



2013 Toronto Scotiabank Pro-Am for Alzheimer's™ in support of Baycrest Corporate Sponsorship Opportunities

Gordie Howe and Friends Luncheon Official Sponsor: \$75,000

- Naming rights to the “Gordie Howe and Friends luncheon”
- 2 tables at the “Gordie Howe and Friends Luncheon”*
- Official sponsors of the “Gordie How and Friends luncheon”; logo on the welcome signs as well as all event material, including Luncheon e-vite
- 1 company representative to speak at the lunch
- 10 tickets to Draft Night
- 10 tournament passes to the Toronto Scotiabank Pro-Am for Alzheimer's™ tournament
- Prominent logo representation at the tournament including: logo in all ads, 1 full-page ad in the tournament program, logo on sponsor page, website and in all event materials
- Official “Gordie Howe and Friends Luncheon” sponsor recognition in official tournament program and logo placement with click through on the Scotiabank Pro-Am for Alzheimer's™ website
- Logo inclusion on tournament signage
- Company logo on 10 rink boards
- Social Media recognition on both Baycrest Facebook and Twitter accounts
- 2 Break-Away passes
- Team credit of \$75,000 to fundraising totals

Draft Night Official Sponsor: \$75,000

- Naming rights to Draft Night
- 1 VIP section at Draft Night for 10 guests
- Official sponsor of Draft Night; logo on all welcome signs as well as all event material, including Draft Night e-vite
- 1 company representative to speak at Draft Night
- 1 table at the “Gordie Howe and Friends Luncheon”*
- 10 tournament passes to the Toronto Scotiabank Pro-Am for Alzheimer's™ tournament
- Prominent logo representation at the tournament including: logo in all ads, 1 full-page ad in the tournament program, logo on sponsor page, website and in all event materials
- Official Draft Night sponsor recognition in official tournament program and logo placement with click through on the Scotiabank Pro-Am for Alzheimer's™ website
- Logo inclusion on tournament signage
- Company logo on 10 rink boards
- Social Media recognition on both Baycrest Facebook and Twitter accounts
- 2 Break-Away passes
- Team credit of \$75,000 to fundraising totals

Sponsorship: \$50,000

- 1 table at the “Gordie Howe and Friends Luncheon”*
- Logo on Luncheon sign and Luncheon menu card
- 8 tickets to Draft Night
- Logo on Draft Night signage



- 10 tournament passes to the Toronto Scotiabank Pro-Am for Alzheimer's™ tournament
- Prominent logo representation at the tournament; including logo on all tournament signage, logo in all ads, half page in the official tournament program, logo placement on sponsorship page
- Naming right to a dressing room
- \$50,000 sponsorship recognition in official tournament program and logo placement with click through on the Scotiabank Pro-Am for Alzheimer's™ website
- Company logo on 8 rink boards
- Social Media recognition on both Baycrest Facebook and Twitter accounts
- 2 Break-Away passes
- Team credit of \$50,000 to fundraising totals

Sponsorship: \$25,000

- 1 table at the "Gordie Howe and Friends Luncheon"*
- Logo on Luncheon sign and Luncheon menu card
- 6 tickets to Draft Night
- Logo on Draft Night Signage
- Official Sponsor of a Rink at the tournament
- 10 tournament passes to the Toronto Scotiabank Pro-Am for Alzheimer's™ tournament
- Prominent logo representation at the tournament; including logo on all tournament signage, logo in all ads, quarter-page in the official tournament program, logo placement on sponsorship page
- \$25,000 Sponsorship recognition in the official tournament program and logo placement with click through on the Toronto Scotiabank Pro-Am for Alzheimer's™ website
- Company logo on 6 rink boards
- 1 Break-Away pass
- Team credit of \$25,000 to fundraising totals

Sponsorship: \$10,000

- 1 table at the "Gordie Howe and Friends Luncheon"*
- Logo on Luncheon sign and Luncheon menu card
- 4 tickets to Draft Night
- Logo on Draft Night Signage
- 8 tournament passes to the Toronto Scotiabank Pro-Am for Alzheimer's™ tournament
- \$10,000 Sponsorship recognition in the official tournament program and logo placement on the Toronto Scotiabank Pro-Am for Alzheimer's™ website
- Logo in Thank You ad
- Logo on all tournament signage
- Company logo on 2 rink boards
- 1 Break-Away pass
- Team credit of \$10,000 to fundraising totals

Sponsorship: \$5,000

- 2 tickets to Draft Night
- Logo on Draft Night signage
- 6 tournament passes to the Toronto Scotiabank Pro-Am for Alzheimer's™ tournament
- Company logo on: Thank You ad, and on all tournament signage



- \$5,000 sponsorship recognition in official tournament program and logo placement on Toronto Scotiabank Pro-Am for Alzheimer's™ website
- Company logo on 1 rink board
- Team credit of \$5,000 to fundraising totals

Sponsorship: \$2,500

- 4 passes to the Toronto Scotiabank Pro-Am for Alzheimer's™ Tournament
- Written recognition on all tournament signage, Draft Night signage, and Thank You ad
- \$2,500 sponsorship recognition (written) in 2013 official tournament program and Toronto Scotiabank Pro-Am for Alzheimer's™ website
- Team credit of \$2,500 to fundraising goal

Hotel Sponsorship: In Kind

As a sponsor you will:

- Provide 15 hotel rooms for two nights and preferred group rates for additional rooms outside of contract
- VIP breakfast area (free of charge) for alumni in separate area
- Free use of gym, pool, WiFi, and any other hotel amenities (if applicable)

As event organizer, we will provide:

- Status as the 'Official hotel of the 2013 Scotiabank Pro-Am for Alzheimer's™'
- Category exclusivity
- Logo representation; including logo on all tournament signage, logo in all ads, full page ad in the official tournament program, logo placement on sponsorship page
- Opportunity to provide discount coupon / code in program
- 6 passes to the 2013 Toronto Scotiabank Pro-Am for Alzheimer's™ Tournament

Transportation Sponsorship: In kind

As a sponsor, you will:

- Provide individual pick up and drop off for all participating alumni at airport, train station or bus station (if applicable)
- Provide shuttle transportation to and from event venue to alumni hotel
- Provide gas and driver for duration of 3 day event
- Allow placement of Scotiabank Pro-Am and Baycrest promotion / decals on vehicles

As event organizer, we will provide:

- Status as the 'Official transportation sponsor of the 2013 Scotiabank Pro-Am for Alzheimer's™'
- Category exclusivity
- Logo representation; including logo on all tournament signage, logo in all ads, full page ad in the official tournament program, logo placement on sponsorship page
- 6 passes to the 2013 Toronto Scotiabank Pro-Am for Alzheimer's™ Tournament

*Each table at the "Gordie Howe and Friends Luncheon" on the day of the draft night includes 8 guests, plus 2 NHL alumni with preferred seating and a special gift for each guest

"Break-Away pass" is a chance to meet all the alumni at the tournament with designated times in a quiet location.

For more information on Corporate Sponsorship opportunities, please contact:

Caroline Anderson at
canderson2@baycrest.org
416-785-2500 ext. 3645