



TOAST OF THE TOWN

LANNY McDONALD



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The Calgary Flames Alumni invite you to celebrate Lanny McDonald's legendary contributions to the sport of hockey as well as his community service. A legend who has inspired so many is unquestionably the **Toast of the Town!**

Join us at the **Scotiabank Saddledome** in **November 10, 2022** for a special tribute gala alongside some of hockey's greatest legends and our communities' most influential leaders to share stories, pay tribute, and celebrate our very own **Lanny McDonald**.

The event's proceeds will benefit the following charitable causes:

- Cure Cancer Foundation In support of Blood Cancer Research at the University of Calgary and Calgary Cancer Centre
- CP Kids & Families and additional Flames Alumni charitable beneficiaries

Join us to celebrate the **TOAST OF THE TOWN** featuring **Lanny McDonald**

Limited sponsorship & ticket opportunities available.





SPONSORSHIP OPPORTUNITIES

TITLE SPONSORSHIP \$50,000

The ultimate hosting experience with colleagues, clients, family and friends.

Our title sponsor will be prominently featured on our digital screen backdrop, signage, and table material throughout the night, dominating all marketing materials across all platforms.

- Choice of two (2) tables of 10 OR two (2) tables of 8 with the opportunity to sit with a member of Calgary Flames Alumni + guest
- 20 passes to the **VVIP reception**
 - **This is a once-in-a-lifetime opportunity!** As title sponsor, you will be treated to an exclusive VVIP experience prior to the evening's festivities, where your guests will be able to mingle with Lanny McDonald and other Flames alumni legends.
 - A host bar and complimentary appetizers are included in the VVIP reception.
- Logo displayed prominently in-venue on digital screens and LED power ring
- Logo displayed prominently on all print materials & signage
- Logo displayed prominently in the official Toast of the Town program, as well as, the opportunity for full-page advertisement
- Video messaging opportunity to be aired during the official stage program
- Company recognition on Calgary Flames Alumni social media channels

PLATINUM SPONSORSHIP \$20,000

2 Available

- Choice of two (2) tables of 10 OR two (2) tables of 8 with the opportunity to sit with a member of Calgary Flames Alumni + guest
- 20 passes to the pre-reception VIP party in the TELUS Club
 - **VIP reception includes host bar and complimentary appetizers**
- Logo displayed prominently in-venue on digital screens and LED power ring
- Logo displayed prominently on all print materials & signage
- Logo displayed prominently in the official Toast of the Town program, as well as, the opportunity for 1/2 page advertisement
- Company recognition on Calgary Flames Alumni social media channels

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WWW.CALGARYFLAMESALUMNI.COM



SPONSORSHIP OPPORTUNITIES

VIP SPONSORSHIP \$10,000

15 Available

- Choice of one (1) table of 10 OR one (1) table of 8 with the opportunity to sit with a member of Calgary Flames Alumni + guest (based on availability)
- 10 passes to the pre-reception VIP party in the TELUS Club
 - VIP reception includes host bar and complimentary appetizers
- Logo displayed prominently in-venue on digital screens and LED power ring
- Logo displayed prominently on all print materials & signage where applicable
- Company recognition on Calgary Flames Alumni social media channels

PHOTO SPONSOR \$20,000

All guests in attendance will receive a complimentary photo in our fully customized photo booth. Photos will be printed and distributed that evening. As photo sponsor you will receive the following:

- Choice of one (1) table of 10 OR one (1) table of 8 with the opportunity to sit with a member of Calgary Flames Alumni + guest
- 10 passes to the pre-reception VIP party in the TELUS Club
 - VIP reception includes host bar and complimentary appetizers
- Logo included on custom photo graphics
- Logo recognition in-venue on digital screens
- Logo recognition on print materials & signage where applicable
- Logo recognition in the official Toast of the Town program

LIVE AUCTION SPONSOR \$20,000

As presenting sponsor of the Live Auction, you will receive the following:

- Choice of one (1) table of 10 OR one (1) table of 8 with the opportunity to sit with a member of Calgary Flames Alumni + guest
- 10 passes to the pre-reception VIP party in the TELUS Club
 - VIP reception includes host bar and complimentary appetizers
- Logo recognition in-venue on digital screens
- Logo recognition on print materials & signage where applicable
- Logo recognition in the official Toast of the Town program

INDIVIDUAL TABLE SALES ARE AVAILABLE.

Please contact foundationevents@calgaryflames.com for additional details.

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ABOUT THE CALGARY FLAMES ALUMNI

The Calgary Flames Alumni, founded in 1993, is one of the oldest alumni chapters in professional hockey. We are here to help those in need and have raised hundreds of thousands of dollars for charity. There are currently more than 150 Alumni who have decided to call Calgary home. This includes both Calgary Flames Alumni as well as alumni from various NHL teams around the league.

PROCEEDS BENEFITTING CALGARY FLAMES ALUMNI CHARITIES & CURE CANCER FOUNDATION

About the Cure Cancer Foundation

The Cure Cancer Foundation is a new grassroots movement that was founded by a group of people with decades of experience in raising funds for cancer research and treatment here in Alberta. The Foundation started as a dedicated group of volunteers establishing a way to have a more direct relationship with the researchers and doctors to be able to help tell their stories and fund vital research and treatment programs. Our primary goals are to raise money for cancer research and to end the serious battles people face every day from the moment they hear "you have cancer". We are passionate about finding a cure and enhancing the lives of Albertans dealing with the disease and partner with Cancer Centres, other Cancer Foundations and Universities to drive the push to cure cancer.

About CP Kids & Families

CP Kids & Families are a family-focused community leader that provides support, resources, and opportunities to children and families living with physical disabilities, including cerebral palsy, throughout their life journey. They offer a range of programs and events that create a positive and consistent support system for families, and provide opportunities for kids to experience the simple joys of being a kid.

Questions?

If you have questions regarding the Toast of the Town event or to find out more about gala tickets, sponsorship and related ways to support, please contact:

Foundation Events
403-777-1380
foundationevents@calgaryflames.com





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