



SPONSORSHIP

OPPORTUNITIES

2018

Alzheimer Society  
ALBERTA AND  
NORTHWEST TERRITORIES



EDMONTON | APRIL 27-29

[alzheimersfaceoff.ca](http://alzheimersfaceoff.ca)

## THE CAUSE AND PURPOSE



In Canada, 564,000 individuals are living with Alzheimer's disease or some form of dementia – over 50,000 of those people are here in Alberta. Sixty-five per cent of those diagnosed over the age of 65 are women – mothers, grandmothers, spouses and friends. Although there is a good understanding of what goes on in the brain of person with dementia, there is still no cure.

The Alzheimer's Face Off is an Edmonton-based world class event pairing weekend hockey warriors with their heroes from the NHL Alumni. This fun-filled weekend focuses on raising funds to support Alzheimer's research in Alberta universities. Funds raised are matched through a partnership with the Alberta Prion Research Institute that is funded by the Government of Alberta with grants awarded to researchers looking to find a cure for this terrible disease.

Your support will help us achieve our goal to find a cure!

### SCHEDULE OF EVENTS

#### April 27th Kick-off Luncheon

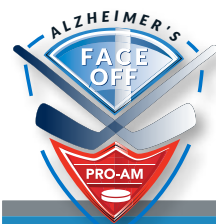
– The weekend kicks off with an unforgettable luncheon where former NHL players are honored and profiled.

#### April 27th Draft Night

– The highlight of the weekend for many, this high energy event replicates the NHL Draft as the top money making teams draft their favorite player for the weekend.

#### April 28th & 29th The Tournament

– Participants play alongside high profile NHL Alumni in a friendly hockey tournament. In addition, an All-Star game is held on April 28 and a Championship Game on April 29.



## SPONSORSHIP OPPORTUNITIES

	TOURNAMENT SPONSORSHIPS			TEAM SPONSORSHIPS		
	TITLE SPONSOR	GOLD SPONSOR	SILVER SPONSOR	TEAM SPONSOR	TEAM PLUS SPONSOR	TABLE PURCHASE
Financial commitment / year	\$40,000	\$25,000	\$10,000	\$7,500	\$12,500	\$5,000
Minimum commitment	3 years	1 year	1 year	1 year	1 year	1 year
Event naming rights	YES					
Corporate logo inclusion in official Pro-Am logo	YES					
Mentions in media buy (newspaper, radio)	YES					
Right to use Pro-Am logo	YES	YES				
Opportunity to title sponsor a component of tournament (i.e Draft Night)		YES				
Company representative to speak at Luncheon & Draft Night	YES					
Category exclusivity	YES					
Employees have the right of first refusal to volunteer	YES	YES				
Rink board corporate advertising at tournament (production included)	12	6	3			
Ad in official Pro-Am tournament program	1 Page	1/2 Page	1/2 Page			
Sponsor category corporate logo placement on tournament welcome signs	YES	YES	YES			
Sponsor category corporate logo placement in tournament program	YES	YES	YES	YES	YES	
Sponsor category corporate logo on Pro-Am website	YES	YES	YES	YES	YES	
Sponsor category corporate logo on tournament jerseys				YES	YES	
Tables to event kick-off luncheon (exclusive event for sponsors & NHL Alumni)	2	2	1		1	1
Tickets to Draft Night (exclusive event for sponsors & NHL Alumni)	16	8	4	4	4	
Speaking opportunity at Draft Night	YES					
Tax Receipt					\$4,000	\$4,000

# Help Us End Alzheimer's!



Alzheimer's disease is a form of dementia, an irreversible and fatal brain disease. This degenerative process slowly destroys brain function, ultimately leading to the need for total care. There is currently no known cause or cure for Alzheimer's but there is hope for creating a better tomorrow.

The Alzheimer Society of Alberta and Northwest Territories is working to change the face of dementia in Alberta and improve the quality of life for those with the disease. The Society offers a provincial network of educational and support services for those with dementia and their care partners, and advances research into effective treatments and finding a cure for this devastating disease. Until a cure is found, we are here to help.

***The time to act is now!***

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***For sponsorship info contact:***

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