



2022 SPONSORSHIP AND REGISTRATION PACKAGE



All Proceeds to Support



FOOTHILLS ACADEMY SOCIETY
A Leader in Learning Disabilities since 1979

Register online at FoothillsAcademy.org

The Gordon Hoffman Charity Golf Classic



On Thursday, August 25, 2022, the 12th 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!

We are hopeful that we will be able to hold our traditional shot-gun start tournament followed by a banquet. However, 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.

The Course



Priddis Greens Golf & Country Club is among Calgary's finest golf and country clubs and is recognized as one of the top courses in Canada. It has been the recipient of numerous awards and has hosted the LPGA golf tournament 3 times, the latest in 2016. Located just beyond the southwestern edge of Calgary, two 18-hole courses lie among the well treed valleys of the Rocky Mountain foothills to challenge players of every ability.



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 as the honorary chairperson for 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 being The City of Calgary Heritage Achievement Award 2016 and The Calgary Board of Education Legacy Award 2018. In 2019, Gordon was named a member of the Order of Canada. In 2021, Gordon was given a lifetime achievement award Generosity of Spirit Award by the Association of Fundraising Professionals (Calgary Chapter).

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."

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 2020/21, donations provided over \$1.3 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.

Foothills Academy Impact by the Numbers (2020-21)

 **\$1,381,296**
BURSARY funds allowed **302** youth to access school & community services

 **100%**
Grade 12 students **GRADUATED**

 **984**
CHILDREN & YOUTH accessed Community Services programs & services

 **1085**
PARENTS/GUARDIANS participated in Parent Education or Parent Support Groups

 **758**
EDUCATORS participated in Professional Development courses benefitting **15,160** students.



Your Support Can Be Matched Up to 50%



In 2022, 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 31, 2022 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.

Tournament Sponsorship Opportunities

Becoming a sponsor is a great opportunity to promote your business to the 200 golfers who attend the tournament while giving back to the community at the same time.



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 Tournament Sponsor \$5,000+

All Gold Sponsors receive

- 4 tournament registrations
- Preferred starting hole position
- Prominent signage with company logo
- 1/2 page sponsor profile in banquet program
- Opportunity to include promotional material and/or samples for player swag bag
- Acknowledgement on website, social media and newsletters with large logo
- Verbal acknowledgement at banquet
- Logo displayed on banquet room TV screens during meal times

If desired, you can sponsor one of these specific activities:

- Lunch (2 available)– Prominent signage with logo as the Lunch Sponsor
- Tee Gift (2 available)– Recognition with logo as Gift Sponsor. Company logo will be put on the gift provided to each golfer
- Cart (2 available)– Corporate recognition with logo as Cart Sponsor on all the carts

Silver Sponsor \$2,500+

All Silver Sponsors receive

- 2 tournament registrations
- Prominent signage with company logo
- 1/4 page sponsor profile in banquet program
- Opportunity to include promotional material and/or samples for player swag bag
- Acknowledgement on website, social media and newsletters with medium logo
- Verbal acknowledgement at banquet
- Logo displayed on banquet room TV screens during meal times

If desired, you can sponsor one of these specific activities:

- Breakfast (2 available)– Large display sign with logo recognition as the Breakfast Sponsor
- Refreshment (2 available)– Recognition with logo on drink tickets in the Player Pass
- Prize (2 available)– Recognition with logo on all prizes awarded by the tournament
- Volunteer (2 available)– Recognition with logo on lunches provided to volunteers

Bronze Sponsor \$1,500+

All Bronze Sponsors receive

- 1 tournament registration
- Prominent signage with company logo
- Sponsor profile in banquet program
- Opportunity to include promotional material and/or samples for player swag bag
- Acknowledgement on website, social media and newsletters with small logo
- Verbal acknowledgement at banquet
- Logo displayed on banquet room TV screens during meal times

If desired, you can sponsor one of these specific activities

- Putting Green -(2 available) Recognition with large sign displayed at the putting green
- Driving Range (2 available)- Recognition with logo at the Driving Range



Hole Sponsorship Opportunities

All Hole Sponsors receive

- Option to include 4 tournament registrations at a \$50 discount
- Signage with company logo at designated hole
- Company acknowledged in banquet program
- Acknowledgement on website, social media and newsletters with company name

Hole-in-One Sponsor: (6 available)

\$500 (you provide insurance)

As a hole-in-one sponsor, you have the opportunity to demonstrate or promote your product or service to our golfers on your exclusive designated hole. Sponsor is responsible for providing insurance for this hole.

Hole Sponsor:

\$500 or \$1850 (with foursome)

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

Food or Beverage Sponsor: In-Kind

As a hole sponsor, you have the opportunity to promote your food or beverage to our golfers on your designated hole.

“Beat the Brewer” Sponsor: In-Kind (2 Available)

As a the host of the “Beat the Brewer” contest hole, you have the opportunity to promote your food and/or beverage to our golfers on your designated hole. A requirement of this hole is that you provide a person try to outdrive our players to be entered to win a prize. Not a brewer? Not a problem, if you represent a food or beverage business that could do this contest, you are welcome too. Inquire for more details.



Tournament Sponsor Opportunities

	Major Sponsors	Presenting	Gold Level	Silver Level	Bronze Level
Sponsorship Fee		\$10,000+	\$5,000+	\$2,500+	\$1,500+
Golfers	# of golfers included	customized	4	2	1
	Optional Specific Sponsorship 2 Opportunities Available for Each Option		<ul style="list-style-type: none"> Lunch Carts Tee Gift 	<ul style="list-style-type: none"> Breakfast Refreshment Prize Volunteer 	<ul style="list-style-type: none"> Putting Green Driving Range
At the Tournament	Preferred starting hole position	✓	✓		
	Prominent signage with company logo	✓	✓	✓	✓
	Sponsor Ad/Profile in banquet program	full page	1/2 page	1/4 page	logo
	Verbal recognition at banquet	✓	✓	✓	✓
	Logo displayed on banquet room TVs during meals	✓	✓	✓	✓
Swag	Company able to include promotional material and/or samples for player swag bag	✓	✓	✓	✓
Event Marketing & Recognition	Identified as Presenting Sponsor with name and logo on all materials	✓	n/a	n/a	n/a
	Company logo on all advertising materials including newspaper thank you ads	✓	Large	Medium	Small
	Acknowledgement on website, social media and newsletters	✓	✓	✓	✓
	Acknowledgement in Foothills Academy Society's annual report	✓	✓	✓	✓

	Hole Sponsors	Hole-In-One Sponsors (6 Available)	Hole Sponsor	Beat the Brewer Hole Sponsor (2 Available)	Food or Beverage Hole
		\$500	\$500	In-Kind	In-Kind
At the Tournament	Tee box hole sign with company logo	Exclusive	✓	Exclusive	Exclusive
	Logo recognition in banquet program	✓	✓	✓	✓
Event Marketing & Recognition	Company name included in advertising materials including newspaper thank you ads	✓	✓	✓	✓
	Acknowledgement on website, social media and newsletters	✓	✓	✓	✓

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



12th Annual Gordon Hoffman Charity Golf Tournament Sponsorship and Registration Form



Date: Thursday, August 25, 2022

Where: Priddis Greens Golf & Country Club

Start: 8:00 am

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

Sponsorship

- ☐ **Presenting Sponsor** (\$10,000)
- ☐ **Gold Sponsor** (\$5,000) (includes 4 golfers)
Optional Sponsorship Activity (2 available for each):
☐ Lunch ☐ Cart
☐ Player Gift
- ☐ **Silver Sponsor** (\$2,500) (includes 2 golfers)
Optional Sponsorship Activity (2 available for each):
☐ Breakfast ☐ Prize
☐ Refreshment ☐ Volunteer
- ☐ **Bronze Sponsor** (\$1,500) (includes 1 golfer)
Optional Sponsorship Activity (2 available for each):
☐ Putting Green ☐ Driving Range
- ☐ **Additional Golfer** when purchased with Sponsorship
of extra Golfers @ \$350 each _____

- ☐ **Hole Sponsor**
☐ Regular Hole with foursome (\$1,850)
☐ Regular Hole (no golfers) (\$500)
- ☐ **Hole In One Sponsors** (6 available)
☐ Hole In One Sponsor (\$500)
if sponsor pays insurance
- ☐ **Food & Beverage Sponsor (No Golfers)**
(No charge if providing food or beverage)
- ☐ **Beat the "Brewer" Sponsor (No Golfers)**
(No charge if providing food or beverage)

Add On: Pre-Paid Player Passes

Player Pass (\$60) x _____
(includes 2 Mulligans, drink ticket and other on-course contests & activities)

Golfers Only (no sponsorship)

- ☐ Foursome (\$1,400)
☐ Twosome (\$700)
☐ Single Golfer (\$375)

Donation

- ☐ Cash Donation _____
☐ Merchandise/Service Donation
(provide details on separate form)

Total Payment Calculation:

Sponsorship: _____

Golf Fees: _____

Player Passes: _____

Cash Donation: _____

TOTAL: _____



In 2022, 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 31, 2022) 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)

If paying by credit card, please provide the name and phone number that we should call or pay directly online

Cardholder Name: _____

Daytime Phone # for us to call: _____

Scan the QR Code to be taken to the tournament website and pay online



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