



2012 Edmonton Scotiabank Pro-Am supporting the Gordie & Colleen Howe Fund for Alzheimer's at Baycrest

Frequently Asked Questions

About the Scotiabank Pro-Am for Alzheimer's

Q: What is the Scotiabank Pro-Am for Alzheimer's?

A: The Scotiabank Pro-Am for Alzheimer's, in support of the Gordie & Colleen Howe Fund, is the ultimate hockey experience. This one-of-a-kind event allows the average weekend warriors to strap on their skates and team up with some of the greatest hockey players to ever hit the ice. The Scotiabank Pro-Am is the largest event of its kind in Canada and provides memories to last a life time.

Q: When and where will the 2012 Scotiabank Pro-Am be held?

A: The 2012 Edmonton Scotiabank Pro-Am will take place from March 30, 2012 to April 1, 2012. Draft Night will be held on March 30, 2012 and tournaments will be played on Saturday March 31 and Sunday, April 1, 2012. The tournament games will take place at The City of Leduc arena, located at 4330 Black Gold Dr., Leduc, Alberta - (780) 980-7119.

Q: What happens at the tournament?

A: The excitement really heats up when our participants and NHL alumni take to the ice on Saturday and Sunday. Each team is guaranteed to play three times over two days and all games will consist of three 15-minute periods. The top 20 individual fundraisers will face-off against an all

alumni squad for a spectacular All-Star game. The top two fundraising teams will also play the all alumni team in the Championship game.

Q: How can I participate?

A: You can participate in a variety of ways;

1. You may register a team and become the team captain.
2. You may register and join a team as a player, by invitation of the captain.
3. You may sponsor a player or a team with a donation.
4. You can sign on as a corporate sponsor.

For more information please visit:

www.scotiabankproam.com/Edmonton.

Q: Where will proceeds from the 2012 Edmonton Scotiabank Pro-Am go?

A: Proceeds from the 2012 Edmonton Scotiabank Pro-Am will benefit the Gordie & Colleen Howe Fund for Alzheimer's which supports the work of the Alzheimer Society of Alberta & Northwest Territories along with care and research in Alzheimer's and related dementias at Baycrest. To learn more about these incredible charities please visit:

www.alzheimer.ab.ca or www.baycrest.org.

Registration

Q: How do I register for the 2012 Edmonton Scotiabank Pro-Am?

A: Registration is easy. Simply log onto www.scotiabankproam.com/Edmonton. Click on the tab found at the top of the page marked "Register now for 2012" and follow the easy instructions to register. To register as a player, please note that you must be invited by a team captain. Please keep your username and password because you will need those to log back into your personal 2012 Scotiabank Pro-Am web page.

Q: How much is the registration fee?

A: The registration fee is \$250 for this event. In the event of a player cancellation, the registration fee will become a donation to the Gordie & Colleen Howe Fund for Alzheimer's, and a tax receipt will then be issued for that amount. Please note: this policy is only applicable to those who cancel more than 30 days prior to the event.

Fundraising

Q: How do I solicit donations online?

A: Once you have registered and logged into your personal 2012 Scotiabank Pro-Am webpage, please select the "Solicit Sponsors" tab on the left side of the screen and follow the easy online guide.

Q: What do I do with my offline credit card, cheque or cash donation?

A: Although we accept offline donations, please encourage your donors to sponsor you online. In the event that you do receive cash or cheques, simply log on to your personal web page and click on the "Download offline sponsor form". Please fill out the form and mail the offline donations to "The Gordie and Colleen Howe Fund", 10531 Kingsway Avenue, Edmonton, AB T5H 4K1. Please ensure that all cheques are made out to "The Gordie & Colleen Howe Fund", and that your name, as well as the sponsored participant (if different) is noted on the cheque and on the form. Please do not place cash in the mail, you may drop it off at the above address.

Team and Player Benefits

Q: How can I find out about the team and player benefits?

A: To find the latest 2012 team and player benefits please visit the Edmonton Scotiabank Pro-Am website at www.scotiabankproam.com/edmonton/rewards.

Q: Who can win rewards / prizes?

A: Teams and individual players can earn incredible rewards and prizes throughout the year. The Scotiabank Pro-Am team will be sending out reminders and e-mail updates to players, outlining these incentives, throughout the year via regular e-mails.

Q: Does my personal fundraising count towards my team total as well?

A: Yes! Your personal fundraising dollars will count towards your team's overall total as well. The more you raise, the more prizes both you and your teammates are eligible for, and the better chance your team has at a higher draft pick.

Q: What kinds of prizes can players and teams win?

A: The 2012 Scotiabank Pro-Am is offering incredible prizing for 2012. The prizes vary from experiential prizes to other special team and individual prizing, great memorabilia and hockey tickets.

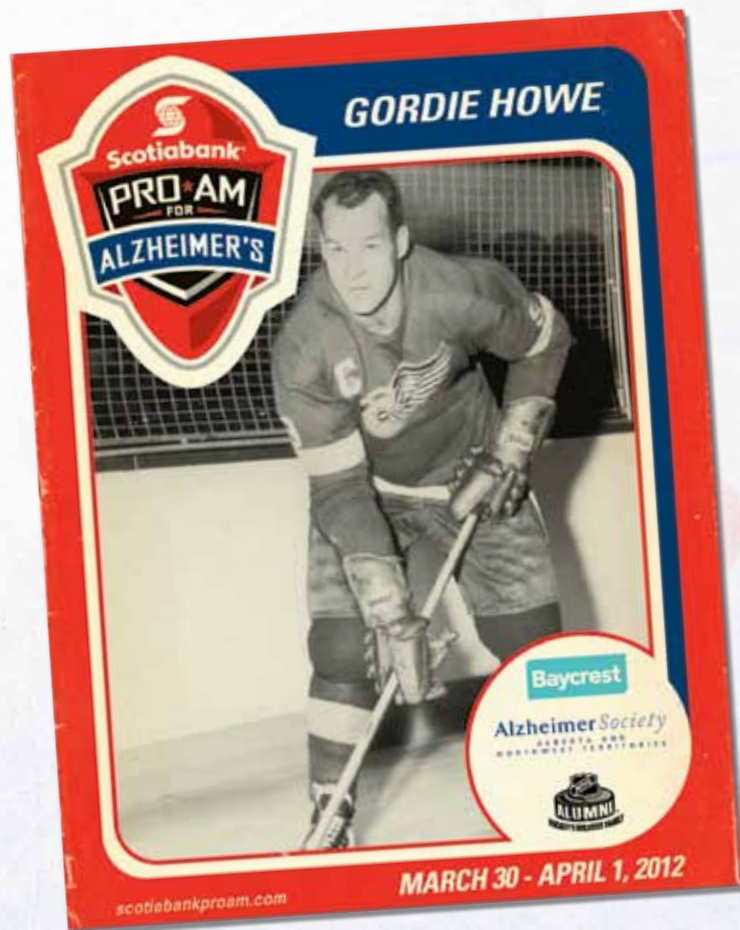
Corporate Sponsors and the Gordie Howe & Friends lunch

Q: What can the 2012 Scotiabank Pro-Am offer corporate sponsors?

A: There are a number of different corporate sponsorship opportunities that are available for 2012. Please click on the following link to view the "corporate sponsorship opportunities" www.scotiabankproam.com/edmonton/sponsorship. Should you have any questions regarding any of the packages, please feel free to contact Alison Norton at 416-785-2500 x2568 or anorton@baycrest.org.

Q: What is the Gordie Howe & Friends lunch?

A: The Gordie Howe & Friends Lunch, held the day before the tournament, is the best way to say thank you to corporate sponsors in an intimate setting with Gordie and his friends. All sponsors that purchase a Championship (\$25,000) or Hall of Fame (\$10,000) package will receive a table at this amazing event. They will have the opportunity to mix and mingle with a number of NHL alumni while taking in a live Hot Stove Lounge segment as well as some vintage footage of Mr. Hockey™ himself. For companies that would like to be involved in this event but are not interested in fielding a team, the Gordie Howe and Friends Lunch is the perfect introduction. It provides them with a unique hosting opportunity while supporting a very worthwhile cause.



Draft Night

Q: What is Draft Night?

A: Draft Night is the kickoff event to the entire Scotiabank Pro-Am weekend. This is a private function for participants, NHL alumni, and VIP guests only and it is your opportunity to rub shoulders with some of NHL's all-time greats. At the event, teams draft alumni (based on fundraising total) and the celebrations begin! Draft Night will take place in Edmonton on Friday March 30, 2012 (location TBA).

Additional Information

Q: How can I attend the Scotiabank Pro-Am tournaments if I am not a player or a corporate sponsor?

A: If you are not a participant or a corporate sponsor, you can still enjoy the exciting Scotiabank Pro-Am tournaments. For a \$100 donation to the Scotiabank Pro-Am, you will receive a one-day tournament pass to come out and cheer for your favorite teams and alumni.

Q: Who can I call if I need help with registration and online fundraising?

A: Please feel free to get in touch with the Scotiabank Pro-Am team at any time, our staff is happy to assist you. Please contact Galit Osadtsuk at 1-877-972-2622 or e-mail info@scotiabankproam.com.

**Together, we will
“Stick it to Alzheimer’s”**

Baycrest

Alzheimer Society
ALBERTA AND
NORTHWEST TERRITORIES

