknowledged in Program

Ten (10) Tickets to the Gala

To secure your Gala Package please contact;

Jenna Karpoff at jkarpoff@hockeycanada.ca

For further event information, please contact HCF Executive Director: Chris Bright at cbright@hockeycanada.ca



CONFIRMED HOCKEY CANADA SPONSORS 2013

PLATINUM



GOLD



SILVER

