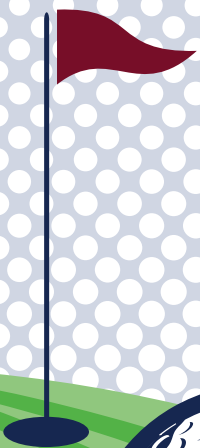


The
**Brenda
Strafford**
Foundation **2021 Golf Classic**

Sponsorship Opportunities



Proceeds will benefit
Resident Outdoor
Gathering Areas



Sponsorship Opportunities

Presenting	\$20,000
Gold	\$12,000
Silver	\$7,500
Bronze	\$3,500
Breakfast	\$3,500
Lunch	\$3,500
Cart	\$3,500
Hole	\$1,500

About Brenda Strafford Foundation

The Brenda Strafford Foundation (BSF) has been proudly serving seniors and those in need for more than 45 years. We provide exceptional seniors care in our manors in Southern Alberta. BSF is committed to transforming continuing care, all while advancing best practices for quality of care of our residents and families.

In support of our vision of improving the quality of life of the communities we serve, the BSF also supports innovative research and education at the University of Calgary.

As a registered Canadian charitable organization, we support various endeavours including the Brenda Strafford Society for the Prevention of Domestic Violence as well as international health care services, medical clinics, and eye centers in Haiti, Jamaica and Dominica.

Help us put the **FRESH** in fresh air!

2021 Benefitting Project:
Resident Outdoor Gathering Areas

Proceeds from the fifth annual BSF Golf Classic will go toward improving outdoor spaces at our Manors. Funds will be used to enrich the lives of our residents with fresh surroundings, fresh activities, fresh equipment, perhaps a fresh coat of paint and best of all, fresh air!

Message from the President and CEO

The Brenda Strafford Foundation is excited to finally host our fifth annual Golf Classic on Friday, September 17, 2021 at the beautiful Elbow Springs Golf Club. After postponing 2020's event, we are optimistic about this year's tournament being an opportunity to come together for not just for a round of golf, but also for an afternoon of fellowship and fundraising.

Our 2019 tournament was a great success, raising more than \$80,000 in support of our *Going Places* campaign for accessible buses. This year's benefitting project — *Resident Outdoor Gathering Areas* — is highly relevant to our times. Having a fresh space for our residents, families and visitors to enjoy the outdoors makes improving our outdoor spaces that much more important.

Sponsorship is key to raising money for our initiative so we are very grateful to returning sponsors for your ongoing support of the BSF Golf Classic. For new sponsors, welcome aboard! As outlined below, sponsorship of our tournament comes with many benefits. Exposure, the opportunity to showcase your service or product, networking, and a commitment to community service are all excellent reasons to be involved.

If you're looking for other ways to support the BSF 2021 Golf Classic, please register a team or individual to golf. In-kind donations are also appreciated!

Thank you for your consideration and support of The Brenda Strafford Foundation and our mission to optimize well-being and enrich people's lives. Together we are BSF Strong.



Mike Conroy
President and CEO





Sponsor Benefits

	Presenting (1) \$20,000	Gold (2) \$12,000	Silver (3) \$7,500	Lunch (3) \$3,500	Cart (1) \$3,500
Corporate name integrated into event title: The BSF Golf Classic "presented by..."*	Exclusive				
Corporate profile on the BSF Golf Classic web page	Exclusive				
Acknowledgement in BSF Golf Classic media release and other media opportunities*	X	X			
Priority placement of corporate logo/name on posters and in advertising*	Logo	Logo	Logo		
Priority placement of corporate logo/name on BSF Golf Classic web page with link to sponsor's website	Logo	Logo	Logo	Logo	Logo
Corporate logo included on social media posts (Twitter)*	10 Posts	6 Posts	4 Posts	4 Posts	4 Posts
Opportunity to provide a corporate promo item provided for golfer gift bags	X	X	X	X	X
Opportunity to provide an auction item	X	X	X	X	X
Complimentary golfers*	8	6	4	2	2
Opportunity to speak at event	Exclusive				
Opportunity to display corporate banner at registration and during lunch	X	X			
Priority seating at lunch	X	X	X		
Verbal recognition by the emcee during lunch program	X	X	X	X	X
Corporate logo/name on video loop during lunch	Logo (exclusive)	Logo (exclusive)	Logo (shared)	Logo (shared)	Logo (shared)
Priority placement of corporate logo/name on main sponsor board*	Logo	Logo	Logo	Logo	Logo
Corporate name or logo displayed at sponsor's designated area*	Alongside event title	Driving range	Gift Bags Volunteers	Banquet Room	Carts
Opportunity to have employees volunteer at the event	X	X	X	X	X
Corporate name remains in event title on relevant 2021 post-event correspondence	Exclusive				
Feature impact video with logo and staff participation for our website and social media outlets	Exclusive				
Priority placement of corporate logo/name in BSF Golf Classic 2021 Impact Report to participants on the BSF website	Logo	Logo	Logo	Logo	Logo
Customized experience—BSF expertise offered to sponsor's employees	Exclusive				
First right of refusal for sponsorship of 2022 BSF Golf Classic	X	X	X	X	X
Priority placement of corporate logo/name in the 2021 BSF Annual Report to the Community	X	X	X	X	X

*Dependent upon time of agreement

Sponsorship Opportunities



100 Participants and Counting!

The BSF 2021 Golf Classic is happy to announce 100 spots have been filled and we anticipate a full tournament of 144 golfers by the August 30 registration deadline.

Our partners are certainly stepping up to the plate as we've sold a good number of sponsorship packages. We have only four holes left as well as bronze, silver, and gold packages available.

And of course it's not too late to become our presenting sponsor! Our premium package will see your company name on everything the tournament produces. Tournament signage, web pages, lunch presentation, Twitter posts, impact report, the BSF annual report—we offer plenty of opportunities for recognition.

Presenting	\$20,000	Available
Gold	\$12,000	1/2 sold
Silver	\$7,500	2/3 sold
Bronze	\$3,500	5/5 sold out
Breakfast	\$3,500	Sold
Lunch	\$3,500	3 available
Cart	\$3,500	1 available
Hole	\$1,500	12/15 sold
Beverage		Sold
Wine		Sold
Corkage	\$500	Available
Holes-in-one		3/3 sold out

Presenting Gold Silver Lunch Cart

Send an invoice Credit Card* Cheque enclosed

*We will contact you by phone to process your credit card transaction.

Send us your questions

golf@thebsf.ca

Call our tournament coordinator

Jacque Mirtle 587-228-7631

Company Name:

Address:

City:

Email:

Contact Name:

Contact Title:

Province:

Postal Code:

Phone:

Please send your completed form and payment to: The Brenda Stafford Foundation
Attention: 2021 Golf Classic
4628 Montgomery Blvd. NW
Calgary, AB T3B 0K7

Or send by email to:
golf@thebsf.ca

