



2019 SPONSORSHIP AND REGISTRATION PACKAGE

PRIDDIS
GREENS



All Proceeds to Support





Monday, August 19, 2019 Event Schedule



- 7:00 am Registration and breakfast
- 8:00 am Shotgun start
- 2:30 pm Banquet Dinner, Awards & Auction

On Monday, August 19, 2019 the 10th 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; breakfast; banquet meal with awards; silent auction, plus more! Come and enjoy a fun day of golf and support a great cause!



The Gordon Hoffman Charity Golf Classic

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 \$890,000 to support programs and services benefitting individuals and families in Calgary affected by Learning Disabilities and ADHD.

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 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.



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. Now celebrating its 40th anniversary, Foothills Academy Society provides a centre of excellence assisting individuals with Learning Disabilities to achieve their potential through a full-time school program and community programs. Fundraising activities ensure that no child or family is turned away due to their financial circumstances.

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.



Camp Amicus is a social-skills based camp that helps children with Learning Disabilities or ADHD learn how to make and keep a friend.



Read/Write & Math one-to-one instruction helps children who are struggling with literacy and math skills.

How to Participate



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

- ❑ **Sponsorship** - 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.
- ❑ **Registration** - 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, breakfast, banquet with awards following the tournament, silent auction and more.
- ❑ **Donation** - Do you want to support the tournament but can't attend? Donate to Foothills Academy Society and receive a charitable tax receipt and 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 Goes Further with Shaw Birdies for Kids Presented by AltaLink



In 2019, Foothills Academy Society is participating in the Shaw Birdies for Kids (BFK) presented by AltaLink program. 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 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. In 2018, we received almost \$19,000 from the BFK matching program!

Gordon Hoffman Charity Golf Classic 2018 Results

RAVEN RESULTS



1st Place (Gross Score)

Team Kensington Liquor Cellars



1st Place (Net Score)

Team Inland Concrete

2
n
d



Team Macdonald

3
r
d



Team Engler

HAWK RESULTS



1st Place (Gross Score)

Team Bordt & Sons



1st Place (Net Score)

Team Topmade Foods

2
n
d



Team Operation Kickstart Society

3
r
d



Team Keyera Corp & Team Haggeman

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 Jan Haggeman 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:

- Dinner – Prominent signage with logo as the Dinner Sponsor in the dining room
- Gift – Corporate recognition with logo as Gift Sponsor with the gift given to the golfers
- 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 – Signage with logo as the Breakfast Sponsor on the dining room tables during breakfast
- Refreshment – Corporate recognition with logo on drink tickets in the Player Pack
- Prize Table – Corporate recognition with logo at the prize table during the banquet
- Volunteer – Corporate recognition with logo on lunches provided to volunteers
- Golf Ball – Corporate recognition with logo on sleeves of golf balls provided to players purchasing Player Pack

Bronze Sponsor \$1,500

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

- Million Dollar Hole in One Contest – Signage with logo as the Million Dollar Hole in One Sponsor
- Snack Hole – Corporate recognition with logo at a Snack Hole at the tournament
- Driving Range – Corporate 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 | ✓ | | | | |
| Preferred table for banquet | customized | ✓ | | | | |
| Logo placement on golf carts | customized | Cart Sponsor | | | | |
| Verbal recognition at awards banquet | customized | ✓ | ✓ | | | |
| Company able to include promotional material and/or samples for player swag bag | customized | ✓ | ✓ | ✓ | | |
| Prominent signage with company logo at sponsored activity and in banquet room | customized | Dinner Sponsor | Breakfast, Refreshment, Volunteer or Prize Table | Snack, Million \$ HIO 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 | ✓ | ✓ | ✓ | | |

Additional Sponsorship Opportunities: Foothills Academy Society holds multiple fundraising events each year. If you would like to sponsor more than one event, a customized sponsorship package can be arranged. Please contact Trevor Anderson (tanderson@foothillsacademy.org) at Foothills Academy or call 403.270.9400 ext. 214.



10th Annual Gordon Hoffman Charity Golf Tournament Sponsorship and Registration Form



Date: Monday, August 19, 2019
Where: Priddis Greens Golf & Country Club
Shotgun Start: 8:00 am, Texas scramble

All Golf Registrations Include: Green Fee, Power
Carts, Breakfast, Banquet with Awards, Silent
Auction and more!

| | | |
|---|---|--|
| Sponsorship <input type="checkbox"/> Presenting Sponsor (\$10,000) <input type="checkbox"/> Gold Sponsor (\$5,000) (includes 4 golfers) <input type="checkbox"/> Dinner Sponsor <input type="checkbox"/> Cart Sponsor <input type="checkbox"/> Tee Gift Sponsor <input type="checkbox"/> Silver Sponsor (\$2,500) (includes 2 golfers) <input type="checkbox"/> Breakfast Sponsor <input type="checkbox"/> Prize Sponsor <input type="checkbox"/> Refreshment Sponsor <input type="checkbox"/> Volunteer Sponsor <input type="checkbox"/> Golf Ball Sponsor <input type="checkbox"/> Bronze Sponsor (\$1,500) (includes 1 golfer) <input type="checkbox"/> Snack Hole Sponsor <input type="checkbox"/> Driving Range Sponsor | <input type="checkbox"/> Hole Sponsors <input type="checkbox"/> Hole Sponsor with 4 Golfers (\$1,600)* <input type="checkbox"/> Hole Sponsor (\$500)* * Fee may be reduced for food, beverage or HIO insured holes. Please inquire. <input type="checkbox"/> Additional Golfer with Sponsorship (\$300) Golfers Only (no sponsorship) <input type="checkbox"/> Foursome (\$1,200) <input type="checkbox"/> Twosome (\$600) <input type="checkbox"/> Single Golfer (\$325) Donation <input type="checkbox"/> Cash Donation _____ <input type="checkbox"/> Merchandise/Service Donation (provide details on separate form) | Total Payment Calculation: Sponsorship: _____ Golf Fees: _____ Player Packs: _____ Cash Donation: _____ TOTAL: _____ You can also register directly online through www.foothillsacademy.org |
|---|---|--|

Add On: Pre-Paid Player Packs Player Packs (\$60) x _____ (includes 2 Mulligans, Million Dollar Hole in One Contest entry, Beat the Pro, drink ticket and other on-course activities)



In 2019, all funds raised by the Gordon Hoffman Charity Golf Classic are eligible for up to 50% matching by the Shaw Birdies for Kids (BFK) presented by AltaLink 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.

MAIN CONTACT INFORMATION

Main Contact: _____ Phone Number: _____
Company: _____ Email: _____
Address: _____

GOLFER INFORMATION

Player #1: _____ Player #3: _____
Email: _____ Email: _____

Player #2: _____ Player #4: _____
Email: _____ 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 \$1.1 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 ext. 215 Fax: 403.270.9438 Email: jhaggeman@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: Jan Haggeman

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 ext. 215

Fax: 403.270.9438

Email: jhaggeman@foothillsacademy.org

Charitable Registration #: 11892 7060 RR0001



Monday, August 19, 2019

Event Schedule

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Your Support Goes Further Through Shaw Birdies for Kids Presented by AltaLink Program! Foothills Academy Society is participating in the Shaw Birdies for Kids (BFK) presented by AltaLink program. 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 will be eligible for the matching program.



Priddis Greens Golf & Country Club
1 Priddis Greens Drive; Priddis, AB T0L 1W0
403.931.3316

Priddis Greens 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.

Contact Information

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

Jan Haggeman

Fundraising
Foothills Academy
403.270.9400 ext. 215
jhaggeman@foothillsacademy.org

Janice Nelson

Manager, Communications and
Fund Development
Foothills Academy
403.270.9400 ext. 237
jnelson@foothillsacademy.org

Bob MacDonald

Golf Tournament Chairperson
403.259.2233



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