



Guest Speaker  
**Ron MacLean**  
Host of Hockey Night in Canada

# *Hope* in the City



Fundraising Luncheon November 26, 2024

# SPONSORSHIP OPPORTUNITIES

In support of The Salvation Army's Christmas Campaign in Calgary

Presented by



[HopeCalgary.ca](http://HopeCalgary.ca)



The Calgary TELUS Convention Centre

## *A message from our Divisional Commander*

Dear Friends,

We are delighted to announce that our annual Hope in the City fundraising luncheon will kick off The Salvation Army's 2024 Christmas Campaign. We are so grateful for the opportunity to come together to support The Salvation Army's incredible work in Calgary.

Our special guest this year is the legendary host of Hockey Night in Canada for over 30 years, Ron MacLean.

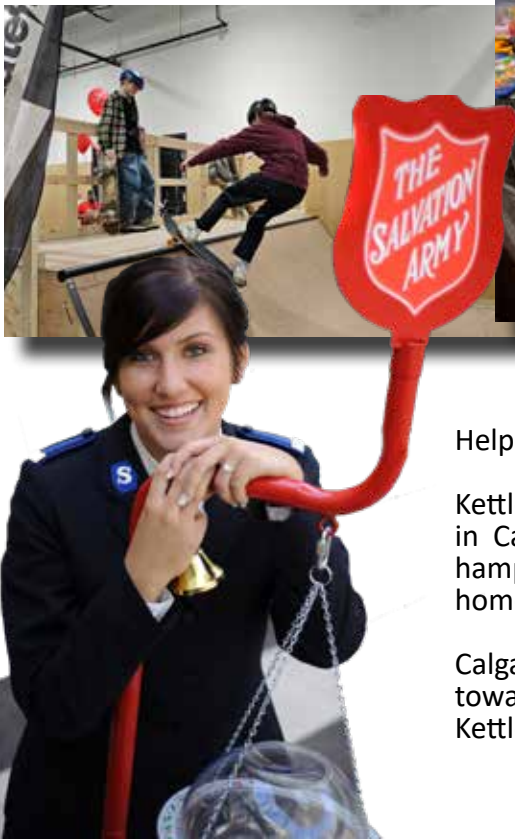
Ron will share some humorous and inspirational stories from his decades working in the hockey world. During the luncheon, The Salvation Army will also share stories of hope from across the city of Calgary to inspire us all.

This event is more than just a meal—it's a chance to make a meaningful impact in our community. The funds we raise will go directly toward helping The Salvation Army continue its essential programs and services, providing hope and support to those who need it most.

We can't wait to see you and celebrate the power of generosity and compassion. Hope in the City is a chance to acknowledge the importance of caring for our neighbours and the less fortunate in our community. Together, we can create a brighter, more hopeful future for so many in need. Your partnership with The Salvation Army is vital and together we are truly Giving Hope Today!

### *Donald and Donna Bladen*

Lt Colonels Donald and Donna Bladen  
Divisional Commander  
Prairies & Northern Territories Division



Help us meet our **Christmas Campaign goal at the kettles** this year!

Kettle funds are used to support our year-round programs and services in Calgary that help provide basic necessities. Hot meals, Christmas hampers, food programs, summer camps, school supplies, toys, homelessness prevention programs, housing resources, and more.

Calgary has several Kettle locations around the city to help collect funds towards our campaign. You can help by becoming a Kettle volunteer. Our Kettles accept cash, debit, and credit and shifts are just two hours.

## ***2024 Hope in the City guest speaker Ron MacLean***

Ron MacLean brings more than 30 years of award-winning experience to his role as host of Hockey Night in Canada and Rogers Hometown Hockey.

MacLean's extensive knowledge and passion for the game of hockey, combined with decades of hosting Hockey Night in Canada, including the 2022 NHL Playoffs, has made him one of the country's most famous and beloved broadcasters. In 2015, MacLean was inducted to Canada's Walk of Fame, a prestigious honour acknowledging the achievements and accomplishments of successful Canadians.

MacLean has published two bestselling books including: "Hockey Towns: Untold Stories from the Heart of Canada" and "Cornered: Hijinks, Highlights, Late Nights and Insights by Ron MacLean".

MacLean began his broadcasting career in 1978 at CKRD Radio in Red Deer, Alberta, and in 1984 became host of the Calgary Flames television broadcasts on CFAC in Calgary. He became the sports anchor on the local evening news before joining CBC in 1986 as host of the Toronto Maple Leaf broadcasts on Hockey Night in Canada. In 1987, MacLean became national host of Hockey Night in Canada, which included hosting the legendary Coach's Corner with Don Cherry.

During his career with CBC, MacLean hosted over 10 Olympic Games, the Commonwealth Games, IAAF World Championships, World Cup Hockey, the Calgary Stampede, Queen's Plate, and Scotiabank Hockey Day in Canada events.

In 2015, MacLean was recognized for his work on Hockey Night in Canada with a Canadian Screen Award for Best Host in a Sports Program or Series, adding to the already 10 Gemini Awards he's received, including Best Host / Broadcaster in a Sports Program (1992, 1994, 1998, 2001 and 2007), as well as Best Host for Hockey Day in Canada (2004, 2006 and 2008). He is also a two-time George Gross Award recipient, honouring excellence in sports broadcasting.

MacLean is a former Level 5 referee for the Canadian Amateur Hockey Association and lives with his wife, Cari, in Oakville, ON.





## PLATINUM

### **Platinum Sponsor \$25,000**

- Two complimentary tables of 10
- Sponsor's logo with link on event web page ([hopecalgary.ca](http://hopecalgary.ca))
- Logo included on table top display
- Large-sized logo on screen periodically during the event (exclusive slide)
- Retractable banner with sponsor's logo displayed at event
- Meet and Greet for your two tables with our Guest Speaker before the event
- Logo on ten of our kettles for the duration of the Kettle Campaign
- One 10-person Santa Shuffle fun run team, December 7
- Sponsorship acknowledged by emcee at the event



## GOLD

### **Gold Sponsor \$15,000**

- One complimentary table of 10
- Sponsor's logo with link on event web page ([hopecalgary.ca](http://hopecalgary.ca))
- Logo included on table top display
- Large-sized logo on screen periodically during the event (exclusive slide)
- Sponsor logo on eight of our kettles for the duration of the Kettle Campaign (shared space)
- Meet and Greet for your table with our Guest Speaker before the event
- One 10-person Santa Shuffle fun run team, December 7



## SILVER

### **Silver Sponsor \$10,000**

- Six complimentary tickets to the event
- Sponsor's logo with link on event web page ([hopecalgary.ca](http://hopecalgary.ca))
- Logo included on table top display
- Small-sized logo on screen periodically during the event (shared slide)
- Sponsor logo on six of our kettles for the duration of the Kettle Campaign (shared space)
- Meet and Greet for your six ticket holders with our Guest Speaker before the event
- One 10-person Santa Shuffle fun run team, December 7



## BRONZE

### **Bronze Sponsor \$5,000**

- Four complimentary tickets to the event
- Sponsor's logo with link on event web page ([hopecalgary.ca](http://hopecalgary.ca))
- Logo included on table top display
- Name on screen periodically during event (shared slide)
- One 10-person Santa Shuffle fun run team, December 7



## COPPER

### **Copper Sponsor \$2,500**

- Two complimentary tickets to the event
- Sponsor's logo with link on event web page ([hopecalgary.ca](http://hopecalgary.ca))
- Logo included on table top display
- Name on screen periodically during event (shared slide)

# Hope in the City



## The Salvation Army invites you to help launch our 2024 Christmas Kettle Campaign

November 26, 2024

The Calgary TELUS Convention Centre - 12-1:30 p.m.  
with guest speaker:

**Ron MacLean**

### Sponsorship Opportunities:

- Platinum \$25,000
- Gold \$15,000
- Silver \$10,000
- Bronze \$5,000
- Copper \$2,500

#### SPONSORSHIP DEADLINE:

**October 28, 2024**

To confirm your sponsorship, or for further  
information, please contact:

events.ab@salvationarmy.ca  
T: 587-643-3107

### Contact Information:

Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address (incl. Postal Code): \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

### Social Media Channels:

Instagram: @\_\_\_\_\_ Facebook: @\_\_\_\_\_

- VISA       Mastercard       Cheque (payable to The Salvation Army)

Name on Card \_\_\_\_\_  
Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_  
Signature \_\_\_\_\_

