



ALZHEIMER'S PRO-AM

April 24-26, 2026

Edmonton, Alberta

Alzheimer
Society

ALBERTA AND
NORTHWEST TERRITORIES



2026 Sponsorship Opportunities

Why We Play

In Canada, over 600,000 individuals are living with Alzheimer's disease or other dementias – in Alberta, over 62,000 people have a dementia diagnosis. The Alzheimer Society of Alberta and Northwest Territories brings awareness to Alzheimer's disease and other dementias; helps alleviate the personal and social consequences of the disease; provides education and support programs; and promotes and funds research into the cause, prevention, and cure.

The Alzheimer's Pro-Am Hockey Tournament is a fun-filled weekend that pairs hockey enthusiasts with Former NHLers. Funds raised by the tournament provide *Help for Today* through the Society's free education programs and support services for those living with dementia along with their family members and care partners; and, *Hope for Tomorrow* through innovative research initiatives happening right here in Alberta (UofA, UofC, UofL).



The Event

April 24th Champions Luncheon – The weekend kicks off with an unforgettable luncheon where former NHL players are honored and profiled.

April 24th Draft Night – The highlight of the weekend for many, this high-energy event replicates the NHL Draft as teams draft their favorite player to join their team for the weekend.

April 25th & 26th The Tournament – Participants play alongside Former NHLers in a friendly hockey tournament.



Alzheimer Society
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Help For Today

Alzheimer
Society

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1.866.950.5465

www.alzheimer.ab.ca



DONATE TODAY



CARE PARTNERS IN
ALBERTA ARE SPENDING
MORE THAN
40 MILLION
UNPAID HOURS CARING
FOR INDIVIDUALS LIVING
WITH DEMENTIA

1 IN 3
PEOPLE IN ALBERTA ARE
IMPACTED DIRECTLY OR
INDIRECTLY BY DEMENTIA

BY 2050
286%
INCREASE IN
DIAGNOSES IN
ALBERTA

WHAT WE DID IN 2023/2024:

27%
INCREASE IN CLIENTS
SERVED

11,424 HRS
SPENT HELPING
CLIENTS

WE SERVED
10,362
FROM 468
COMMUNITIES
PEOPLE

Hope for Tomorrow
Research Program
provided \$1M for
dementia research
projects




HELP FOR DEMENTIA
Website Launched



New community
partnerships to provide
culturally appropriate
care and support to
more people

2023



New resources &
programming for
grief and palliative
care



New Volunteer
program with
dedicated
coordinator



2024

Sponsorship

	PRESENTING SPONSOR	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR	FRIENDS OF APA		LUNCHEON FULL TABLE
						\$2,500	\$1,000	
Financial commitment / year	\$100,000	\$25,000	\$12,500	\$10,000	\$7,500	\$2,500	\$1,000	\$6,000
Minimum commitment (years)	3 years	1 year	1 year	1 year	1 year	1 year	1 year	1 year
Event naming rights	Yes	-	-	-	-	-	-	-
Corporate logo inclusion in official Pro-Am logo	Yes	-	-	-	-	-	-	-
Right to use Pro-Am logo	Yes	Yes	-	-	-	-	-	-
Company representative to speak at luncheon and draft night	Yes	-	-	-	-	-	-	-
Category exclusivity	Yes	-	-	-	-	-	-	-
Mentions in media	Yes	-	-	-	-	-	-	-
Corporate logo placement on Alzheimer Society website	Yes	-	-	-	-	-	-	-
Article in Alzheimer Society AB/NT newsletter	Yes	-	-	-	-	-	-	-
Presenting sponsor or a component of tournament (ie – Luncheon, Draft Night, Players' Lounge)	-	Yes	-	-	-	-	-	-
Mentions in social posts related to named component of Pro-Am	-	Yes	-	-	-	-	-	-
Ad in official tournament program	Full page	3/4 page	1/2 page	1/2 page	1/4 page	-	-	-
Sponsor category corporate logo placement on tournament welcome signs	Yes	Yes	Yes	Yes	Yes	-	-	-
Sponsor category corporate logo placement on tournament website	Yes	Yes	Yes	Yes	Yes	Yes	Yes	-
Sponsor category corporate logo on tournament jerseys	Yes	Yes (one team's set of jerseys)	Yes (one team's set of jerseys)	-	Yes (one team's set of jerseys)	-	-	-
Table(s) to Champions Luncheon	2 tables (16 seats)	2 tables (16 seats)	1 table (8 seats)	1 table (8 seats)	4 seats	2 seats	-	1 table (8 seats)
Tickets to Draft Night (exclusive event for tournament teams, sponsors and NHL Alumni)	12	8	4	4	-	-	-	-
Tax Receipt	-	-	-	-	-	-	-	\$3,500

- Sponsorships may be paid via cheque or with credit card. If being paid by credit card, it is subject to a 5% processing fee.
- Sponsorships cannot be paid for through company matching programs where tax receipts are given (ie – Benevity etc.)
- Sponsorship benefits will be actioned upon receipt of sponsorship contribution in full.

Exclusive Sponsorships

Tournament Printing Sponsor - \$15,000 or in-kind

- Corporate logo in event collateral and website
- Right to use APA Pro-Am logo upon approval
- 1/2 page advertisement in event program
- 4 seats to Champions Luncheon

Luncheon Table Gifting Sponsor - \$10,000

- Opportunity to provide gift for luncheon attendees
- Right to use APA Pro-Am logo upon approval
- Corporate logo in event collateral and website
- 1/2 page advertisement in event program
- 2 seats to Champions Luncheon

Player Skate Guards Sponsor - \$10,000

- Opportunity to provide skate guards with corporate logo for players
- Right to use APA Pro-Am logo upon approval
- Corporate logo in event collateral and website
- 1/2 page advertisement in event program
- 2 seats to Champions Luncheon

Player Towels Sponsor - \$10,000

- Opportunity to provide towels with corporate logo for players
- Right to use APA Pro-Am logo upon approval
- Corporate logo in event collateral and website
- 1/2 page advertisement in event program
- 2 seats to Champions Luncheon

Draft Night Entertainment Sponsor - \$10,000

- Opportunity for presenting rights on Draft Night Entertainment
- Right to use APA Pro-Am logo upon approval
- Corporate logo in event collateral and website
- 1/2 page advertisement in event program
- 2 seats to Champions Luncheon

Hospitality Partner - \$7,500

- Opportunity to provide a welcome gift in alumni hotel room
- Logo on welcome note inside alumni hotel rooms
- Logo placement at alumni breakfast where appropriate
- Corporate logo in event collateral and website
- 1/4 page advertisement in event program
- 2 seats to Champions Luncheon

Hockey Pucks Sponsor - \$7,500

- Logo placement on one side of tournament play pucks
- Right to use APA Pro-Am logo upon approval
- 1/4 page advertisement in event program
- Corporate logo in event collateral and website
- 2 seats to Champions Luncheon

SOLD

Player Water Bottles Sponsor - \$7,500

- Corporate logo on one side of player water bottles
- Right to use APA Pro-Am logo upon approval
- 1/4 page advertisement in event program
- Corporate logo in event collateral and website
- 2 seats to Champions Luncheon

SOLD

Grocery Partner- \$5,000 or in-kind

- Opportunity to provide player/dressing room refreshments
- Right to use APA Pro-Am logo upon approval
- 1/4 page advertisement in event program
- Corporate logo in event collateral and website
- 2 seats to Champions Luncheon

SOLD

Ice Sponsor - \$5,000 or in-kind

- Opportunity to provide ice and freezers for tournament
- Right to use APA Pro-Am logo upon approval
- 1/4 page advertisement in event program
- Corporate logo in event collateral and website
- 2 seats to Champions Luncheon

SOLD

Massage Therapy Sponsor - \$5,000

- Corporate logo placement on Massage Therapy Room signage
- Right to use APA Pro-Am logo upon approval
- 1/4 page advertisement in event program
- Corporate logo in event collateral and website
- 2 seats to Champions Luncheon

Referees Sponsor - \$5,000

- Corporate logo placement on Referees collateral
- Right to use APA Pro-Am logo upon approval
- 1/4 page advertisement in event program
- Corporate logo in event collateral and website
- 2 seats to Champions Luncheon

Volunteers Sponsor - \$5,000

- Corporate logo placement on Volunteer collateral
- Right to use APA Pro-Am logo upon approval
- 1/4 page advertisement in event program
- Corporate logo in event collateral and website
- 2 seats to Champions Luncheon

Water Sponsor - \$5,000

- Opportunity to provide water for tournament use
- Right to use APA Pro-Am logo upon approval
- 1/4 page advertisement in event program
- Corporate logo in event collateral and website
- 2 seats to Champions Luncheon

SOLD

Wine Sponsor (Luncheon Only) - \$5,000

- Opportunity to provide wine for Champions Luncheon
- Right to use APA Pro-Am logo upon approval
- 1/4 page advertisement in event program
- Corporate logo in event collateral and website
- 2 seats to Champions Luncheon

Individual Team Sponsorships

- **INDIVIDUAL TEAM JERSEY SPONSOR - \$3,000**
- **INDIVIDUAL TEAM SOCK SPONSOR - \$2,000**

Champions Luncheon

Friday, April 24, 2026

Edmonton Convention Centre – Hall D
9797 Jasper Avenue Edmonton

Tables are eight (8) seats for \$6,000 with \$3,500 tax receipt

Not all tables are guaranteed an NHL Alumni; however, they will be on-site to mix and mingle throughout the event.



The Alzheimer Society of Alberta and Northwest Territories is a provincial and territorial organization with offices in Edmonton, Fort McMurray, Grande Prairie, Lethbridge, Medicine Hat, Red Deer and Yellowknife. We offer *Help for Today* through our programs and services and *Hope for Tomorrow* by investing in research.

It's never too early or too late to reach out to the Society for support. If you or someone you love could benefit from our help, please reach out to your local Society office.

Thank you for your generous support of the Alzheimer Society and Northwest Territories and the families that come to us for help on their journey with dementia.

Alzheimer Society

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alzheimer.ab.ca

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