



Featuring
Robert Hayes
Calgary Flames President & CEO

Hope in the City

Fundraising Luncheon November 26, 2025



SPONSORSHIP OPPORTUNITIES

In support of The Salvation Army's Christmas Season of Giving

Presented by



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 dinner will kick off The Salvation Army's 2025 Christmas season of giving. We are so grateful for the opportunity to come together with all of you in support of our work here in Calgary.

This year will feature Robert Hayes, the President and CEO of the Calgary Sports & Entertainment Corporation, including the Calgary Flames. Robert is a pillar of the community and is involved in countless initiatives that better Calgary and the surrounding area.

This fundraising dinner is an annual event in support of our work in Calgary at Christmas, and all year long. Please consider buying some tickets or a table and invite your business contacts, influencers, and decision makers to join you in learning a bit about what The Salvation Army is about – and hopefully to donate!

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. 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.

Don and Donna Bladen

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



Help us kick off our 2025 Christmas Season of Giving in Calgary!

Funds raised at Hope in the City are used to support our year-round programs and services in Calgary, which help provide basic necessities, such as hot meals, Christmas hampers, food programs, summer camps, school supplies, toys, homelessness prevention programs, housing resources, and more.

It is thanks to the generosity of our sponsors that we can truly make a difference in the lives of those who rely on The Salvation Army's programs and services. Together, we're making a brighter tomorrow.

2025 Hope in the City Featuring Robert Hayes

Robert Hayes has been President and CEO of Calgary Sports & Entertainment Corporation since 2024. He represents CSEC's ownership group in overseeing all business operations of five sports teams, music, comedy, entertainment and related community supporting Foundations.

Mr. Hayes had a 30+ year career in the financial sector, working throughout Canada and the US with the last 20 years in Calgary.

He has held numerous Senior Executive positions, primarily leading client facing teams focused on areas such as mergers & acquisitions, corporate finance, sports & entertainment, private banking, risk management, and international.

A native of Halifax, Mr. Hayes holds a Bachelor of Commerce degree from Dalhousie University, FCMA, FCPA, and ICD.D designations. He has completed Executive Leadership & Strategic Management programs at Northwestern University, University of Western Ontario, and University of Toronto.



In the community, Mr. Hayes presently sits on the Calgary Flames Foundation, Calgary Stampeders Foundation, Calgary Economic Development, Calgary Film Centre, and Prostate Cancer Centre Boards. Historically, he has served on the Calgary Stampede Foundation's \$100 million capital campaign committee, served three terms on the United Way Executive Campaign Cabinet, chaired the Wood's Homes Foundation Board that included a Capital Campaign and CEO search, was a Westside Recreation Centre board member chairing the Human Resource Committee, and was a member of the Peter Lougheed Centre Development Council for over 10 years.

In 2013, Mr. Hayes was recognized as one of Alberta's 50 Most Influential People.





PLATINUM

Platinum Sponsor \$25,000

- Two complimentary tables of 10
- Sponsor's logo with link on event web page (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
- An invitation for your two tables to our private reception before the event
- Logo on ten of our kettles for the duration of the Kettle Campaign
- 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)
- 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)
- An invitation for your table to our private reception before the event



SILVER

Silver Sponsor \$10,000

- Six complimentary tickets to the event
- Sponsor's logo with link on event web page (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)
- An invitation for your six ticket holders to our private reception before the event



BRONZE

Bronze Sponsor \$5,000

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



COPPER

Copper Sponsor \$2,500

- Two complimentary tickets to the event
- Sponsor's logo with link on event web page (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 2025 Christmas Season of Giving

November 26, 2025

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

Featuring:

Robert Hayes

Sponsorship Opportunities:

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

SPONSORSHIP DEADLINE:

October 26, 2025

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 _____



SalvationArmy.ca/pranorth



Ticket Order Form

Name _____

Company _____

Address _____

Postal Code _____ Phone _____

Email _____

Tickets - \$125 each
Tables of 10 - \$1,250

I am ordering _____ tickets
For a total of \$ _____

☐ Cheque enclosed or ☐ Please invoice

To pay by credit card, please contact us at
587-643-3107 or
events.ab@salvationarmy.ca



Presented by



Calgary