GORDIE HOWE

PRO AM

CALGARY

CARES

GORDIE HOWE CARES PRO-AM HOCKEY TOURNAMENT

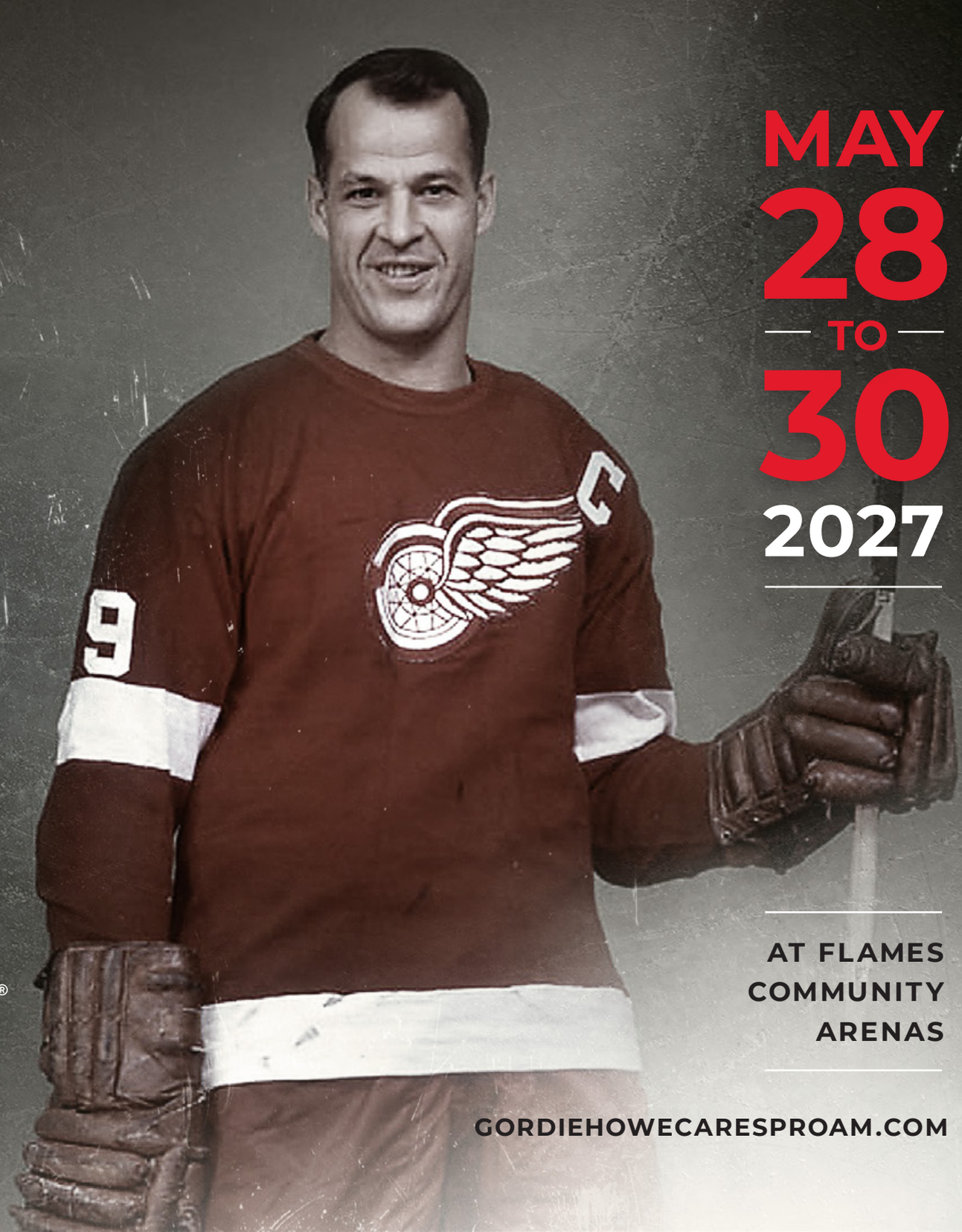
SPONSORSHIP OPPORTUNITIES

PRESENTED BY

Scotia Wealth Management®

IN PARTNERSHIP WITH GORDIE HOWE CARES

HONOUR THE PAST THE ALUMNI SINCE 1998



MAY 28 TO 30 2027

AT FLAMES COMMUNITY ARENAS

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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”.

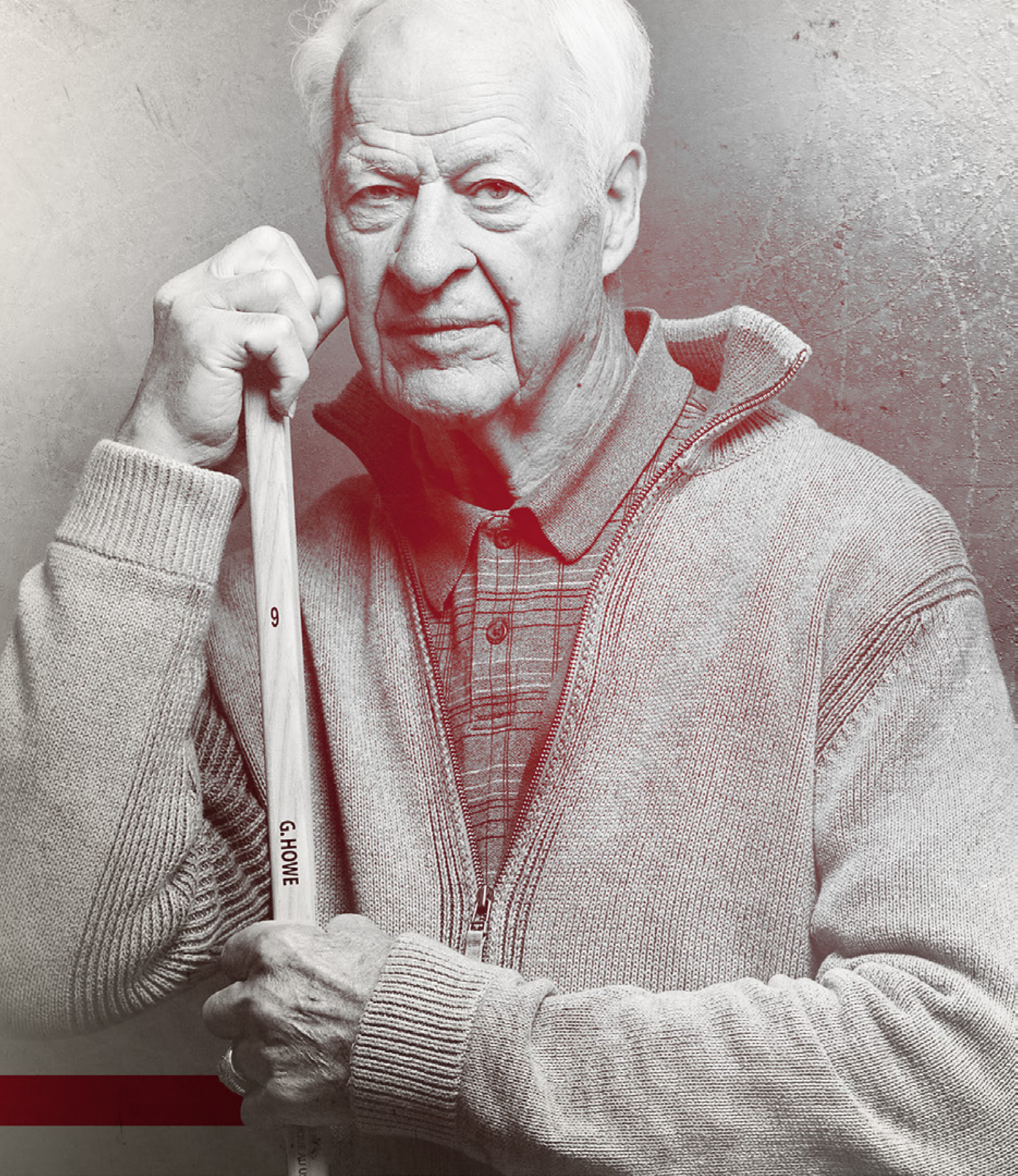
In a career spanning twenty-six NHL seasons, Gordie accomplished more than even some of the most elite players of the game could ever imagine.

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

This is also his story.

GORDIE HOWE CARES

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#WHYWEPLAY

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

GORDIE HOWE CARES

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2027 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, we recognize the importance of access to the opportunities that enrich Canadian communities. ”

Alex Besharat

Executive Vice President
Canadian Wealth Management

Scotia
Wealth Management®

CAREGIVERS BY THE STATS

The Pro-Am hockey tournament is an action-packed weekend that jumps into Friday with our Luncheon.

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**

ripples

GORDIE HOWE CARES









THE EVENT

The Pro-Am hockey tournament is an action-packed weekend that jumps into Friday with our Luncheon and Hot Stove Lounge.

The weekend kick-off continues into the evening at the Pro-Am Draft Night held at The Rooftop on 4th. With two full days of competition on the line, the draft order is determined by team fundraising totals.

Get ready — the more a team raises, the higher they move up in the order to select their favourite NHL Alumni!

Check out last year's highlights.
Read the Pro-Am Post-Game.
gordiehowecares.com/postgame

GET IN THE GAME

VISIT OUR WEBSITE TO SEE THE COMPLETE GALLERY OF 2025 TOURNAMENT ACTION!

GORDIEHOWECARESPROAM.COM

GORDIE HOWE CARES PRO-AM HOCKEY TOURNAMENT / **GORDIEHOWECARESPROAM.COM**

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.



2027 SPONSORSHIP OPPORTUNITIES

EVENT LEVEL

	PRESENTING SPONSOR	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR	FRIENDS OF PRO-AM	LUNCHEON SPONSOR	PLAYER LOUNGE SPONSOR	JERSEY SPONSOR	DRAFT NIGHT 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
MINIMUM COMMITMENT (YEARS)	2 YRS	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	-	-	-	-	-	SOLD	SOLD	-	SOLD
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)	12 BOARDS	6 BOARDS	3 BOARDS	3 BOARDS	1 BOARD	-	3 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
SPONSOR CATEGORY CORPORATE LOGO ON TOURNAMENT JERSEYS	YES	-	-	-	-	-	-	-	-	-
TICKETS TO EVENT KICK-OFF LUNCHEON (EXCLUSIVE EVENT FOR SPONSORS AND NHL ALUMNI)	20 GUESTS	10 GUESTS	10 GUESTS	4 GUESTS	2 GUESTS	-	20 GUESTS	10 GUESTS	-	-
SPEAKING OPPORTUNITY AT DRAFT NIGHT	YES	-	-	-	-	-	-	-	-	YES

2027 EXCLUSIVE SPONSORSHIPS

TOURNAMENT PRINTING SPONSOR — $15,000 or In-Kind

- Corporate logo in event collateral and website
- Right to use GHC Pro-Am logo upon approval
- 1/2 page advertisement in event program
- 4 seats to Luncheon

LUNCHEON TABLE GIFTING SPONSOR — $10,000

- Opportunity to provide gift for luncheon attendees
- Right to use GHC Pro-Am logo upon approval
- Corporate logo in event collateral and website
- 1/2 page advertisement in event program
- 2 seats to Luncheon

PLAYER SKATE GUARDS SPONSOR — $10,000

- Opportunity to provide skate guards with corporate logo for players
- Right to use GHC Pro-Am logo upon approval
- Corporate logo in event collateral and website
- 1/2 page advertisement in event program
- 2 seats to Luncheon

PLAYER TOWELS SPONSOR — $10,000

- Opportunity to provide towels with corporate logo for players
- Right to use GHC Pro-Am logo upon approval
- Corporate logo in event collateral and website
- 1/2 page advertisement in event program
- 2 seats to Luncheon

HOSPITALITY PARTNER — $7,500

- Opportunity to provide a welcome gift in alumni hotel room
- Logo on welcome note inside alumni hotel rooms
- Logo placement at alumni breakfast where appropriate
- Corporate logo in event collateral and website
- 1/4 page advertisement in event program
- 2 seats to Luncheon

HOCKEY PUCKS SPONSOR — SOLD — $2,500

- Logo placement on one side of tournament play pucks
- Right to use GHC Pro-Am logo upon approval
- 1/4 page advertisement in event program
- Corporate logo in event collateral and website
- 2 seats to Luncheon

PLAYER WATER BOTTLES SPONS — SOLD — $7,500

- Corporate logo on one side of player water bottles
- Right to use GHC Pro-Am logo upon approval
- 1/4 page advertisement in event program
- Corporate logo in event collateral and website
- 2 seats to Luncheon

GROCERY PARTNER — $5,000 or In-Kind

- Opportunity to provide player/dressing room refreshments
- Right to use GHC Pro-Am logo upon approval
- 1/4 page advertisement in event program
- Corporate logo in event collateral and website
- 2 seats to Luncheon

ICE SPONSOR — $5,000 or In-Kind

- Opportunity to provide ice and freezers for tournament
- Right to use GHC Pro-Am logo upon approval
- 1/4 page advertisement in event program
- Corporate logo in event collateral and website
- 2 seats to Luncheon

MASSAGE THERAPY SPONSOR — $5,000

- Corporate logo placement on Massage Therapy Room signage
- Right to use GHC Pro-Am logo upon approval
- 1/4 page advertisement in event program
- Corporate logo in event collateral and website
- 2 seats to Luncheon

REFEREES SPONSOR — $5,000

- Corporate logo placement on Referees collateral
- Right to use GHC Pro-Am logo upon approval
- 1/4 page advertisement in event program
- Corporate logo in event collateral and website
- 2 seats to Luncheon

VOLUNTEERS SPONSOR — $5,000

- Corporate logo placement on Volunteer collateral
- Right to use GHC Pro-Am logo upon approval
- 1/4 page advertisement in event program
- Corporate logo in event collateral and website
- 2 seats to Luncheon

HYDRATION SPONSOR — $5,000

- Opportunity to provide water for tournament use
- Right to use GHC Pro-Am logo upon approval
- 1/4 page advertisement in event program
- Corporate logo in event collateral and website
- 2 seats to Luncheon

WINE SPONSOR (LUNCHEON ON — SOLD — $5,000

- Opportunity to provide wine for Luncheon
- Right to use GHC Pro-Am logo upon approval
- 1/4 page advertisement in event program
- Corporate logo in event collateral and website
- 2 seats to Luncheon

INDIVIDUAL TEAM JERSEY SPONSOR — $3,000

INDIVIDUAL TEAM SOCK SPONSOR — $2,000

PLAYER GIFTING SPONSOR — SOLD — $10,000

DRAFT NIGHT ENTERTAINMENT SPONSOR — $5,000

#WHYWEPLAY

From that first puck drop to the stories in the dressing room after the final game ends, it's easy to see why each and every player arrives with a smile and leaves with something deeper — it's not only an opportunity to care, it's knowing that every effort is truly making a difference.





















GORDIE HOWE CARES PRO-AM HOCKEY TOURNAMENT / **GORDIEHOWECARESPROAM.COM**

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.

GORDIE HOWE CARES

GORDIE HOWE CARES PRO-AM HOCKEY TOURNAMENT



FOR SPONSORSHIP INQUIRIES, PLEASE CONTACT

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GORDIE HOWE PRO AM CALGARY CARES

PRESENTED BY

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