



GORDIE HOWE CARES PRO-AM HOCKEY TOURNAMENT

SPONSORSHIP OPPORTUNITIES

MAY 24-26 2024 / FLAMES COMMUNITY ARENAS

PRESENTED BY

Scotia Wealth Management®

IN PARTNERSHIP WITH



**GORDIE
HOWE
CARES**



GORDIEHOWECARESPROAM.COM



GORDIE HOWE

9 THE MAN. THE LEGEND.

When people hear the name Gordie Howe most will recall that rugged but graceful record-setting hockey player that sported the famous number 9, known also as, “Mr. Hockey”.

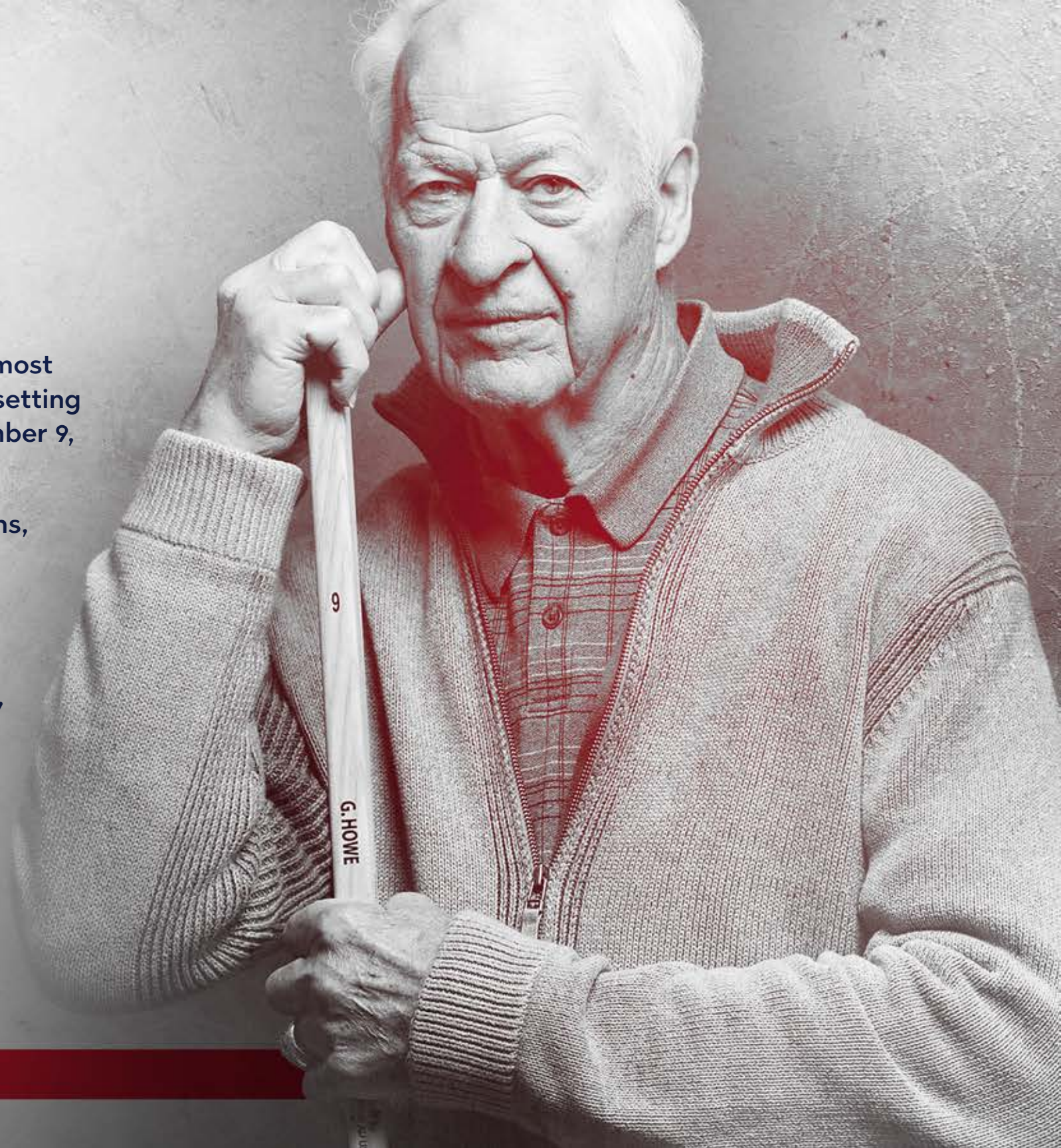
In a career spanning twenty-six NHL seasons, Gordie accomplished more than even some of the most elite players of the game could ever imagine.

Today, a different legacy in his name exists, where the goal is to reduce statistics instead of creating them.

This is also his story.



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#WHYWEPLAY

Every five minutes someone receives a new diagnosis of dementia that will change their lives forever.



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2024 PRO-AM PRESENTING SPONSOR

“ We are proud to collaborate with Gordie Howe CARES as an organization that supports the caregiving community every step of the way as we recognize the importance of access to opportunities that enrich Canadian communities. ”

Alex Besharat

Executive Vice President
Canadian Wealth Management

Scotia
Wealth Management®

CAREGIVERS BY THE STATS

10-12

The number of other individuals that are directly impacted for each person diagnosed with dementia.

170,000

The number of unpaid caregivers in Calgary impacted by Alzheimer's and other dementias.

26 hrs/week


The average amount of time family caregivers spend caring for a person living with dementia.

\$5.5 Billion

The amount of annual lost productivity for Canadian employers due to caregiving-related absenteeism.

650,000

The number of family and friend caregivers that will be needed to support people living with dementia by 2050.



CAREGIVING IS A TEAM SPORT

Funds raised through Gordie Howe CARES go directly toward research, and to developing caregiver strategies, education, and support to the caregivers that selflessly dedicate their time caring for loved ones affected with Alzheimer's and dementia related diseases, so they are never alone on their journey.

Our support application, Ripples, is designed to help families prepare for the challenging times ahead of them. With the incorporation of video, stories, advice, and planning tools, caregivers can feel confident making decisions collectively, while maintaining their health and relationships at home and in the workplace.

Learn more at ripplesofcare.com



THE EVENT

The Pro-Am hockey tournament is an action-packed weekend that kicks things off on the Friday with our Luncheon and Hot Stove Lounge —this year featuring notable hockey royalty.

Later that evening, the Pro-Am Draft Night will take place at The Rooftop on 4th. The draft order is determined by the team's fundraising totals. The more your team raises, the higher your team will draft their favourite NHL Alumni!

9



Featured Guests Phil Esposito and Paul Henderson took the stage at the 2023 Luncheon Hot Stove.



Teams kick-off the weekend with their newest NHL Alumni team addition at the Pro-Am Draft Night!



GET IN THE GAME

VISIT OUR WEBSITE TO SEE
THE COMPLETE GALLERY OF
2023 TOURNAMENT ACTION!

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HIT THE ICE

With teams decided, Saturday and Sunday bring two days of non-stop, on-ice action where local weekend-warriors come together with many NHL Alumni in a friendly battle of bragging rights, all in the name of a great cause.

Learn how to be part of this energetic event through our various sponsorship opportunities.



SPONSORSHIP OPPORTUNITIES

| | SOLD | | | | | | SOLD | | SOLD | SOLD | SOLD |
|---|--------------------|------------------|--------------|----------------|----------------|-------------------|------------------|-----------------------|----------------|---------------------|-----------------------|
| | PRESENTING SPONSOR | PLATINUM SPONSOR | GOLD SPONSOR | SILVER SPONSOR | BRONZE SPONSOR | FRIENDS OF PRO-AM | LUNCHEON SPONSOR | PLAYER LOUNGE SPONSOR | JERSEY SPONSOR | DRAFT NIGHT SPONSOR | LUNCHEON WINE SPONSOR |
| FINANCIAL COMMITMENT PER YEAR | \$50,000 | \$25,000 | \$10,000 | \$5,000 | \$2,500 | \$1,000 | \$25,000 | \$15,000 | \$12,500 | \$12,500 | \$7,500 |
| MINIMUM COMMITMENT (YEARS) | 2 YRS | 1 YR | 1 YR | 1 YR | 1 YR | 1 YR | 1 YR | 1 YR | 1 YR | 1 YR | 1 YR |
| EVENT NAMING RIGHTS | YES | - | - | - | - | - | - | - | - | - | - |
| CORPORATE LOGO INCLUSION IN OFFICIAL PRO-AM LOGO | YES | - | - | - | - | - | - | - | - | - | - |
| RIGHT TO USE PRO-AM LOGO | YES | - | - | - | - | - | - | - | - | - | - |
| COMPANY REPRESENTATIVE TO SPEAK AT LUNCHEON AND DRAFT NIGHT | YES | - | - | - | - | - | - | - | - | - | - |
| CATEGORY EXCLUSIVITY | YES | - | - | - | - | - | - | - | - | - | - |
| EMPLOYEES HAVE THE RIGHT OF FIRST REFUSAL TO VOLUNTEER | YES | YES | - | - | - | - | - | - | - | - | - |
| EMPLOYEES HAVE THE RIGHT OF FIRST REFUSAL FOR THEIR CHILD'S MINOR HOCKEY TEAMS TO VOLUNTEER | YES | YES | - | - | - | - | - | - | - | - | - |
| RINKBOARD CORPORATE ADVERTISING AT TOURNAMENT (PRODUCTION INCLUDED) | 10 BOARDS | 6 BOARDS | 4 BOARDS | 2 BOARDS | 1 BOARD | - | 4 BOARDS | - | - | - | - |
| AD IN OFFICIAL PRO-AM TOURNAMENT PROGRAM | FULL-PAGE | 3/4 PAGE | 1/2 PAGE | 1/4 PAGE | - | - | - | - | - | - | - |
| SPONSOR CATEGORY CORPORATE LOGO PLACEMENT ON TOURNAMENT WELCOME SIGNS | YES | YES | YES | YES | YES | - | - | - | - | - | - |
| SPONSOR CATEGORY CORPORATE LOGO ON PRO-AM WEBSITE | YES | YES | YES | YES | YES | YES | YES | YES | YES | YES | YES |
| SPONSOR CATEGORY CORPORATE LOGO ON TOURNAMENT JERSEYS | YES | - | - | - | - | - | - | - | - | - | - |
| TICKETS TO EVENT KICK-OFF LUNCHEON (EXCLUSIVE EVENT FOR SPONSORS AND NHL ALUMNI) | 16 GUESTS | 8 GUESTS | 6 GUESTS | 4 GUESTS | 2 GUESTS | - | 16 GUESTS | 8 GUESTS | - | - | 4 GUESTS |
| SPEAKING OPPORTUNITY AT DRAFT NIGHT | YES | - | - | - | - | - | - | - | - | - | - |
| COMPANY LOGO AT CENTRE ICE | 2 RINKS | - | - | - | - | - | - | - | - | - | - |

ADDITIONAL SPONSORSHIP OPPORTUNITIES

| | | |
|------------------------|------|----------|
| PLAYER GIFTING SPONSOR | SOLD | \$10,000 |
|------------------------|------|----------|

| | | |
|-----------------------------------|------|----------|
| TOWEL SPONSORSHIP | | \$10,000 |
| DRAFT NIGHT ENTERTAINMENT SPONSOR | SOLD | \$5,000 |
| WATER BOTTLE SPONSORSHIP | SOLD | \$3,500 |

| | | |
|------------------------------------|------|---------|
| INDIVIDUAL TEAM JERSEY SPONSORSHIP | | \$3,000 |
| PUCK SPONSOR | SOLD | \$2,500 |
| INDIVIDUAL TEAM SOCK SPONSORSHIP | | \$2,000 |

IT STARTS TODAY

For those providing the role of caregiver to someone affected by dementia, days can feel like they repeat themselves. The things you reminded loved ones of yesterday may be the same things you are reminding them of again today.

Through Gordie Howe CARES, caregivers can put themselves in a position to better support themselves and their loved ones. Now, days can have more wins than losses.

It's time to turn day one into day won.



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EVERY DAY IS
**DAY
WON**

FOR SPONSORSHIP INQUIRIES, PLEASE CONTACT

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