



GORDIE HOWE CARES PRO-AM HOCKEY TOURNAMENT

# SPONSORSHIP OPPORTUNITIES

PRESENTED BY

**Scotia** Wealth Management®

IN PARTNERSHIP WITH



**GORDIE  
HOWE  
CARES**



[GORDIEHOWECARESPROAM.COM](http://GORDIEHOWECARESPROAM.COM)

**MAY  
22  
TO  
24  
2026**

FLAMES  
COMMUNITY  
ARENAS





# 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”.

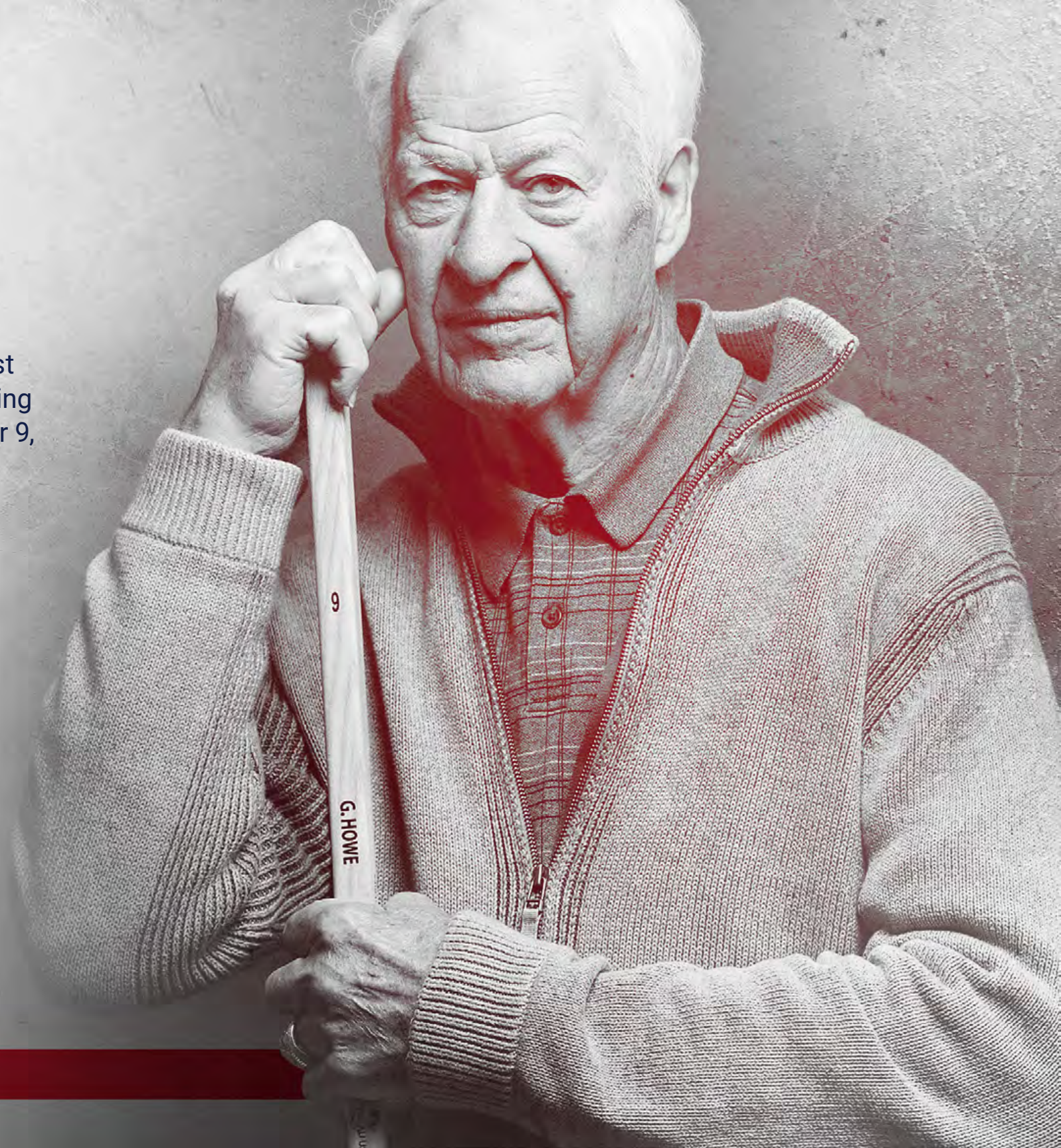
In a career spanning twenty-six NHL seasons, Gordie accomplished more than even some of the most elite players of the game could ever imagine.

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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A close-up photograph of a man with a beard and closed eyes, looking down. A hand is gently resting on his shoulder, suggesting comfort or support. The image has a soft, slightly desaturated color palette with a red tint on the right side.

**#WHYWEPLAY**

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



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## 2026 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

**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](https://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 —featuring our guest host being announced soon!

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!



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



100 years of Bruins Hockey set the stage for three great names in the franchise to hit the GHC Hot Stove.





# GET IN THE GAME

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

[GORDIEHOWECARESPROAM.COM](http://GORDIEHOWECARESPROAM.COM)



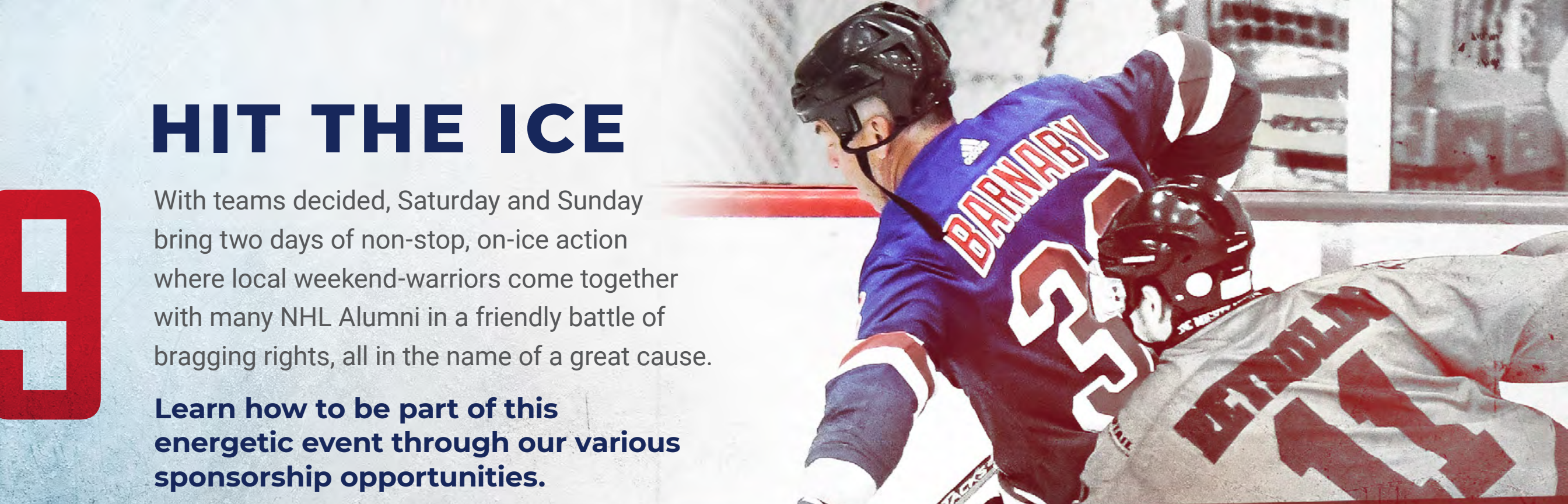
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# HIT THE ICE

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

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# SPONSORSHIP OPPORTUNITIES

## INDIVIDUAL TEAM LEVEL

PLAYER GIFTING SPONSOR	\$10,000
TOURNAMENT TOWEL SPONSOR	\$7,500
DRAFT NIGHT ENTERTAINMENT SPONSOR	\$5,000
TOURNAMENT WATER BOTTLE SPONSOR	\$5,000
INDIVIDUAL TEAM JERSEY SPONSOR	\$3,000
INDIVIDUAL TEAM SKATE MAT SPONSOR	\$3,000
INDIVIDUAL TEAM SOCK SPONSOR	\$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.**



EVERY DAY IS  
**DAY  
WON**



FOR SPONSORSHIP INQUIRIES, PLEASE CONTACT

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