

2025 SPONSORSHIP OPPORTUNITIES



Alzheimer
Society

ALBERTA AND
NORTHWEST TERRITORIES



Presented by



CHRISTENSON
COMMUNITIES LTD.

**ALZHEIMER'S
FACE OFF PRO-AM**

APRIL 25-27, 2025
EDMONTON, ALBERTA



alzheimersfaceoff.ca

WHY WE PLAY

In Canada, over 600,000 individuals are living with Alzheimer's disease or other dementias – in Alberta, over 59,000 people have a dementia diagnosis. The Alzheimer Society of Alberta and Northwest Territories brings awareness to Alzheimer's disease and other dementias; helps alleviate the personal and social consequences of the disease; provides education and support programs; and promotes and funds research into the cause, prevention, and cure.

The Alzheimer's Face Off Pro-Am Hockey Tournament presented by Christenson Communities Ltd. is a fun-filled weekend that pairs hockey enthusiasts with some of their favorite NHL Alumni. Funds raised by the tournament provide *Help for Today* through the Society's free education programs and support services for those living with dementia along with their family members and care partners; and, *Hope for Tomorrow* through innovative research initiatives happening right here in Alberta (UofA, UofC, UofL).



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THE EVENT

April 25th Champions Luncheon – The weekend kicks off with an unforgettable luncheon where former NHL players are honored and profiled.

April 25th Draft Night – The highlight of the weekend for many, this high-energy event replicates the NHL Draft as teams draft their favorite player to join their team for the weekend.

April 26th & 27th The Tournament – Participants play alongside high-profile NHL Alumni in a friendly hockey tournament.



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HELP FOR TODAY

2023-2024 IMPACT NUMBERS

We Served **9,822 clients**
from **468 communities**

**Alzheimer
Society**
ALBERTA AND
NORTHWEST TERRITORIES

26,710



Calls with Clients

11,425



Hours Helping People

2,774



Referrals

61,500



Website Visits

How Your Donations Help



Online Learning
& Resources



Support
Groups



Research



Dementia-Friendly
Activities & Events



Community
Education

More Programs Launched:

www.helpfordementia.ca

helpfordementia podcast

For more information, contact your local Alzheimer Society office or call 1-866-950-5465. Visit us online at alzheimer.ab.ca

*numbers recorded from August 1, 2023 - July 31, 2024

SPONSORSHIP

	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR	FRIENDS OF AFO		TABLE PURCHASE
					\$2,500	\$1,000	
Financial commitment / year	\$25,000	\$12,500	\$10,000	\$7,500	\$2,500	\$1,000	\$6,000
Minimum commitment (years)	1 year	1 year	1 year	1 year	1 year	1 year	1 year
Event naming rights	-	-	-	-	-	-	-
Corporate logo inclusion in official Pro-Am logo	-	-	-	-	-	-	-
Right to use Pro-Am logo	Yes	-	-	-	-	-	-
Company representative to speak at luncheon and draft night	-	-	-	-	-	-	-
Category exclusivity	-	-	-	-	-	-	-
Mentions in media	-	-	-	-	-	-	-
Corporate logo placement on Alzheimer Society website	-	-	-	-	-	-	-
Article in Alzheimer Society AB/NT newsletter	-	-	-	-	-	-	-
Presenting sponsor or a component of tournament (ie – Luncheon, Draft Night, Players' Lounge)	Yes	-	-	-	-	-	-
Mentions in social posts related to named component of Pro-Am	Yes	-	-	-	-	-	-
Ad in official tournament program	3/4 page	1/2 page	1/2 page	1/4 page	-	-	-
Sponsor category corporate logo placement on tournament welcome signs	Yes	Yes	Yes	Yes	-	-	-
Sponsor category corporate logo placement on tournament website	Yes	Yes	Yes	Yes	Yes	Yes	-
Sponsor category corporate logo on tournament jerseys	-	Yes (one team's set of jerseys)	-	Yes (one team's set of jerseys)	-	-	-
Table(s) to Champions Luncheon	2 tables (16 seats)	1 table (8 seats)	1 table (8 seats)	4 seats	2 seats	-	1 table (8 seats)
Tickets to Draft Night (exclusive event for tournament teams, sponsors and NHL Alumni)	8	4	4	-	-	-	-
Tax Receipt	-	-	-	-	-	-	\$3,500

*Sponsorships may be paid via cheque or with credit card. If being paid by credit card, it is subject to a 5% processing fee.

**Sponsorships cannot be paid for through company matching programs where tax receipts are given (ie – Benevity etc.)

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

Title as AFO Pro-Am Luncheon Gift Sponsor - \$10,000

- Opportunity to provide gift for luncheon attendees
- Right to use AFO Pro-Am logo upon approval
- Corporate logo in event collateral and website
- 1/2 page advertisement in event program
- 4 seats to Champions Luncheon

Title as AFO Pro-Am Printing Sponsor - \$10,000 or in-kind

- Corporate logo in event collateral and website
- Right to use AFO Pro-Am logo upon approval
- 1/2 page advertisement in event program
- 4 seats to Champions Luncheon

Title as AFO Pro-Am Hospitality Partner - \$7,500

- Opportunity to provide a welcome gift in alumni hotel room
- Logo on welcome note inside alumni hotel rooms
- Logo placement at alumni breakfast where appropriate
- Corporate logo in event collateral and website
- 1/4 page advertisement in event program
- 2 seats to Champions Luncheon

Title as AFO Pro-Am Towel Sponsor - \$7,500

- Right to use AFO Pro-Am logo upon approval
- 1/4 page advertisement in event program
- Corporate logo in event collateral and website
- Logo on towel
- 2 seats to Champions Luncheon

Title as AFO Pro-Am Puck Sponsor - \$7,500

- Logo placement on one side of tournament play pucks
- Right to use AFO Pro-Am logo upon approval
- 1/4 page advertisement in event program
- Corporate logo in event collateral and website
- 2 seats to Champions Luncheon

Title as AFO Pro-Am Water Bottle Sponsor - \$7,500

- Corporate logo on one side of player water bottles
- Right to use AFO Pro-Am logo upon approval
- 1/4 page advertisement in event program
- Corporate logo in event collateral and website
- 2 seats to Champions Luncheon

Title as AFO Pro-Am Referee Sponsor - \$5,000

- Right to use AFO Pro-Am logo upon approval
- 1/4 page advertisement in event program
- Corporate logo in event collateral and website
- 2 seats to Champions Luncheon

Title as AFO Pro-Am Massage Therapy Room Sponsor - \$5,000

- Corporate logo placement on Massage Therapy Room signage
- Right to use AFO Pro-Am logo upon approval
- 1/4 page advertisement in event program
- Corporate logo in event collateral and website
- 2 seats to Champions Luncheon

Title as AFO Pro-Am Wine Sponsor - \$5,000

- Right to use AFO Pro-Am logo upon approval
- 1/4 page advertisement in event program
- Corporate logo in event collateral and website
- 2 seats to Champions Luncheon

Title as AFO Pro-Am Ice Sponsor - \$5,000 or in-kind

- Right to use AFO Pro-Am logo upon approval
- 1/4 page advertisement in event program
- Corporate logo in event collateral and website
- 2 seats to Champions Luncheon

SOLD

CHAMPIONS LUNCHEON

Friday, April 25, 2025

Edmonton Convention Centre – Hall D
9797 Jasper Avenue Edmonton

Tables are eight (8) seats for \$6,000 with \$3,500 tax receipt

Not all tables are guaranteed an NHL Alumni; however, they will be on-site to mix and mingle throughout the event.



The Alzheimer Society of Alberta and Northwest Territories is a provincial and territorial organization with offices in Edmonton, Fort McMurray, Grande Prairie, Lethbridge, Medicine Hat, Red Deer and Yellowknife. We offer *Help for Today* through our programs and services and *Hope for Tomorrow* by investing in research.

It's never too early or too late to reach out to the Society for support. If you or someone you love could benefit from our help, please reach out to your local Society office.

Thank you for your generous support of the Alzheimer Society and Northwest Territories and the families that come to us for help on their journey with dementia.

Alzheimer Society

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alzheimer.ab.ca

780.488.2266



For sponsorship info contact:

Erin Martyshuk

587-520-9581

emartyshuk@alzheimer.ab.ca



alzheimerfaceoff.ca