



## DECEMBER 2-3 2017 HEROES HOCKEY CHALLENGE A Proposal for Partners

Heroes Hockey Challenge shines the spotlight on some of this nation's greatest heroes for the benefit of Canada's unsung heroes.

Former NHL Alumni will face-off against Canadian Armed Forces members in an exhibition of hockey pride that is sure to please Canadians. An inspirational Yellow Ribbon Gala Dinner will be held the evening prior to the hockey game.



"...a Nation Needs Its Heroes"

HOSTED BY:



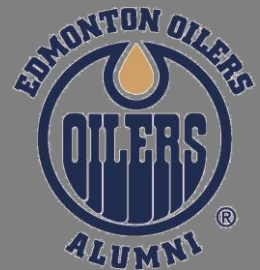
PPCLI FOUNDATION



PRESENTED BY:

*To be confirmed*

HOCKEY PARTNER:



### Event Details

December 2, 2017  
Yellow Ribbon Gala

December 3, 2017  
Hockey Game

Purchase Event Tickets: [www.eventbrite.ca/e/heroes-hockey-challenge-yellow-ribbon-gala-2017-tickets-34444303840](http://www.eventbrite.ca/e/heroes-hockey-challenge-yellow-ribbon-gala-2017-tickets-34444303840)



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# A Nation Needs Its Heroes

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## Heroes Hockey Challenge Background

Heroes Hockey Challenge is a series of charitable hockey fundraising events which take place annually in communities across Canada. Heroes Hockey Challenge events have been held since 2012, in various Canadian cities with the most recent in Toronto in 2015, and Victoria in 2016. To date more than \$250,000 has been raised for the benefit of wounded soldiers and their families, and the families of the fallen soldiers.

## Heroes Hockey Challenge 2017 Events

Whilst historically a Princess Patricia’s Canadian Light Infantry Foundation (PPLCI Foundation) event, the December 2017 Edmonton Heroes Hockey Challenge will see the PPLCI Foundation partnering with the Edmonton Garrison Military Family Resource Centre (MFRC). Net proceeds from the event will be equally shared between the two organizations.

The 2017 Heroes Hockey Challenge (HHC) will be Themed: Heroes, Hockey, and Heritage to honour and remember the sport of hockey and our military history.

The Yellow Ribbon gala dinner will be held on Saturday, December 2, 2017, at the Edmonton Marriott at River Cree Resort. The gala dinner will be preceded by a cocktail reception and will also feature serving and former active members of Canada’s Army, well-known celebrities, NHL stars, and civic leaders from the community. The hockey game will be played the following day on Sunday, December 3rd, 2017 at the Go Auto Arena at the Servus Place, St. Albert, Alberta with a 2:00 p.m. start time.

These two unique fundraising events provide the Edmonton corporate community with a sponsorship opportunity to directly support the families of our serving military and our veterans. There are several sponsorship levels offering various ways for corporations and individuals to be involved. Each can also be customized to meet your specific community engagement needs and objectives.

Tickets for both the Yellow Ribbon Gala Dinner (\$180 per person and \$1,800 per table) and the Hockey Game (\$10.00 for per person) are available at [www.heroeshockeychallenge.com](http://www.heroeshockeychallenge.com).

## Mission

The mission of Heroes Hockey Challenge is to raise awareness and needed funds for the benefit of those who serve: military members and their families, veterans, the wounded and the fallen.

**Show your support for our nation’s heroes by joining the Heroes Hockey Challenge team.**

**To secure your desired partnership opportunity, please contact:**

Malcolm Bruce  
2017 HHC Event Chair  
Tel: 780-638-6001, Cell: 780-619-5069  
E: [mbruce@capitalregionboard.ab.ca](mailto:mbruce@capitalregionboard.ab.ca)

France Bourgeois  
MFRC Fund Development Coordinator  
Tel: 780-973-4011 ext 6328  
E: [funddev@mfrcedmonton.com](mailto:funddev@mfrcedmonton.com)



## History of the PPCLI Foundation

For more than 100 years, soldiers of the Princess Patricia Canadian Light Infantry have been serving Canadians with honour and distinction. The PPCLI Foundation was founded to ensure that legacy of our proud military history lives on in future generations. Since its formation in 2011, the Foundation has raised in excess of \$2 million in cash and in kind donations.

These funds have been judiciously applied to several programs specific to supporting serving soldiers, veterans and their families, families of our fallen soldiers and youth education. In essence, the tradition of the PPCLI is woven into the fabric of our Canadian heritage and history for our soldiers, veterans and their families.

*“Our son, Andrew, had a very close attachment to his Platoon, his Battalion (1st Bn), and to the Regiment. He told us he was proud to be a Patricia. Since his death in Afghanistan in 2009, the men of his Platoon, and the Regiment, have kept in touch with us, and this has helped us to give some meaning to his sacrifice. The efforts of the Regiment and the PPCLI Foundation to keep in touch with families of the fallen means a great deal to us.”*

*Richard and Jane Nuttall, British Columbia (2016)*

### Governance

In setting its priorities the Foundation is guided by a very active membership led by a group of trustees who together have almost accumulated almost three hundred years of service with the Regiment. Our Patron, the Right Honourable Adrienne Clarkson, our Colonel in Chief takes an active interest in our activities as do our Vice Patrons, the Honorary Colonels of the Army, PPCLI and Loyal Edmonton Regiment, as well as the Lieutenant Governors of our four western provinces.

### Our Legacy

Soldiers of the Princess Patricia's Canadian Light Infantry have served Canada and Canadians for more than 100 years. Today, the Patricia's represent the most of Canada's 'boots on the ground' deployment both inside and outside of Canada. The Patricia's have always been amongst the first in the field which has resulted in the regiment shouldering some of the heaviest of casualties. Building on this legacy of service to Canada the PPCLI Foundation has established a number of projects that enable its good work to continue in communities across Canada. Efforts are largely focused in Alberta due to the strong ties with the Cities of Edmonton and Calgary.

### Your Support

Support from Canadians and businesses are key enablers to ensuring the success of Canada's military and the PPCLI Foundation. Across Canada we have heroes both in uniform and behind the uniform in the form of military families, carrying the pride of Canada into the next generation.

We invite you to consider playing a pivotal role in keeping programs accessible to our heroes through your support to the **Heroes Hockey Challenge**. Support comes in various ways and we have included a number of packages to fit every budget and are open to Gift in Kind donations to meet our fundraising goal of reaching \$100,000.



## The Edmonton Garrison Military Family Resource Centre (MFRC)

MFRC is a non-profit society registered under the Alberta Society's Act and is also registered with Revenue Canada as a charitable organization and is the only local non-profit organization nationally mandated as the frontline service provider to Canadian military families.

The MFRC is committed to enriching the lives of individuals and families in the Canadian Armed Forces (CAF) through positive action, education and support. The MFRC is governed by a Board of Directors, made up of 51% military families, who know first-hand the effect and toll military life can have on the family unit.

For over 25 years the MFRC has been committed to supporting military families as they navigate these unique challenges through programs and services that enhance the strength and resilience of military families. Absences from family support systems, difficulties during deployments, solo parenting or coping with an injury or loss are realities for military families; realities which can have a significant impact on family well-being.

To provide a high standard of care and support to our military families, the MFRC provides and facilitates support in five key areas:

### **Personal Development and Community Integration**

Mobility is an inherent part of the military lifestyle. The MFRC helps families integrate into their new communities, working to enhance their quality of life while promoting and supporting personal, family and community development.

### **Child/Youth Development and Parenting Support**

Another element contributing to the health and well-being of military families is accessible support for the care and development of children and youth, as well as resources to encourage positive parenting. The MFRC supports parents in their care-giving role and provides opportunities for healthy development of children and youth.

### **Family Separation and Reunion (Deployment Support)**

It is no secret that the operational and training requirements of the CAF often result in the absence of CAF members from his or her family. Associated increased risk factors for CAF members may heighten family concerns and anxieties. To assist families during deployments, the MFRC offers a variety of peer-support and individual programs and services.

### **Mental Health and Wellness**

The emphasis the MFRC places on strengthening and enhancing the well-being of our military members and their families is significant. We understand the importance of reinforcing the already existing capacity of individuals and their families through preventative services facilitated by Family Support workers is invaluable.

### **Veteran Family Support**

The Veteran Family Pilot Program is a four-year program that provides services to medically-released/ releasing CAF members and their families. The Edmonton Garrison MFRC is one of seven pilot sites offering the Veteran Family Program.



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## 2017 Heroes Hockey Challenge Board of Governors

Mr. Glenn Cumyn  
Heroes Hockey Challenge Founder  
President | SFE Global

Lieutenant-General (Retired) Kent Foster  
Past President PPCLI Foundation

## 2017 Heroes Hockey Challenge Event Chair

Malcolm Bruce, Trustee  
PPCLI Foundation

Roza Parlin, Executive Director  
Military Family Resource Centre/Co-Chair

## 2017 Heroes Hockey Challenge Organizing Committee

Mr. Glenn Cumyn  
Heroes Hockey Challenge Founder/Hockey Game  
Director

Jerry Scheidl  
Manager, Hockey Operations

Shane Scheiber  
Warriors Hockey Team

France Bourgeois, Fund Development Coordinator  
Military Family Resource Centre/Gala Director

Quentin Innis  
PPCLI Regimental Major

Alex Gault, HHC Media Director  
PPCLI Foundation

Shawna Bruce, HHC Media Relations

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### HHC Contacts:

Malcolm Bruce  
2017 HHC Event Chair  
Tel: 780-638-6001, Cell: 780-619-5069  
E: [mbruce@capitalregionboard.ab.ca](mailto:mbruce@capitalregionboard.ab.ca)

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### Mailing Address

Heroes Hockey Challenge  
P.O. Box 10500  
Edmonton AB T5J 4J5

MFRC  
P.O. Box 10500  
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*The PPCLI Foundation is a registered Canadian charity (No. 84205 7804-RR0001). MFRC is a non-profit society registered under the Alberta Society's Act and is also registered with Revenue Canada as a charitable organization (No. 14080 0970-RR0001). Through this solicitation we hope to raise \$100,000 net. For more information about the PPCLI Foundation contact Malcolm Bruce. For more information about the MFRC contact France Bourgeois, Fund Development Coordinator.*

## **Presenting Partner (One @ \$25,000)**

### **Benefits include (full details to be worked out with Partner):**

- Naming rights and co-branding in all Heroes Hockey Challenge media products
- Logo and inclusion of name for regional media exposure
- Link to PPCLI and Hockey Heroes Challenge web sites
- Five social media posts each on Facebook and Twitter (3 in advance and 2 during event)
- Exclusive category sponsor rights
- On-site corporate exposure & recognition at both HHC Edmonton 2017 event as “Presenting Partner”
- One premium 8-person table at the Gala Dinner, joined by a soldier and a celebrity guest (10 people total) with option to purchase additional tables as required
- 25 VIP passes to “Meet the Heroes” Heroes Hockey Challenge Edmonton 2017 pre-Game reception
- 25 VIP Game tickets for the Heroes Hockey Challenge Edmonton 2017 Game
- On-site advertising opportunities at Gala & Game
- Advertisement in official souvenir programs
- Booth in the Arena concourse for the Game as requested



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## **Platinum Partners (One @ \$10,000)**

### **Benefits include (full details to be worked out with Partner):**

- Logo and name branding for identified regional media opportunities
- Exclusive category sponsor rights
- Logo and inclusion of name for regional media exposure
- Link to PPCLI and Hockey Heroes Challenge web sites
- Three social media posts each on Facebook and Twitter (2 in advance and 1 during event)
- On-site corporate exposure & recognition at all HHC events as “platinum partner”
- One 8-person table at the Gala Dinner, joined by a soldier and a celebrity guest (10 people total) with option to purchase additional tickets as required
- 15 VIP passes to each of the “Meet the Heroes” Heroes Hockey Challenge Edmonton 2017 pre-Game reception
- 15 VIP Game tickets for the Heroes Hockey Challenge Edmonton 2017 Game
- On-site advertising opportunities at Gala & Game, including recognition by the emcee
- Advertisement in official souvenir program
- Booth in Arena concourse during the Game as requested

## **Gold Partners (Four @ \$5,000 each)**

### **Benefits include:**

- Full regional media exposure
- On-site corporate exposure & recognition at both HHC events as an “official gold partner”
- Social Media posts to Facebook and Twitter x 1 each
- 4 tickets to the Gala Dinner (table will be shared with another Gold Partner) ; joined by a soldier and a celebrity guest (10 people total) with option to purchase additional tickets as required
- 8 VIP passes to each of the “Meet the Heroes” Heroes Hockey Challenge Edmonton 2017 pre-Game reception
- 8 VIP Game tickets for the Heroes Hockey Challenge Edmonton 2017 Game
- On-site advertising opportunities at the Gala and the Game, including recognition by the emcee
- Advertisement in official souvenir program

## **Table Partners (Fifteen @ \$1,800 each)**

### **Benefits include:**

- Full regional media exposure
- On-site corporate exposure & recognition at the Gala event as an “official Table partner”
- 10 tickets to the Gala Dinner
- On-site advertising opportunities at the Gala and the Game, including recognition by the emcee
- Advertisement in official souvenir program



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## **Minor Sport Partner – Send a Kids Minor Hockey Team to the Game (Twenty @ \$1,500 each)**

### **Benefits include:**

- Social Media exposure
- For those who wish to contribute, but can't make the game
- 20 Game tickets for a minor sports team for the Heroes Hockey Challenge Edmonton 2017 Game in your company's name
- On-site advertising opportunities at the Game, including recognition by the emcee of the team and partner

## **Minor Youth Partner – Send a Youth Group to the Game (Unlimited @ \$1,000 each)**

### **Benefits include:**

- Social Media exposure
- For those who wish to contribute, but can't make the game
- 20 Game tickets for a Youth Group for the Heroes Hockey Challenge Edmonton 2017 Game in your company's name
- On-site advertising opportunities at the Game, including recognition by the emcee of the team and partner

## **Military Family Partner – Send Military Families to the Game (Fifteen @ \$100 each)**

### **Benefits include:**

- Social Media exposure
- For those who wish to contribute, but can't make the game
- 10 Game tickets for military families for the Heroes Hockey Challenge Edmonton 2017 Game
- On-site advertising opportunities at the Game, including recognition by the emcee of the team and partner

## **Official Supplier (Unlimited)**

For organizations providing goods and/or services that add value to Heroes Hockey Challenge Edmonton 2017.

### **Benefits include:**

- Full media exposure
- On-site advertising opportunities at the Game, including recognition by the emcee



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## **Donor – Donation to (Heroes Hockey Challenge) in the Amount of \$100 to \$1000**

### **Benefits include:**

- Recognition on the Social Media site
- Recognition in Programs
- Charitable Tax Receipt, if required

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