

KIDS NEED HEROES.



Scott McCarron | 2017 & 2018 Champion



# 2019 HOSPITALITY & SPONSORSHIP OPPORTUNITIES

Aug. 28 – Sept. 1, 2019  
Canyon Meadows Golf & Country Club



HOSPITALITY:

# IT'S YOUR TURN TO ENTERTAIN LIKE A HERO

Experience hospitality like no other with the Shaw Charity Classic 2019 hosting packages.

Entertain clients, colleagues and friends while watching your golf heroes and supporting the kids who need it most.

- Build customer loyalty and retention
- Grow existing relationships and foster new ones
- Host top clients and customers at an international award-winning event
- Reward employees and host community leaders
- Help promote Calgary and Alberta to an international audience
- Be part of Calgary's fastest-growing charitable event

## Customize Your Hosting Package Today

To learn more about customizing a hosting package to best suit your needs, contact:

**Rhys Royer | Sales Director:** [rhys@shawcharityclassic.com](mailto:rhys@shawcharityclassic.com) | 587-293-4654

**Erin Strate | Sales Manager:** [erin@shawcharityclassic.com](mailto:erin@shawcharityclassic.com) | 587-293-4652



## HOSTING OPPORTUNITIES

#	Venue	Description	Price
1	<b>18 Green Skybox</b>	With limited availability, the 18 Green Skybox is our most coveted private entertainment opportunity.	<b>Starting at \$45,000</b>
2	<b>Marquee Suites on 17</b>	Enjoy all-inclusive food and beverage in these easy-to-access, 300-sq. ft. private suites on the 17 <sup>th</sup> hole.	<b>Starting at \$17,500</b>
3	<b>Crows Nest @ 16</b> presented by Felesky Flynn	Relax and socialize with all-inclusive food and beverage, as well as covered and unreserved seating in a shared venue.	<b>Starting at \$250/ticket</b>
4	<b>15 Green Sky Suites</b>	These private Sky Suites are the perfect space for entertaining smaller groups.	<b>Starting at \$17,500</b>
5	<b>Honorary Observer Group</b>	Walk 18 holes alongside your golf heroes and enjoy lunch in the Players' dining area of the clubhouse.	<b>Starting at \$2,000</b>
6	<b>RBC Championship Pro-Am</b>	Experience a once-in-a-lifetime opportunity to play 18 holes with your golf heroes.	<b>Starting at \$17,500</b>





# 18 GREEN SKYBOX

Host your guests and catch all the golf action from the most prestigious venue on-site. With limited availability, the 18 Green Skybox is our most coveted private entertainment opportunity. Enjoy watching the champion be crowned from a private skybox.

## Package:

- 50 Exclusive Skybox credentials per day, Friday – Sunday
- 2 Valet parking passes per day, Friday – Sunday
- 25 VIP parking passes per day, Friday – Sunday
- 150 Good-Any-One-Day general admission tickets
- 1 Host badge, Friday – Sunday

## Details:

- Open-air private venue
- Company identification
- Live HDTV coverage of tournament in-suite
- Private washrooms
- A-La-Carte catering options
- Spectator guides and pairing guides delivered daily
- Corporate gift delivery available daily

Venue	Tickets Per Day	Total Tickets	Multi-Year Price	Regular Price
18 Green Skybox	50	150	\$45,000	\$50,000



## MARQUEE SUITES ON 17

The Marquee Suites on 17 offer premium views of one of the most exciting holes on the course. Enjoy all-inclusive food and beverage in these easy-to-access, 300 sq. ft. private suites on the 17<sup>th</sup> hole.

### Package:

- 20 Exclusive Marquee Suite credentials per day, Friday – Sunday
- 10 VIP parking passes per day, Friday – Sunday
- 60 Good-Any-One-Day general admission tickets
- 1 Valet parking pass, Friday – Sunday
- 1 Host badge, Friday – Sunday

### Details:

- Open-air, covered private venue
- Shared all-inclusive food & beverage service
- Company identification
- Live HDTV coverage of tournament in-suite
- Private washrooms
- Spectator guides and pairing guides delivered daily
- Corporate gift delivery available daily

Venue	Tickets Per Day	Total Tickets	Multi-Year Price	Regular Price
Marquee Suites	20	60	\$17,500	\$20,000
Party Deck*	40	-	N/A	\$14,500

\*Party Deck is the corner suite nearest to the green, available by day: Friday, Saturday or Sunday.



## CROW'S NEST @ 16



**FELESKY FLYNN LLP**  
TAX COUNSEL

Overlooking the 16<sup>th</sup> green, the Crow's Nest is our most exciting and customizable venue. Choose the group size that is right for you! Relax and socialize with all-inclusive food and beverage, as well as covered and unreserved seating.

### Package:

- Pick the right number of tickets for your group for the full tournament or an individual day
- 1 VIP parking pass for every 2 Crow's Nest credentials
- 1 Good-Any-One-Day general admission ticket per Crow's Nest credential

### Details:

- Open-air, covered shared venue with unreserved seating
- Company identification
- Live HDTV coverage of tournament in-suite
- Private washrooms
- Shared all-inclusive food & beverage
- Spectator guides and pairing guides delivered daily

Venue	Multi-Year Price	Regular Price
3-Day Tournament Package*	\$250 per ticket	\$275 per ticket
Single-Day Package	\$300 per ticket	\$325 per ticket

\*Each ticket is valid for 1 specific day in the Crow's Nest.





## 15 GREEN SKY SUITES

Be in the heart of the action behind the 15<sup>th</sup> green. These private Sky Suites are the perfect space for entertaining smaller groups. With the added benefits of reserved seating for guests and all-inclusive food and beverage, this hospitality venue is ideal for networking opportunities.

### Package:

- 15 Exclusive Sky Suite credentials per day, Friday – Sunday
- 1 Valet parking pass per day, Friday – Sunday
- 8 VIP parking passes per day, Friday – Sunday
- 45 Good-Any-One-Day general admission tickets
- 1 Host badge, Friday – Sunday

### Details:

- Open-air, covered private venue
- Company identification
- Live HDTV coverage of tournament in-suite
- Private washrooms
- Shared all-inclusive food & beverage
- Spectator guides and pairing guides delivered daily
- Corporate gift delivery available daily

Venue	Tickets Per Day	Total Tickets	Multi-Year Price	Regular Price
15 Green Sky Suites	15	45	\$17,500	\$20,000



## HONORARY OBSERVER GROUP

Get inside the ropes and experience professional golf like never before. This limited opportunity of a lifetime is available for any and all golf fans. Walk 18 holes alongside your golf heroes and enjoy lunch in the players' dining area of the clubhouse. This experience for two can be used on either Friday, Saturday or Sunday.

### Package:

- Inside the ropes access to experience every shot for 18 holes
- Official introduction on the 1<sup>st</sup> tee by tournament officials
- 1 Valet parking pass
- 2 Hospitality badges to the exclusive private players' dining area
- Framed photograph with PGA TOUR Champions heroes

Venue	Tickets Per Day	Multi-Year Price	Regular Price
Honorary Observer Twosome	2	\$2,000	\$2,500





# RBC CHAMPIONSHIP PRO-AM

From the moment you arrive to the time you leave, you and your guests will enjoy the ultimate corporate entertainment experience. Take advantage of a once-in-a-lifetime opportunity to play 18 holes with your golf heroes while enjoying a day of stories, camaraderie and even a few pointers from the pros themselves!

The Championship Pro-Am experience will start on Tuesday, August 27, with the exclusive Pairings Party in downtown Calgary. This will be an evening of entertainment and anticipation as you and your guests are paired with a PGA TOUR Champions professional.

**Package:**

- 4 Amateur playing positions on either Wednesday, August 28 or Thursday, August 29, 2019
- 1 PGA TOUR Champions Professional
- 4 Pro-Am contestant badges
- 4 Pro-Am guest badges for amateurs to bring a guest into the clubhouse
- 4 Valet parking passes for the day of the Pro-Am
- 8 Sandhill Champions Club & Sleeman Patio weekly badges, valid Friday – Sunday
- 4 Commemorative Pro-Am team photos autographed by your PGA TOUR Champions Professional
- 4 Invitations to the exclusive Pairings Party
- 4 Custom golf-gift packages
- Clubhouse dining and on-course food and beverage for Pro-Am participants
- Prizes for the top teams

Venue	Tickets Per Day	Multi-Year Price	Regular Price
RBC Championship Pro-Am	4	\$17,500	\$20,000

**SPONSORSHIP:**

# BRING YOUR BRAND TO LIFE

Strategically align your brand with Calgary's premier charity sporting event and support hundreds of local children's charities.

From event sponsorships to on-site experiences, there are many exciting opportunities to activate your brand at the Shaw Charity Classic and leverage the event to gain valuable exposure in the Calgary community and beyond.

The Shaw Charity Classic is looking for partners at a variety of investment levels and our customizable packages allow your company to select the assets that are best suited to help you reach your business objectives. Official Tournament Sponsors receive logo exposure on all print and digital tournament collateral on-site. Official Sponsors also have the ability to use the Shaw Charity Classic logo to promote their partnership with the tournament and their commitment to the community. All packages are customizable to ensure that we can help achieve your goals and allow you to be the hero kids need in 2019.

Is your company looking to:

- Increase brand exposure?
- Drive sales?
- Entertain clients and network?
- Participate in Cause Marketing?

## **Customize Your Sponsorship Opportunities**

To learn more about customizing sponsorship opportunities to best suit your needs, contact:

**Shannon Edwards | Partnership Manager:**

shannon@shawcharityclassic.com | (587) 293-4657



## SPONSORSHIP OPPORTUNITIES

Asset	Brand Inclusion Details	Price
<b>KidZone</b>	The KidZone is located in the Fan Experience Area and includes numerous activities for our little spectators! Sponsorship includes significant pre-promotion and onsite signage. <b>(1) Sponsorship available</b>	<b>\$10,000</b>
<b>Volunteer Program</b>	Naming rights to the Volunteer Centre Course Map – Website, Onsite, Pairings, Spectator Guide Branded volunteer pages on the website Logo exposure and acknowledgement in (9) Volunteer Newsletters Verbal mention in (7) volunteer orientation presentations Opportunity to place promotional item in 1,200 volunteer packages Signage in Volunteer Centre <b>(1) Sponsorship available</b>	<b>\$10,000</b>
<b>Shuttle Buses</b>	Directional signage in bus depot Directional signage at LRT pick-up spot Signage on shuttle buses Branded transportation page on website	<b>\$5,500</b>
<b>Golf Carts</b>	“Powered by [your company]” decals added to 85 golf carts driving around Canyon Meadows G&CC from August 29 – September 2.	<b>\$5,500</b>
<b>Course Map</b>	Course Map – Onsite (3 areas) Course Map – Pairings Sheets (Reaches 30,000 spectators) Course Map – Spectator Guide (Reaches up to 20,000 spectators) Course Map – Website (50,000+ visits in August) <b>(1) Sponsorship available</b>	<b>\$7,500</b>



Asset	Brand Inclusion Details	Price
<b>Inside the Ropes</b>	<b>Inside the Ropes Experience presented by [your company name]</b> <b>(1) Sponsorship available</b>	<b>\$5,500</b>
<b>18 Green Skybox</b>	<b>18 Green Skybox presented by [your company]</b> Naming rights to the 18 Green Skybox Company logo included on welcome signage Company logo included on credentials/tickets for skybox Company logo included on tent gable Company name & logo displayed on Shaw Charity Classic website Company name included on directional signage & course map Opportunity to hand out gifting to guests at venue <b>(1) Sponsorship available</b>	<b>\$15,000</b>
<b>17 Marquee Suite</b>	<b>17 Marquee Suites presented by [your company]</b> Naming rights to the 17 Marquee Suites Company logo included on welcome signage Company logo included on credentials/tickets for suites Company logo included on tent gable Company name & logo displayed on Shaw Charity Classic website Company name included on directional signage & course map Opportunity to hand out gifting to guests at venue <b>(1) Sponsorship available</b>	<b>\$10,000</b>
<b>15 Green Sky Suite</b>	<b>15 Green Sky Suites presented by [your company]</b> Naming rights to the 15 Green Sky Suites Company logo included on welcome signage Company logo included on credentials/tickets for suites Company logo included on tent gable Company name & logo displayed on Shaw Charity Classic website Company name included on directional signage & course map Opportunity to hand out gifting to guests at venue <b>(1) Sponsorship available</b>	<b>\$10,000</b>
<b>Fan Experience Area</b>	<b>The [your company] Fan Experience Area</b> The Fan Experience Area is the epicentre of the Shaw Charity Classic. This area features the popular KidZone, spectator village, food trucks, mascot visits and many more activities! <b>(1) Title Sponsorship available</b>	<b>\$15,000</b>
<b>Charging Stations</b>	<b>Charging Station powered by [your company]</b> Branded 10x10 tent in the Fan Experience Area, Friday – Sunday Branded charging station in Fan Experience Area Friday – Sunday Pairings Guide Promotion (Reaches up to 30,000 spectators) Spectator Guide Promotion (Reaches up to 20,000 spectators) Social Media promotion and e-blasts to SCC database (10,000+) Directional signage and onsite LED board promotion Course Map mention <b>(1) Sponsorship available</b>	<b>\$15,000</b>
<b>Accessible Seating Area</b>	<b>Accessible Seating Area presented by [your company]</b> Mention on Course Map Spectator Guide Mention (Reaches up to 20,000 spectators) Mention in spectator information E-blast Directional signage on-site Branded Accessible Seating Area section on website	<b>\$5,500</b>

Asset	Brand Inclusion Details	Price
<b>Driving Range</b>	<b>Driving Range presented by [your company]</b> Naming rights to the Driving Range Wednesday – Sunday Company logo included on Driving Range signage Company name & logo displayed on Shaw Charity Classic website Company name included on directional signage & course map <b>(1) Sponsorship available</b>	<b>\$5,000</b>
<b>Photo Booth</b>	The Photo Booth will be located in the Fan Experience Area and include the sponsor logo on every digital and hard copy photo distributed. Sponsorship includes pre-promotion and onsite signage. <b>(1) Sponsorship available</b>	<b>\$7,500</b>
<b>Tee Back Signs</b>	Displayed on front nine tee boxes <b>Holes available #5 &amp; 6</b>	<b>\$2,500</b>
SECONDARY EVENT SPONSORSHIP OPPORTUNITIES		
Asset	Brand Inclusion Details	Price
<b>Charity Ball Drop</b>	Directly align your brand with one of our most interactive onsite charitable initiatives and put your brand on the fourth edition of the charity ball drop! Friday through Sunday, volunteers will sell tickets and three prize winners will be drawn each day at 3:00 pm. Announcement of the Charity Ball Drop will be done on the 18 Green video wall across from 18 Green Sky Suites. <b>(1) Sponsorship available</b>	<b>\$10,000</b>
<b>Shootout at the Meadows</b> July TBD (Evening)	Returning for the 6 <sup>th</sup> year, this annual event is a favourite among the corporate supporters and sponsors of the SCC. Once again in 2019, the Shootout at the Meadows will take a vibrant twist as we kick things off at sundown, and enjoy cocktails and networking! <b>(1) Presenting Sponsorship available</b>	<b>\$7,500</b>
<b>Junior Clinic</b> Tuesday, August 27 <sup>th</sup> (Noon)	The Junior Clinic is part of the SCC's junior series and aims to place golf clubs in the hands of children and youth that otherwise might not have the opportunity to experience the sport. <b>(1) Presenting Sponsorship available</b>	<b>\$5,000</b> <b>*Title Sponsorship SOLD</b>
<b>Rookie Clinic</b> Tuesday, August 27 <sup>th</sup> (Afternoon)	All new sponsors and corporate supporters of the SCC will be invited to a private clinic with a PGA TOUR Champions professional golfer in appreciation of their investment. Sponsorship includes: Four positions in the clinic, signage at the Rookie Clinic and an Opportunity to provide attendees with a branded gift. <b>(3) Gold level sponsorships available or one presenting sponsorship</b>	Presenting <b>\$5,000</b> Gold <b>\$2,500</b>
<b>Volunteer Appreciation Party</b> Saturday, August 31 <sup>st</sup>	The 2019 Volunteer Party will be taking place on Saturday, August 31 <sup>st</sup> from 4:00 pm to 6:30 pm in the Volunteer Centre. This year, the party will feature a BBQ dinner, live music, the presentation of the "Volunteer of the Year" award and an appearance by a PGA TOUR Champions professional. <b>(3) Gold Sponsorships available</b>	<b>\$5,000</b>



# PARTNER APPRECIATION EVENTS

## **Rookie Clinic | Tuesday, August 27, 2019**

All new clients are invited to attend the Rookie Clinic featuring a PGA TOUR Champions professional. Each client will receive an invitation to attend with a guest.

## **Shootout at the Meadows | July TBD**

Join us for our most exciting event outside of tournament week! The Shootout at the Meadows brings together clients with local celebrities for an entertaining evening of food, drinks and glow-in-the-dark golf. All clients are invited to watch the event and are encouraged to bring a guest! This is a great opportunity to network with our Patron Group, Official Charity Partners and other tournament partners.

## **Charity Reception | Fall of 2019**

The charity reception is our final event of the year, which celebrates the tournament's charitable giving. Join us in the Fall of 2019 alongside tournament partners, volunteers, charity representatives and members of our Patron group as we celebrate another year of charity and community.

As a Shaw Charity Classic partner, you will be the first to know about all exclusive events and offers!



# SHAW CHARITY CLASSIC: BY THE NUMBERS



## OUR PURPOSE

To bring world-class golf to Calgary and raise much needed dollars for children's charities all across Alberta. Helping kids. Changing lives.



## CHARITY

**\$12.3 million** donated to 182 charities in 2018.  
**\$34.4 million** donated since 2013.  
**700,00** children impacted in 2018 alone.

# 2018

## BY THE NUMBERS:



**65% Male**



**35% Female**



## VOLUNTEERS

**1,200** incredible volunteers.  
**25,000** hours volunteered.  
**50** dedicated committees.



## ECONOMIC IMPACT

An annual average of **\$15.9 million** of economic activity in Alberta generated by the event with **\$11.9 million** focused in Calgary.



## ENGAGEMENT

**160** Corporate supporters.  
**22** Official tournament sponsors.  
**22** private skyboxes & **3** shared hospitality venues.

Ages 55+ — **70%**

Ages 35 to 54 — **26%**

Ages 18 to 34 — **3%**

Ages 17 and under — **1%**

# 42,250 SPECTATORS



## FAMILY EVENT

Daily activities for juniors; clinic, drive chip & putt, kidzone.



## PATRON GROUP

Jim Riddell, Allan Markin, Keith MacPhail, Guy Turcotte, Gary Peddle, Michael Culbert



## 9 WORLD GOLF HALL OF FAME MEMBERS

To bring world-class golf to Calgary and raise much needed dollars for children's charities all across Alberta. Helping kids. Changing lives.



## 6 YEARS – 5 GREAT CHAMPIONS

Rocco Mediate, Fred Couples, Jeff Maggert, Carlos Franco, Scott McCarron (x2)

# OUR EVENT ANCHORS



## Charity

At the core of what we do is provide a platform to raise money for children and youth-based charities in Alberta. Since our inception in 2013, the Shaw Charity Classic has raised over \$30 million for children in our communities.

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## Community

We strive to engage a diverse spectator demographic at the Shaw Charity Classic – including golf enthusiasts, families, young professionals and sports fans – by offering activities to suit everyone! With juniors 15 and under being admitted free, the Shaw Charity Classic is accessible and affordable to Albertans.

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## Creativity & Class

This event is a tasteful combination of world-class golf and unique activations that make for an exciting day for our spectators. We strive to create a memorable day for all.