

**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 sponsors at a variety of investment levels. Our customizable packages allow your company to select the sponsorship assets that are best suited to help you reach your business objectives.

## Customize Your Sponsorship Package Today

To learn more about our sponsorship opportunities, contact:

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**Anthony Pickering | Coordinator, Sales & Partnerships:** [anthony@shawcharityclassic.com](mailto:anthony@shawcharityclassic.com) | 587-293-4654



## SPONSORSHIP OPPORTUNITIES

Asset	Brand Inclusion Details	Price
<b>KidZone</b>	<p><b>The [your company] Kidzone</b></p> <ul style="list-style-type: none"> <li>• Sponsor logo built into the “KZ” logo</li> <li>• Sponsor hotlink and KidZone section on the Shaw Charity Classic webpage</li> <li>• Dedicated KidZone section in the Spectator Guide</li> <li>• KidZone mentions in the Pairings Guide</li> <li>• Promotion of “KZ” in email marketing</li> <li>• Promotion of “KZ” on Shaw Charity Classic social media accounts</li> <li>• Inclusion of “KZ” with sponsor name on course map</li> <li>• KidZone directional signage with sponsor name</li> <li>• Sponsor logo exposure on all junior tickets</li> <li>• Company name mentioned in the Spectator Guide (20,000 distributed)</li> <li>• Sponsor name on two (2) on-site corporate supporter boards</li> </ul> <p><b>One (1) Sponsorship available</b></p>	<b>SOLD</b>
<b>Volunteer Centre</b>	<p><b>The {Your Company} Volunteer Centre</b></p> <ul style="list-style-type: none"> <li>• Company logo included on two large signs in the Volunteer Centre</li> <li>• Company name included on on-site directional signage</li> <li>• Company logo and hotlink included on the volunteer webpage</li> <li>• Company name included in email marketing to over 1,200 volunteers</li> <li>• Company name mentioned in the Spectator Guide (20,000 distributed)</li> <li>• Company name mention in seven (7) volunteer orientation presentations to over 1,200 volunteers</li> <li>• Company name or logo included on course map</li> <li>• Company name on two (2) on-site corporate supporter boards</li> </ul> <p><b>One (1) Sponsorship available</b></p>	<b>\$10,000</b>
<b>Shuttle Buses</b>	<ul style="list-style-type: none"> <li>• Logo on (30) 12” X 12” signs visibly placed on volunteer and spectator shuttle buses throughout tournament week</li> <li>• Sponsor logo and hotlink on the transportation page of the Shaw Charity Classic website</li> <li>• Logo included on eight (8) signs located in the high traffic bus pick-up area</li> <li>• Sponsor name inclusion in select email marketing campaigns</li> <li>• Company name mentioned in the Spectator Guide (20,000 distributed)</li> <li>• Sponsor name on two on-site corporate supporter boards</li> </ul> <p><b>One (1) Sponsorship available</b></p>	<b>\$5,500</b>

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Asset	Brand Inclusion Details	Price
<b>Honourary Observer Experience</b>	<p><b>Honourary Observer Experience presented by [your company name]</b></p> <ul style="list-style-type: none"> <li>• Company logo recognition on branded signage located on the first tee-box</li> <li>• Company logo inclusion on the Honourary Observer information package</li> <li>• Company logo included on all sales collateral for the Honourary Observer Experience</li> <li>• Company name mentioned in the Spectator Guide (20,000 distributed)</li> <li>• Company name or logo on Honourary Observer check-in tent</li> <li>• Presenting sponsor recognition by announcer on the first tee-box</li> <li>• Company name included on two (2) corporate supporter boards</li> </ul> <p><b>One (1) Sponsorship available</b></p>	<b>SOLD</b>
<b>18 Green Skybox</b>	<p><b>18 Green Skybox presented by [your company]</b></p> <ul style="list-style-type: none"> <li>• Naming rights to the 18 Green Skybox</li> <li>• Company logo included on welcome signage</li> <li>• Company logo included on credentials/tickets for skybox</li> <li>• Company logo included on tent gable</li> <li>• Company name and logo displayed on Shaw Charity Classic website</li> <li>• Company name included on directional signage and course map</li> </ul> <p><b>One (1) Sponsorship available</b></p>	<b>\$15,000</b>
<b>17 Green Skybox</b>	<p><b>17 Green Skybox presented by [your company]</b></p> <ul style="list-style-type: none"> <li>• Naming rights to the 17 Green Skybox</li> <li>• Company logo included on welcome signage</li> <li>• Company logo included on credentials/tickets for suites</li> <li>• Company logo included on tent gable</li> <li>• Company name mentioned in the Spectator Guide (20,000 distributed)</li> <li>• Company name and logo displayed on Shaw Charity Classic website</li> <li>• Company name included on directional signage and course map</li> </ul> <p><b>One (1) Sponsorship available</b></p>	<b>SOLD</b>
<b>17 Green Suites</b>	<p><b>17 Green Suites presented by [your company]</b></p> <ul style="list-style-type: none"> <li>• Naming rights to the 17 Green Suites</li> <li>• Company logo included on welcome signage</li> <li>• Company logo included on credentials/tickets for suites</li> <li>• Company logo included on tent gable</li> <li>• Company name mentioned in the Spectator Guide (20,000 distributed)</li> <li>• Company name and logo displayed on Shaw Charity Classic website</li> <li>• Company name included on directional signage and course map</li> </ul> <p><b>One (1) Sponsorship available</b></p>	<b>\$12,500</b>
<b>Premium Pass Patio (9 Green)</b>	<p><b>Premium Pass Patio presented by [your company]</b></p> <ul style="list-style-type: none"> <li>• Naming rights to the Premium Pass Patio (9 Green)</li> <li>• Company logo included on welcome signage</li> <li>• Company logo included on tent gable</li> <li>• Company name mentioned in the Spectator Guide (20,000 distributed)</li> <li>• Company name and logo displayed on Shaw Charity Classic website</li> <li>• Company name included on directional signage and course map</li> </ul> <p><b>One (1) Sponsorship available</b></p>	<b>SOLD</b>
<b>Premium Pass Courtyard (15 Green)</b>	<p><b>Premium Pass Courtyard presented by [your company]</b></p> <ul style="list-style-type: none"> <li>• Naming rights to the Premium Pass Courtyard (15 Green)</li> <li>• Company logo included on welcome signage</li> <li>• Company logo included on tent gable</li> <li>• Company name mentioned in the Spectator Guide (20,000 distributed)</li> <li>• Company name and logo displayed on Shaw Charity Classic website</li> <li>• Company name included on directional signage and course map</li> </ul> <p><b>One (1) Sponsorship available</b></p>	<b>SOLD</b>
<b>Fan Experience Area</b>	<p><b>The [your company] Fan Experience Area</b></p> <ul style="list-style-type: none"> <li>• Title Sponsor naming rights to the Fan Experience Area</li> <li>• Company logo to be build into the Fan Experience Area logo</li> <li>• Company logo to be included on Fan Experience Area signage on-site</li> <li>• Company name included on on-site directional signage and course map</li> <li>• Company name included in email marketing to over 10,000 subscribers</li> <li>• Company name included in the Pairings Guide</li> <li>• Company name mentioned in the Spectator Guide (20,000 distributed)</li> <li>• Company name on two (2) on-site corporate supporter boards</li> </ul>	<b>(1) Title SOLD (1) Presenting \$7,000</b>

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Asset	Brand Inclusion Details	Price
<b>Driving Range</b>	<p><b>Driving Range presented by [your company]</b></p> <ul style="list-style-type: none"> <li>Company logo included on Driving Range signage</li> <li>Company name included on the course map</li> <li>Company name mentioned in the Spectator Guide (20,000 distributed)</li> <li>Company name on two (2) on-site corporate supporter boards</li> </ul> <p><b>One (1) Sponsorship available</b></p>	<b>\$7,500</b>
<b>Hole-Yardage Par Signs</b>	<ul style="list-style-type: none"> <li>Company logo featured on a two-sided sign that displays the hole, yardage and par on 9 holes (18 visible logos on the golf course)</li> <li>Company name mentioned in the Spectator Guide (20,000 distributed)</li> <li>Company name on two (2) on-site corporate supporter boards</li> </ul> <p><b>Five (5) Sponsorships available</b></p>	<b>\$6,000</b>
<b>Tee Fence</b>	<ul style="list-style-type: none"> <li>Company logo displayed on the front of one of the Tee Fences</li> <li>Company name on two (2) on-site corporate supporter boards</li> <li>Company name mentioned in the Spectator Guide (20,000 distributed)</li> </ul> <p><b>Three (3) Sponsorships available</b></p>	<b>\$3,000</b>
<b>Valet Parking</b>	<ul style="list-style-type: none"> <li>Company logo on valet parking signage, Friday - Sunday</li> <li>Company logo on one large valet service sign and two directional signs</li> <li>Company logo on the transportation webpage</li> <li>Company logo exposure in the championship information brochure</li> <li>Company name mentioned in the Spectator Guide (20,000 distributed)</li> <li>Company name on two (2) on-site corporate supporter boards</li> </ul> <p><b>One (1) Sponsorships available</b></p>	<b>\$5,000</b>
<b>Quiet 'Eh' Paddles</b>	<ul style="list-style-type: none"> <li>Company logo featured on two hundred (200) QUIET, EH! paddles used by over 500 volunteer marshals throughout the course</li> <li>Company name and logo featured in the volunteer orientation</li> <li>Company name mentioned in the Spectator Guide (20,000 distributed)</li> <li>Company name on two (2) on-site corporate supporter boards</li> </ul> <p><b>One (1) Sponsorships available</b></p>	<b>SOLD</b>
<b>Champions Toast</b>	<p><b>Champions Toast presented by [your company]</b></p> <ul style="list-style-type: none"> <li>Company logo to be featured on two signs inside the Shaw Clubhouse during the Champions Toast</li> <li>Company logo to be included on fifty (50) exclusive invitations to Champions Toast</li> <li>Company name mentioned in the Spectator Guide (20,000 distributed)</li> <li>Sponsor name on two (2) on-site corporate supporter boards</li> </ul> <p><b>One (1) Sponsorship available</b></p>	<b>\$7,500</b>
<b>Golf Carts</b>	<p><b>Golf Carts powered by [your company]</b></p> <ul style="list-style-type: none"> <li>Sponsor logo on eighty (80) 18" X 7" signs visibly placed on carts throughout the tournament week, including three (3) spectator shuttle carts</li> <li>Sponsor logo included on a large sign placed in front of the admissions tent indicating the pick-up point for spectator shuttles</li> <li>Company name mentioned in the Spectator Guide (20,000 distributed)</li> <li>Sponsor name on two (2) on-site corporate supporter boards</li> </ul> <p><b>One (1) Sponsorship available</b></p>	<b>SOLD</b>
<b>Course Map</b>	<p><b>Course Map presented by [your company]</b></p> <ul style="list-style-type: none"> <li>Sponsor logo on large 22' course map</li> <li>Sponsor logo on three (3) additional course maps located in high traffic areas throughout the course</li> <li>Company name mentioned in the Spectator Guide (20,000 distributed)</li> <li>Sponsor name on two (2) on-site corporate supporter boards</li> </ul> <p><b>One (1) Sponsorship available</b></p>	<b>SOLD</b>
<b>Autograph Alley</b>	<p><b>Autograph Alley presented by [your company]</b></p> <ul style="list-style-type: none"> <li>Title Sponsor naming rights to Autograph Alley</li> <li>Company logo to be included on Autograph Alley Signage on-site</li> <li>Company name to be included on directional signage and the course map</li> <li>Company name mentioned in the Spectator Guide (20,000 distributed)</li> <li>Company name on two (2) on-site corporate supporter boards</li> </ul>	<b>\$10,000</b>

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Asset	Brand Inclusion Details	Price
<b>Putting Green</b>	<ul style="list-style-type: none"> <li>Title Sponsor naming rights to the Putting Green</li> <li>Company logo to be included on Putting Green Signage where applicable</li> <li>Company name to be included on directional signage and on the course map</li> <li>Company name on two (2) on-site corporate supporter boards</li> <li>Company name mentioned in the Spectator Guide (20,000 distributed)</li> </ul> <p><b>One (1) Sponsorship available</b></p>	<b>\$7,500</b>
<b>Digital Marketing Package</b>	<ul style="list-style-type: none"> <li>10- 15 second digital ad placement on the 18 green video wall</li> <li>Logo exposure on over (40) corporate hospitality closed circuit televisions</li> <li>Company name mentioned in the Spectator Guide (20,000 distributed)</li> <li>One (1) sponsored social media post on SCC Platforms</li> <li>Company name on two (2) on-site supporter boards</li> </ul> <p><b>Four (4) Packages available</b></p>	<b>\$10,000</b>
<b>Pro-Am Swing Analysis</b>	<ul style="list-style-type: none"> <li>Company logo on signage at the 18th hole during the Pro-Am days</li> <li>Company logo and branding in e-mail communication and videos to over 400 amateurs involved in the Pro-Am</li> <li>Company name mentioned in the Spectator Guide (20,000 distributed)</li> <li>Sponsor name on two (2) on-site corporate supporter boards</li> </ul> <p><b>One (1) Sponsorship available</b></p>	<b>\$10,000</b>
<b>Women's Day</b>	<p><b>Asset details will vary depending on level of sponsorship</b></p> <ul style="list-style-type: none"> <li>Naming Rights to Women's Day</li> <li>Company name to be built into Women's Day logo</li> <li>Women's Day foursome package</li> <li>Company logo included on select on-site signage</li> <li>Company logo on 18 Green video wall – Monday</li> <li>Company name on two (2) on-site corporate supporter boards</li> <li>Company name/or logo included in email marketing to all participants</li> <li>Activation opportunity on one (1) hole during Women's Day tournament</li> <li>Company name mentioned in the Spectator Guide (20,000 distributed)</li> </ul>	<p><b>(1) SOLD</b>  <b>(1) SOLD</b>  <b>(2) Gold \$10,000</b></p>
<b>50/50 Raffle</b>	<p><b>SCC 50/50 Raffle presented by [your company]</b></p> <ul style="list-style-type: none"> <li>Title Sponsor naming rights to the SCC 50/50 raffle</li> <li>Company logo to be built into the 50/50 raffle logo in the title sponsor position</li> <li>Company logo included on all 50/50 signage on-site</li> <li>Company name included in email marketing to over 10,000 subscribers</li> <li>Company name mentioned in the Spectator Guide (20,000 distributed)</li> <li>Company name on two (2) on-site corporate supporter boards</li> </ul> <p><b>One (1) Sponsorship available</b></p>	<b>\$10,000</b>
<b>Shootout at the Meadows July TBD (Evening)</b>	<p><b>Asset details will vary depending on level of sponsorship</b></p> <ul style="list-style-type: none"> <li>Company logo to be included on select Shootout at the Meadows signage on-site</li> <li>Company name included in email marketing to over 200 Shaw Charity Classic clients</li> <li>Opportunity for company to provide branded giveaway to 200 Shootout at the Meadows guests</li> <li>Company name mentioned in the Spectator Guide (20,000 distributed)</li> <li>Company name on two (2) on-site corporate supporter boards</li> </ul>	<p><b>(1) Title \$10,000</b>  <b>(1) Presenting \$7,500</b></p>
<b>Volunteer Appreciation Party Saturday, August 6<sup>th</sup></b>	<p><b>Volunteer Appreciation Party presented by [your company]</b></p> <ul style="list-style-type: none"> <li>Company logo included on three (3) signs in the Volunteer Centre</li> <li>Company logo included on place cards in the Volunteer Centre</li> <li>Company logo and hotlink included on the Shaw Charity Classic volunteer webpage</li> <li>Company name included in email marketing to all 2022 Volunteers</li> <li>Company name and logo featured in 7 volunteer orientation presentations to over 1,200 volunteers</li> <li>Company name mentioned in the Spectator Guide (20,000 distributed)</li> <li>Company name on two (2) on-site corporate supporter boards</li> </ul>	<b>\$7,500</b>
<b>Selfie Zone</b>	<p><b>Selfie Zone presented by [your company]</b></p> <ul style="list-style-type: none"> <li>One (1) 10 x 10 company branded selfie backdrop</li> <li>Company logo included on all Selfie Zone signage</li> <li>Company name to be included on directional signage and on the Fan Experience Area Map</li> <li>Company name on two (2) on-site corporate supporter boards</li> <li>Company name mentioned in the Spectator Guide (20,000 distributed)</li> </ul>	<b>\$7,500</b>

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Asset	Brand Inclusion Details	Price
<b>Waterfront Grandstand</b>	<p><b>The Waterfront Grandstand presented by [your company]</b></p> <ul style="list-style-type: none"> <li>Mentioned on the Course Map</li> <li>Company logo included on all Waterfront Grandstand signage</li> <li>Company branded stairway, leading to the grandstand seating</li> <li>Company branded drink railing, located in the wheelchair accessible area</li> <li>Directional signage on-site</li> <li>Branded Accessible Seating Area section on the website</li> <li>Company name mentioned in the Spectator Guide (20,000 distributed)</li> <li>Sponsor name on (2) on-site corporate supporter boards</li> </ul> <p><b>One (1) Sponsorship available</b></p>	<b>\$10,000</b>
<b>The Bleacher on 17</b>	<p><b>The Bleacher on 17 presented by [your company]</b></p> <ul style="list-style-type: none"> <li>Mentioned on the Course Map</li> <li>Company logo included on all Bleacher on 17 signage</li> <li>Company logo placed on each row of the bleacher</li> <li>Company branded stairway, leading to the bleacher</li> <li>Company name mentioned in the Spectator Guide (20,000 distributed)</li> <li>Sponsor name on (2) on-site corporate supporter boards</li> </ul> <p><b>One (1) Sponsorship available</b></p>	<b>\$7,500</b>
<b>Canyon Crossing Bridge</b>	<p><b>The Canyon Crossing Bridge presented by [your company]</b></p> <ul style="list-style-type: none"> <li>Naming rights to the Canyon Crossing</li> <li>Company logo to be featured on two archways, at both entrances of the Bridge</li> <li>Company logo included on two (2) bridge banners</li> <li>Company logo included on all Canyon crossing signage</li> <li>Company name mentioned in the Spectator Guide (20,000 distributed)</li> <li>Sponsor name on two (2) on-site corporate supporter boards</li> </ul> <p><b>One (1) Sponsorship available</b></p>	<b>\$12,500</b>
<b>Clubhouse Suite</b>	<p><b>Sponsorship naming right to the Clubhouse Suite</b></p> <ul style="list-style-type: none"> <li>Company name on welcome signage at the entrance to the Clubhouse Suite</li> <li>Company logo to be included on Clubhouse Signage on-site</li> <li>Company logo included on credentials/tickets for the Clubhouse Suite</li> <li>Company name to be included on directional signage and the course map</li> <li>Company name mentioned in the Spectator Guide (20,000 distributed)</li> <li>Company name on two (2) on-site corporate supporter boards</li> </ul> <p><b>One (1) Sponsorship available</b></p>	<b>\$10,000</b>
<b>Exhibitor Booth Package</b>	<p><b>Located in Fan Experience Area</b></p> <ul style="list-style-type: none"> <li>(1) 10' x 10' tent with table, signage, chairs, and a power outlet, Friday - Sunday</li> <li>(4) Daily exhibitor credentials for staff</li> <li>(10) Any-One-Day grounds tickets</li> <li>(1) Valet parking pass, Friday - Sunday</li> <li>Company name mentioned in the Spectator Guide (20,000 distributed)</li> </ul>	<b>\$4,000</b>
<b>Official Partnership</b>	<p><b>Official Partnerships are customized packages that can include hospitality, branding experiences, and the ability to market your company as a champion of charity and a corporate community leader. Official Partners have the most brand visibility at the tournament. Ask us for more details.</b></p>	<b>Customizable</b>

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