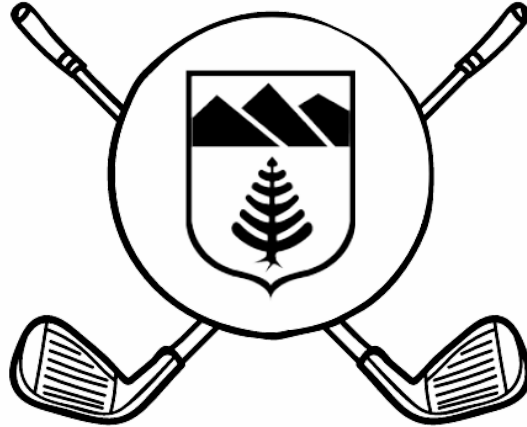


GORDON HOFFMAN



CHARITY GOLF CLASSIC

PRESENTED BY

BIRCHCLIFF
ENERGY

**2024 Sponsorship &
Registration Package**

July 25, 2024 | Priddis Greens Golf and Country Club

ABOUT FOOTHILLS

Since 1979, Foothills Academy Society has been a cornerstone of the Calgary community, focused on supporting children, youth and their families with Learning Disabilities and ADHD, through individualized wrap-around services. **Our impact is only possible with the generous contribution from our community members and businesses.**

Learning Disabilities and ADHD deeply affect the children and youth we support. They experience significant challenges in reading, writing, numeracy, emotional regulation, and/or social skills, which can impact their ability to reach their goals. With the supports we are able to provide at Foothills Academy Society to these children and youth, they are able to gain and retain skills in these areas which allow them to fulfill their potential academically, socially and in pursuing their passions.

Annually, our programs support over 2000 children and youth, and thousands of parents and professionals who support these young people. Our programs include:

- **Read/Write & Math Intervention** - Individual and small group remediated literacy and numeracy programs.
- **Amicus Camp & Recreation** - Low-ratio (1:3) programs focused on social skill development.
- **Psychological Services & Programs** - Low-cost psychoeducational assessments, individual and group counselling, executive function skill development programs and parent support groups.
- **Professional Development & Community Education** - Providing current and impactful research to parents, professionals and the community through online courses and in-person sessions.
- **School Program** - Currently serving 290 students with diagnosed Learning Disabilities in grades 3-12.

To ensure that our programs remain accessible for the thousands of individuals we support, we raise approximately \$1 million dollars every year to provide financial support through our internal bursary program.



FOOTHILLS
ACADEMY
SOCIETY

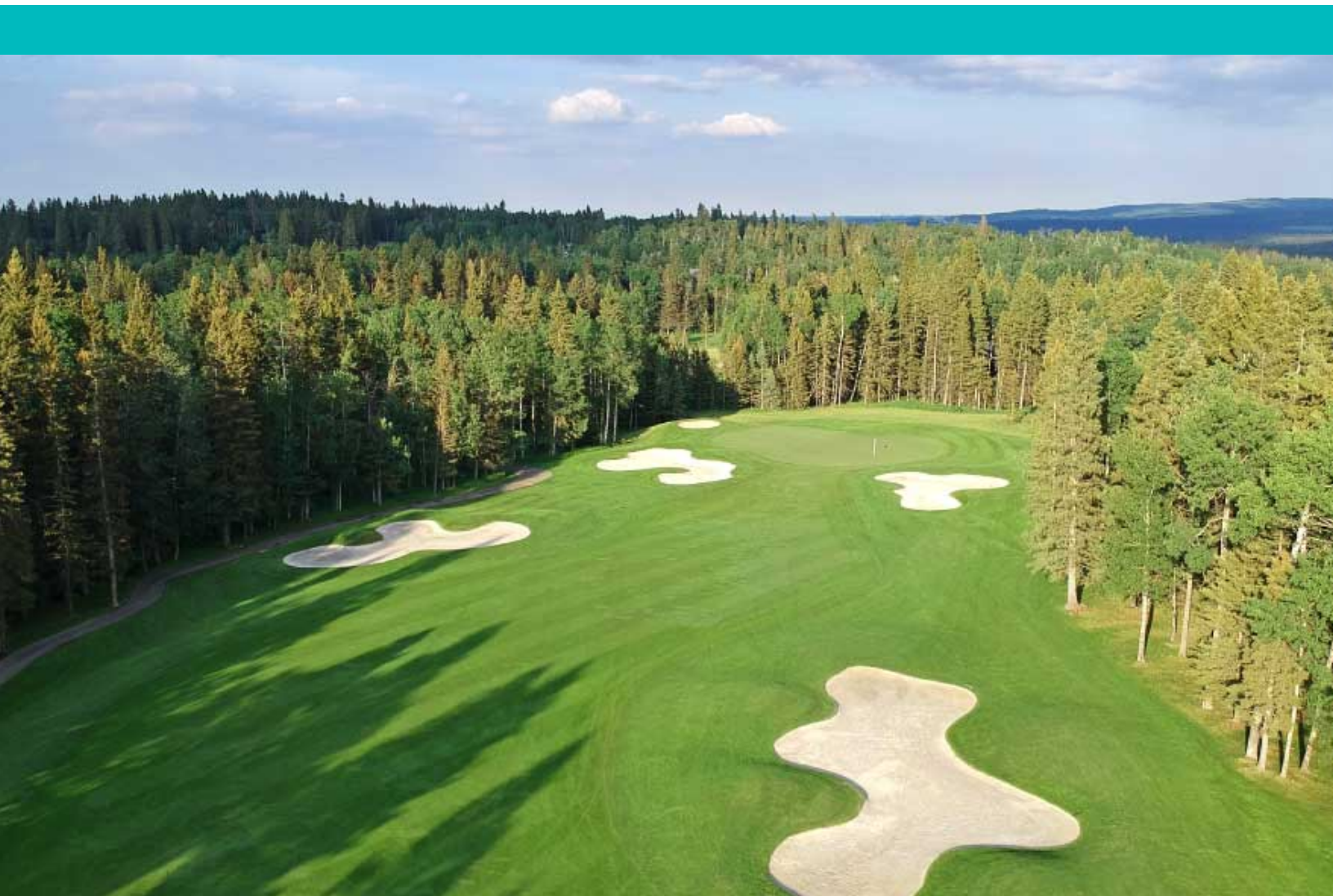
All proceeds support Foothills Academy Society.

ABOUT PRIDDIS GREENS

Golf and Country Club

On **Thursday, July 25**, the 14th Annual Gordon Hoffman Charity Golf Classic will be held at Priddis Greens Golf & Country Club in support of children with Learning Disabilities and ADHD. This first-class, private golf course provides a unique opportunity to golf at this exclusive venue.

Priddis Greens Golf & Country Club is among Calgary's finest golf and country clubs and has been the recipient of numerous awards. Their two 18-hole courses that lie among the well-treed valleys of the Rocky Mountain Foothills challenge players of every ability.



About GORDON HOFFMAN



We are thrilled to continue our partnership with lifelong philanthropist Gordon Hoffman. Gordon's annual support of our golf tournament began in 2010 and has since raised over

\$1,500,000 to support programs and services benefitting individuals and families in Calgary affected by Learning Disabilities and ADHD.

Although Gordon's formal profession is in law, serving as a co-founder of the Hoffman-Dorchik law firm, those who know him say that his true calling lies in fostering connections among people and demonstrating a commitment to community well-being. Year after year, Gordon brings his energy, enthusiasm, network and generous spirit to this tournament. We are not alone in our admiration for Gordon and his work. He has been recognized countless times for his contributions to non-profits, particularly Project Warmth, Operation Kickstart and the Alberta Champions Society.

Gordon has been chairman, co-chairman, director and founder of nearly 100 charitable and community organizations supporting a broad spectrum of people. We share Gordon's belief that:



"Every gift, no matter how small, is important."

HOW TO PARTICIPATE

Partnering with Foothills Academy Society and the Gordon Hoffman Charity Golf Classic provides the opportunity to support children and youth with Learning Disabilities and ADHD, meet your marketing and philanthropic objectives, and profile your company and brand.

Our Tournament Staff is committed to supporting sponsors with opportunities for a wide range of budgets and opportunities to engage with our golfers directly.

Becoming a sponsor promotes your business to the over 200 golfers who attend the tournament and our social media followers across all Foothills accounts. If you have an idea for how you would like to be involved that is not listed below, reach out! We are keen to collaborate with you.

Get involved by:

- Purchasing a sponsorship package or registering as a golfer;
- Donating items to our silent auction;
- Contributing a financial donation towards the Gordon Hoffman Charity Golf Classic fundraiser

Matching
— Up to —
50%

In previous years, Foothills Academy Society has participated in matching programs donations matched up to 50%.

We are proud to continue those partnerships in 2024, with matching up to 50% of all funds raised.

GOLFER REGISTRATION

Golfers	First 200	201+ Golfers	# of Golfers
Foursome	\$1,600.00	\$2,000.00	4
Twosome	\$800.00	\$900.00	2
Single	\$425.00	\$475.00	1

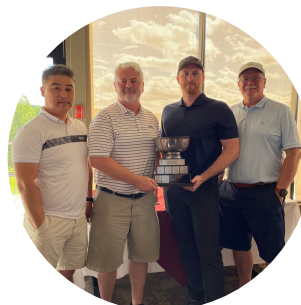
Player Pass

Players Pass *Add On*	\$75.00
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All golfers have the opportunity to purchase a Players Pass. Please note that the Players Pass is not included in the golfer registration packages highlighted above. All Players Passes need to be purchased in advance and cannot be added on during check-in.

Your Players Pass will include:

- 2 drink tickets
- 1 mulligan
- Rent the Priddis Pro - Long Drive
- 1 sleeve of golf balls
- Golfer tees
- Exclusive prizing



SPONSORSHIP OPPORTUNITIES

SOLD OUT

Presenting Sponsor - \$15,000

- 3 golf foursomes (12 registrations), including carts, practice facilities, breakfast and lunch.
- Preferred starting tee and lunch seating.
- Player Passes (\$75 per person) included for all 12 registrants.
- 2 tickets to the all-inclusive Foothills Academy Society Sky Suite at the Shaw Charity Classic (Sunday, August 18th) with VIP parking.
- Full-page advertisement in the event program.
- Logo and link integrated into all event web pages, banners and promotional material.
- Extended Thank You/Opportunity to speak at lunch program.
- Opportunity to promote your company through branded items and on-site company representatives.
- Opportunity to provide promotional gift and business cards or advertisements in golfer gift bags.
- First right of refusal as Presenting Sponsor for subsequent tournaments.
- One golfer in the Pro-Am during the Shaw Charity Classic.

Platinum Sponsor - \$10,000

(2 available)

- 2 golf foursomes (8 registrations), including carts, practice facilities, breakfast and lunch.
- Player Passes (\$75 per person) included for all 8 registrants.
- Half-page advertisement in the event program.
- Logo and link integrated into all event web pages, banners and promotional material.
- Verbal recognition during the lunch program.
- Opportunity to promote your company through branded items and on-site company representatives.
- Opportunity to provide promotional gift and business cards or advertisements in golfer gift bags.
- First right of refusal for subsequent tournaments.

Named Sponsor Benefits for one of:

1. ~~Player Gift - logo on all golfer gifts, ability to choose and customize golfer gift.~~ **(SOLD OUT)**
2. Beverage Sponsor - prominent logo on player passes, drink tickets, beverage carts, and lunch bar.

Gold Sponsor - \$7,500

(4 available)

- 1 golf foursome (4 registrations), including carts, practice facilities, breakfast and lunch.
- Logo and link integrated into all event web pages, banners and promotional material.
- Verbal recognition during the lunch program.
- First right of refusal as Gold Sponsor for subsequent tournaments.
- Opportunity to promote your company through branded items and on-site company representatives.
- Opportunity to provide promotional gift and business cards or advertisements in golfer gift bags.

Named Sponsor benefits for one of:

1. Breakfast Sponsor - prominent signage with logo as breakfast sponsor.
2. Lunch Sponsor - prominent signage with logo as lunch sponsor.
3. Cart Sponsor - recognition with logos on golf carts for both 18-hole courses.
4. Golfer Awards Sponsor - recognition with logos on golfer prize letters.

Silver Sponsor - \$4,000

(3 available)

- 2 golf registrations, right to add 2 additional golfers, including carts, practice facilities, breakfast and lunch.
- Logo and link integrated into all event web pages, banners and promotional material.
- Verbal recognition during the lunch program.
- Opportunity to promote your company through branded items and on-site company representatives.
- Opportunity to provide promotional gift and business cards or advertisements in golfer gift bags.

Named Sponsor benefits for one of:

1. Volunteer Lunch—recognition of the logo on all volunteer lunches and verbal recognition during the lunch program. **(SOLD OUT)**
2. Golf Ball Sponsor—logo on golf ball sleeves, provided in the Player Passes. **(SOLD OUT)**
3. Photo Sponsor—logo at foursome photography location on each course, ability to watermark logo onto printed foursome photos. **(SOLD OUT)**

Bronze Sponsor - \$2,250

(4 available)

- 1 golfer registration, right to add 1 additional golfer, including carts, practice facilities, breakfast and lunch.
- Logo and link integrated into all event web pages, banners and promotional material.
- Verbal recognition during the lunch program.
- Opportunity to promote your company through branded items and on-site company representatives.
- Opportunity to provide promotional gift and business cards or advertisements in golfer gift bags.

Practice Area Sponsor -\$2,000

(4 available)

- Logo and link integrated into all event web pages, banners and promotional material.
- Company logo/signage at practice area of sponsor's choice.
- Company logo in the event program.
- Opportunity to promote your company through branded items and on-site company representatives.
- Opportunity to provide promotional gift and business cards or advertisements in golfer gift bags.

Named Sponsor benefits for one of:

1. ~~Driving Range - target practice based skills - hit a target, be in a draw for prizing.~~ **(SOLD OUT)**
2. Short Game Area - target practice-based skills - hit a target, be in a draw for prizing.
3. Chipping Area - target practice-based skills - hit a target, be in a draw for prizing.
4. ~~Putting Green - target practice based skills - hit a target, win a prize immediately.~~ **(SOLD OUT)**

Note: this sponsorship cost may be reduced through providing prizes for these warm-up areas. I.e., if the sponsor supplies \$1000 worth of prizing for a practice area, this sponsorship cost can be reduced by \$1000.

Hole-in-One Sponsor \$750

(4 available)

- Logo and link integrated into all event web pages, banners and promotional material.
- Company logo/signage at the tee box of the sponsors' hole.
- Company logo in event program and player pass.
- 1 Sponsor Lunch - provided at hole
- If the sponsor supplies the cost of insurance and supplies the prize incentive, the Hole in One Sponsor cost is reduced to \$100.

Hole Sponsor \$600

- Logo and link integrated into all event web pages, banners and promotional material.
- Company logo/signage at the tee box of the sponsors' hole.
- 1 Sponsor Lunch - provided at hole
- Company logo in the event program.

Available for 24-hole sponsors;
Connect with golfers at the tee box to share product samples and snacks, host a draw or host a small activity or game.

Hole Sponsor \$100 (Alcohol)

(4 available)

- Connect with golfers at the tee box with a "Beat the Brewer" competition and/or product sampling at the hole.
- Logo and link integrated into all event web pages, banners and promotional material.
- Company logo/signage at the tee box of the sponsor's hole.
- 1 Sponsor Lunch - provided at hole
- Company logo in the event program. For Beat the Brewer, your logo is also included in the player's pass.
- Alcohol Sponsors must provide Pro-Serve staff for the event.

Hole Sponsor \$100 (Food)

SOLD OUT

- Connect with golfers at the tee box to share food samples prepared on-site for golfers.
- Logo and link integrated into all event web pages, banners and promotional material.
- Company logo/signage at the tee box of the sponsor's hole.
- Company logo in the event program.
- 1 Sponsor Lunch - provided at hole
- Food Sponsors must provide appropriately certified staff (i.e., food safe) for the event.

QUESTIONS

We are here to answer any questions you have about silent auction item donations, player registration, sponsorship packages and everything in between.

Please [email us](#), and we will be in touch shortly.



REGISTER & LEARN MORE



Connecting with Foothills Academy Society changes lives. Fundraising activities ensure that no child or family is turned away due to their financial circumstances. Scan the QR code to register and learn more.

To discuss giving options that work best for yourself, or your organization, please contact Kathleen Gurski - kgurski@foothillsacademy.org.

How do Your Golf Fees SUPPORT FOOTHILLS

We pride ourselves on being transparent and clear with our donors.

To ensure that supporters are able to direct their financial contributions appropriately, we are happy to provide the breakdown of where your Golfer Fees for the day are going.

Tournament Registration Fee - First 200 Golfers	\$400.00
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Priddis Costs	
Green Fee	\$180
Cart Fee	\$25
Breakfast Cost	\$25
Lunch Cost	\$50
Gratuity (mandatory)	\$13.50
Merchandise (mandatory)	\$20
GST Cost	\$25.08
Total Costs	\$338.58
Total to Foothills	\$61.42

GOLFER REGISTRATION

The Priddis Greens Golf & Country Club is a multi-year winner of the Best Private Golf Club in Canada, as well as a previous host to LPGA tournaments. This exclusive members-only course is the perfect setting for our day of golf in support of Foothills Academy Society.

With a firm numbers player cap and highly organized tournament, our players have the ease of an early start, being home by dinner, and having their day filled with inclusive prizes, multiple meals and snacks, as well as an extensive silent auction.

Player Registration Includes:

- 18 holes of golf at Priddis Greens
 - Hawk or Raven
- Power cart
- Breakfast and lunch (sit down)
- Multiple Hole-In-One prizes on each course
- Beat the Brewer hole challenges
- Awards and hole prizes (longest drive - male and female, longest putt, and more)
- The “Green of Dreams” to putt for prizes
- The “Chip for Gold” to chip for prizes
- The “Stroke of Luck” to drive for prizes
- An extensive silent auction
- Door prizes

“The Gordon Hoffman Charity Golf Classic is a great tournament to be a part of. From the time you check-in, to winning prizes in the warm up areas, a great day of golf with snacks and prizes on so many holes, to wrapping up at 3 PM. It is a great day for a great cause. Expect to see me and my foursome in 2024.”

Kyle Erskine

Gordon Hoffman Charity Golf Classic Participant



“I wouldn't have graduated without Foothills. With the various staff, from teachers to ED assistants to support staff, everyone cared so much, and it was evident. Some of the test-taking strategies and things I learned about advocating for myself I still use to this day. I'm no longer scared to ask for things that I believe will help me succeed. The leadership qualities I learned at Foothills have carried me throughout my life. I'm forever thankful to the staff at Foothills for what they did for me.”

Matthew Bolt

2009 Foothills Academy Society Graduate
Gordon Hoffman Charity Golf Classic Committee Member





**FOOTHILLS
ACADEMY
SOCIETY**

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