

11th
Annual

GORDON HOFFMAN
CHARITY GOLF CLASSIC

 **FOOTHILLS ACADEMY SOCIETY**
A Leader in Learning Disabilities since 1979



**2021 SPONSORSHIP AND
REGISTRATION PACKAGE**

**DRIDDIS
GREENS**



All Proceeds to Support



Register online at FoothillsAcademy.org

The Gordon Hoffman Charity Golf Classic



On Monday, August 23, 2021, the 11th Annual Gordon Hoffman Charity Golf Tournament will be held at Priddis Greens Golf & Country Club in support of children with Learning Disabilities and ADHD. This first class, private golf course will provide an amazing venue for this event. Registration includes 18 holes of golf on a challenging, private golf course; power cart rental; delicious food, awards; silent auction, plus more! Come and enjoy a fun day of golf and support a great cause!

After a year's absence due to COVID-19, we are looking forward to welcoming everyone back to the golf tournament this year. Since COVID-19 is still with us, all tournament planning will make the health of all our players, volunteers and staff at Priddis our first priority. We will make whatever adjustments are necessary to meet any health restrictions in place on the date of the tournament to keep everyone safe. Most likely, players will be assigned tee-off times instead of our normal scramble start to avoid crowding when arriving and departing the golf course. And, we anticipate that all food service will take place outdoors instead of in the clubhouse. Full details will be sent to players closer to the tournament date.



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. Priddis Greens was chosen to host the LPGA Canadian Pacific Women's Open in August 2016.

Gordon Hoffman, Q.C.

"I am a people person, and enjoy the practice of law. I attempt to help clients with their problems, and to secure positive results, if possible, amicably, efficiently and practically. I assist clients as their lawyer, friend, and advisor, and if I am not able to help, I refer or introduce them to someone else who will get the job done." Gordon Hoffman



We are extremely fortunate to have renowned Calgary philanthropist, Gordon Hoffman, lending his name and support to our charity golf tournament. Started in 2010, the Gordon Hoffman Charity Golf Classic has raised over \$1,000,000 to support programs and services benefitting individuals and families in Calgary affected by Learning Disabilities and ADHD.

Gordon is a lawyer whose practice area encompasses Personal Injury Law, Real Estate and Corporate Law. He has had a long history of involvement in the area of Learning Disabilities. Gordon has been a founder, chairman, director, solicitor, and executive member of many volunteer boards including Project Warmth Society of Alberta, Theatre Calgary, Child Find Alberta, Alberta Champions In Recognition of Community Enrichment, and Operation Kickstart Society. Gordon has received many awards, the most recent thereof being The City of Calgary Citizen of the Year Award of 2010, the Diamond Jubilee Medal Queen Elizabeth II 60th Anniversary 2012, Calgary Catholic Separate School Board Co-Honoree Community Shepherd Leadership Award 2012, the Governor General's Caring Canadian Award 2014, Calgary Herald's Compelling Calgarian 2015, CTV inspired Albertan 2016 and Sovereign's Medal for Volunteers, Canadian Honours System, The City of Calgary Heritage Achievement Award 2016 and The Calgary Board of Education Legacy Award 2018. In December 2019, Gordon was named a member of the Order of Canada.

Foothills Academy Society



“Having our child attend Foothills was the best decision we’ve ever made for him. He has a bright future and has been able to reach the potential we knew he was capable of but was having difficulty achieving.”

Connecting with Foothills Academy Society changes lives. For over 40 years, Foothills Academy Society has provide a centre of excellence assisting individuals with Learning Disabilities to achieve their potential. Fundraising activities ensure that no child or family is turned away due to their financial circumstances. In 2019/20, donations provided over \$1 million in bursary assistance to children and youth accessing the school and community programs.

Learning Disabilities and ADHD are invisible disabilities that affect at least 1 in 10 people in Calgary. These are bright people who struggle with learning and attention issues. Without the right supports, many end up dropping out of school, possibly turning to drugs and alcohol, suffering from mental health conditions like anxiety or depression or ending up in the justice system.

Within its school program, Foothills Academy offers students in grades 3 – 12 a safe and supportive environment to gain confidence in themselves as learners. We focus on a wide range of strategies to help students find success which ensures students reach their full potential. We are proud to have virtually a 100% high school graduation rate. Our aim is for our students to go on to successful and meaningful post-secondary education. We build on students’ strengths to enable them to become the remarkable individuals that they are all capable of being.

Foothills Academy’s Community Services offers programs and services to Calgarians who primarily are not part of our school program. Every year over 2,000 children, teens and adults access our programs and services. We offer one-to-one specialized instruction to increase fundamental reading, writing, and math skills; therapeutic recreation programs to develop social skills, increase friendships and self-confidence; psycho-educational assessments to find the reason for an individual’s struggles; and, counsellors to support individuals and families having a difficult time. Parents and educators increase their understanding and skills through our on-line and in-person parent and educator workshops.

Supporting the identification and treatment of children with LD/ADHD as early as possible is an investment in those children’s future that will benefit all of us.

Foothills Academy Impact by the Numbers (2019-20)

 **\$141,110**
BURSARY funds allowed **200** youth to access Community Services

 **296**
STUDENTS enrolled in Grades 3 - 12

 **1,400**
CHILDREN & YOUTH accessed Community Services programs & services 

 **339**
PARENTS participated in Parent Education or Parent Support Groups

 **1,270**
EDUCATORS participated in online or in-person Professional Development

How to Participate



There are many ways to participate in the Gordon Hoffman Charity Golf Tournament.

Sponsor

Becoming a sponsor provides you with a fantastic opportunity to promote your business to the 200+ golfers who attend the tournament plus additional exposure through our website and other print and digital tournament marketing. Promote your business while you give back to the community. Bronze level and higher sponsors will be recognized in newspaper thank you ads after the tournament. As part of the sponsorship package, you will receive complimentary registration(s) based on the level of sponsorship. See following page for options.

Register

The registration fee for a single golfer is \$325. Register as a team and save money. Foursomes are \$1,200 and twosomes are \$600. Golfing fees include green fees, cart rentals, food, prizes, silent auction and more.

Donate

Do you want to support the tournament but you can't attend? Donate to Foothills Academy Society and receive a charitable tax receipt for the full amount of your donation and receive recognition in the tournament program. Donations of items that will appeal to our golfers in our silent auction or as golf prizes (groups of four) are also appreciated.



Your Support Can Be Matched Up to 50%



In 2021, Foothills Academy Society is a participating charity in Shaw Birdies for Kids presented by AltaLink (BFK). BFK is a non-profit program run under the Calgary Shaw Charity Classic Foundation. **All donations through BFK are matched up to 50%. All funds raised by the Gordon Hoffman Charity Golf Classic prior to August 15, 2021 will be eligible for the matching program.** Whether you are sponsoring, registering or donating, your contribution will go further thanks to this charitable program which is helping to support children and youth based charities across Alberta.

Sponsorship Opportunities

Becoming a sponsor is a great opportunity to promote your business to the more than 200 golfers who attend the tournament while giving back to the community at the same time. See the chart on the next page for a full list of sponsorship benefits.



Presenting Sponsor \$10,000

This level of sponsorship will be customized to benefit both the Presenting Sponsor and Foothills Academy Society. If desired, this level of sponsorship can include golfing fees for 8 golfers, presenting sponsor logo on all materials, full-page advertisement in the event program, table recognition at the banquet and more. Please contact Janice Nelson at 403.270.9400 for additional information.

Gold Sponsor \$5,000

All Gold Sponsors receive 4 tournament registrations plus specific benefits for each \$5,000 sponsor choice:

- Lunch– Prominent signage with logo as the Lunch Sponsor
- Gift– Recognition with logo as Gift Sponsor. Company logo will be put on the gift provided to each golfer
- Cart– Corporate recognition with logo as Cart Sponsor on all the carts

Silver Sponsor \$2,500

All Silver Sponsors receive 2 tournament registrations plus (if desired) specific benefits for each Silver sponsor choice

- Breakfast– Large display sign with logo recognition as the Breakfast Sponsor
- Refreshment– Recognition with logo on drink tickets in the Player Pass
- Prize– Recognition with logo on all prizes awarded by the tournament
- Volunteer– Recognition with logo on lunches provided to volunteers
- Golf Ball– Recognition with logo on sleeves of golf balls provided to players purchasing Player Pass

Bronze Sponsor \$1,500

All Bronze Sponsors receive 1 tournament registration plus specific benefits for each Bronze sponsor choice:

- Snack Hole - Recognition with logo at a Snack Hole at the tournament
- Driving Range - Recognition with logo at the Driving Range

Hole Sponsor with Golfers: \$1,600*

As a hole sponsor, you have the opportunity to demonstrate or promote your product or service to our golfers on your designated hole. **All Hole Sponsor with Golfers also receive 4 tournament registrations.**

* Fee reduced by \$500 if you provide food or beverage or HIO insurance. Please ask for details.

Hole Sponsor: \$500*

As a hole sponsor, you have the opportunity to demonstrate or promote your product or service to our golfers on your designated hole.

* Sponsorship fee (\$500) waived if you provide food or beverage or HIO insurance. Please ask for details.



Sponsorship Opportunities

Sponsorship Level	Presenting \$10,000	Gold Level \$5,000	Silver Level \$2,500	Bronze Level \$1,500	Hole Sponsor with Golfers \$1,600*	Hole Sponsor \$500*
# of golfer registrations included	customized	4	2	1	4	0
Identified as Presenting Sponsor with name and logo on all materials	✓					
Company logo placement on items provided to players	✓	Gift Sponsor	Golf Ball Sponsor			
Preferred starting hole position	customized	✓				
Logo placement on golf carts	customized	Cart Sponsor				
Company able to include promotional material and/or samples for player swag bag	customized	✓	✓	✓		
Prominent signage with company logo at sponsored activity and at tournament	customized	Lunch Sponsor	Breakfast, Refreshment, Volunteer or Prize	Snack or Driving Range		
Company logo on all advertising materials including newspaper thank you ads	customized	Large	Medium	Small		
Sponsor Ad/Profile in banquet program	customized	1/2 page	1/4 page	logo	logo	logo
Tee box hole sign with company logo	customized				✓	✓
Acknowledgement on website, social media and newsletters	customized	✓	✓	✓	✓	✓
Acknowledgement in Foothills Academy Society's annual report	customized	✓	✓	✓		

Contact Information

Are you interested in becoming a sponsor, player or need more information?

Carima Navikenas

Fundraising Assistant
Foothills Academy
403.270.9400 ext. 235
fundraising@foothillsacademy.org

Janice Nelson

Manager
Foothills Academy
403.270.9400 ext. 237
jnelson@foothillsacademy.org

Bob MacDonald

Golf Tournament Chairperson
403.259.2233



11th Annual Gordon Hoffman Charity Golf Tournament Sponsorship and Registration Form



You can also register directly online at www.foothillsacademy.org

Date: Monday, August 23, 2021

Where: Priddis Greens Golf & Country Club

Start: Morning - exact time TBD

All Golf Registrations Include: Green Fee, Power Carts, Food, Drink, Awards, Gift and more!

<p>Sponsorship</p> <p><input type="checkbox"/> Presenting Sponsor (\$10,000)</p> <p><input type="checkbox"/> Gold Sponsor (\$5,000) (includes 4 golfers)</p> <p><input type="checkbox"/> Lunch Sponsor</p> <p><input type="checkbox"/> Cart Sponsor</p> <p><input type="checkbox"/> Player Gift Sponsor</p> <p><input type="checkbox"/> Silver Sponsor (\$2,500) (includes 2 golfers)</p> <p><input type="checkbox"/> Breakfast Sponsor</p> <p><input type="checkbox"/> Prize Sponsor</p> <p><input type="checkbox"/> Refreshment Sponsor</p> <p><input type="checkbox"/> Volunteer Sponsor</p> <p><input type="checkbox"/> Golf Ball Sponsor</p> <p><input type="checkbox"/> Bronze Sponsor (\$1,500) (includes 1 golfer)</p> <p><input type="checkbox"/> Snack Hole Sponsor</p> <p><input type="checkbox"/> Driving Range Sponsor</p>	<p><input type="checkbox"/> Hole Sponsors</p> <p><input type="checkbox"/> Hole Sponsor with 4 Golfers (\$1,600)*</p> <p><input type="checkbox"/> Hole Sponsor (\$500)*</p> <p><small>* Fee may be reduced for food, beverage or HIO insured holes. Please inquire.</small></p> <p><input type="checkbox"/> Additional Golfer with Sponsorship (\$300)</p> <p>Golfers Only (no sponsorship)</p> <p><input type="checkbox"/> Foursome (\$1,200)</p> <p><input type="checkbox"/> Twosome (\$600)</p> <p><input type="checkbox"/> Single Golfer (\$325)</p> <p>Donation</p> <p><input type="checkbox"/> Cash Donation _____</p> <p><input type="checkbox"/> Merchandise/Service Donation (provide details on separate form)</p>	<p>Total Payment Calculation:</p> <p>Sponsorship: _____</p> <p>Golf Fees: _____</p> <p>Player Passes: _____</p> <p>Cash Donation: _____</p> <p>TOTAL: _____</p>
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Add On: Pre-Paid Player Passes Player Pass (\$60) x _____ (includes 2 Mulligans, drink ticket and other on-course activities)



In 2021, all funds raised by the Gordon Hoffman Charity Golf Classic are eligible for up to 50% matching by Shaw Birdies for Kids presented by AltaLink (BFK). Whether you are sponsoring, registering or donating, your contribution (received prior to August 15, 2021) will go further thanks to this charitable program which is helping to support children and youth-based charities across Alberta.

MAIN CONTACT INFORMATION

Main Contact: _____
 Company: _____
 Address: _____

Phone Number: _____
 Email: _____

GOLFER INFORMATION

Player #1: _____
 Email: _____

Player #2: _____
 Email: _____

Player #3: _____
 Email: _____

Player #4: _____
 Email: _____

PAYMENT Choose one of the following: Visa MC AE Invoice Cheque (payable to Foothills Academy)

Please accept the total amount of: \$ _____ Credit Card #: _____ Expiry: _____

Daytime Phone # for us to call for CVV#: _____

Cardholder Name: _____ Signature: _____

In compliance with the Alberta Charitable Fundraising Act, we are required to inform you that during this fiscal year we hope to raise \$1 million dollars at a cost of \$180,000.

Please mail or fax form to: Foothills Academy Society 745 37 Street NW, Calgary, AB T2N 4T1
 Phone: 403.270.9400 Fax: 403.270.9438 Email: fundraising@foothillsacademy.org
 Charitable Registration: 11892 7060 RR0001



Gordon Hoffman Charity Golf Classic Merchandise/Service Donation Form



I/We agree to provide the following new item(s)/service(s) to be used to raise funds in support of the children at Foothills Academy Society at the Gordon Hoffman Charity Golf Classic.

Please print and provide a separate form for each item.

Item or Service _____ **Retail value: \$** _____

Detailed description of above: (complete accuracy is necessary) For services, please provide a gift certificate.

Are there any gift restrictions (eg. conditions, minimum bid, etc.)? _____

Do you require a tax receipt? No Yes Amount of attached receipts: \$ _____

*A charitable tax receipt will be provided for any item or service within the limits of regulations as set out by CRA. ** Note an invoice/sales receipt indicating actual amount paid is required in order to issue a donation tax receipt.*

Tax receipt and/or acknowledgement to be issued to:

Individual name: _____, or Company/Organization: _____

Attention To: _____

Address: _____

City, Province: _____ Postal Code: _____

Telephone: _____ Email: _____

Signature: _____ Date: _____

Is item to be delivered? No Yes

If yes, please deliver it to
Foothills Academy Society
745 37 Street NW
Calgary, AB T2N 4T1
Attn: Fundraising

Is item to be picked up? No Yes

If yes, date available: _____
Contact Name: _____
Phone #: _____
Email: _____

THANK YOU!

Please mail or fax form to: Foothills Academy Society - 745 - 37 Street NW, Calgary, AB T2N 4T1
Phone: 403.270.9400 Fax: 403.270.9438 Email: fundraising@foothillsacademy.org
Charitable Registration #: 11892 7060 RR0001