

# Gala & Golf Historical Overview

2004 - 2017



HOCKEY CANADA  
**FOUNDATION**

Promoting & fostering  
accessibility to our game



HOCKEY CANADA  
**FOUNDATION**  
FONDATION  
HOCKEY CANADA



# HCF Gala/Golf - Historical Overview

## Overview:

- Since 2004, the Hockey Canada Foundation and its partners have raised \$4.1 million net through the Gala of which 50% remains in each host community. We have engaged Canadians coast to coast and created an important legacy fund that is committed to hockey grassroots development, the Hockey Canada Foundation Mission and our great Nation's rich and robust hockey heritage.

## Overall Highlights

- Traditional ring presentations to celebrate Canada's international gold medals
- Provides opportunity for Hockey Canada to recognize builders and contributors who have given so much to our great game
- Honourary chairs have included; Daryl K. (Doc) Seaman, Ed Chynoweth, Serge Savard, Denis Potvin, Lanny McDonald, Sheldon Kennedy, Trevor Linden, Bill Hay and Stan Smyl
- 2019 will be HCF's 16<sup>th</sup> Gala Event

## Gala Fundraiser

- Primary focus to raise awareness and funds for the Foundation while creating an opportunity to celebrate with Hockey Canada
- In the most recent years the Gala event has drawn 700 to 950 plus participants per year

## Golf Tournament

- Golf tournament is designed to play in 5 hours
- No additional fundraising and event is closed to the public

## Public Awareness

- Receives local and national coverage, significantly increasing public awareness about the HCF and local legacy projects
- The event has been aired as a national broadcast on TSN



## HCF Gala/Golf - Historical Overview

### Facilitators:

- Hockey Canada leadership team & Hockey Canada Board of Directors
- Hockey Canada Foundation leadership team & HCF Board of Directors
- Local Steering Committee

### Criteria & Main Responsibilities for Steering Committee:

- 10-15 local influential leaders
- Well connected business leaders who are very visible members of community
- VIP community members who have a very close connection with cause
- In partnership with Hockey Canada and Hockey Canada Foundation – overall leadership of event
- Attendance at regularly scheduled committee meetings
- Leadership role in promotion of the event, recruitment of attendees and local sponsorships
- Leadership role in securing gifts-in-kind for both silent and live auction
- In partnership with Hockey Canada Foundation Executive Director; identify, attract, and engage affluent and high net worth community members to the Mission of the Hockey Canada Foundation. the most recent years the Gala event has drawn 700 to 950 plus participants per year
- Primary focus to raise awareness and funds for the Foundation while creating an opportunity to celebrate the game of hockey with Hockey Canada



# HCF Gala/Golf - Historical Overview

## Logistics Criteria:

### **Venue**

- Floor capacity for 850-1000 guests (85-100 tables of 10)
- Reception area capacity for 850-1000 guest, plus 100 silent auction items
- In house industrial kitchen
- Corkage fee waived, sliding scale for F&B and venue rental cost
- No exclusivities, unless they are consistent with HC partners (Molson, Crown Royal)

### **Hotel(s)**

- One hotel to fulfill full event needs is ideal
- Proximity to venue
- 6 suite plus options, 10 suites, 20 corner kings, 100 double/single rooms
  - 120 rooms used in one night in Halifax
  - 245 total room nights over event
- Conference centre for variety of meetings ranging from 20-50 people seating capacity
- Restaurant bar/lounge use for post event gatherings

### **Dinner - Three course meal**

- In house catering not mandatory, often we work with high end restaurants and chefs to create a beautiful meal (Oliver and Bonacini in Toronto)



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## Logistics Criteria:

### **Golf Course (2x18)**

- Ideally one 36 hole course, with club house that can hold 350 golfers
- Exclusivity at the course for the day
- In house catering for post round reception
- No more than 45 minutes from hotel

### **Security**

- Dependant on the teams that attend
- Have used both paid staff and volunteer RCMP officers

### **Parking**

- Dependant on the city. Most people cabbed or Uber
- To be safe, complimentary parking for 500



## HCF Gala/Golf - Historical Overview

### Revenue

- Yearly sponsorship provided by committed Hockey Canada partners, as well as additional event sponsors
- Toronto's 2015 Gala marked the fifth time that the HCF Gala net proceeds exceeded \$675,000  
Corporate VIP category serves to further engage local corporate support where there may be competing factors with HC partners
- Corporate table sales have increased significantly over past 5 years

### Expenses

- Overall expenses have stabilized in recent years with greater support of event partners
- All non-cash sponsor revenue is used entirely for direct budget relief (i.e. Nike/Air Canada)
- Budget increases are directly related to the increase in the size of the event, scope of production and bringing in Gold Medal winning teams

### Fundraising Results

- Edmonton's 2010 Gala was the most financially successful event; raising a total of \$796,000 net
- Our 14 year fundraising total exceeds \$9 million

### Legacy Fund

- HCF's current goal is to leave a 50% of net revenue legacy fund in the host community with every HCF Gala and Golf
- Started in 2009 in Montreal, the Gala event has supported local Legacy projects with over \$4 million in support.
- See Appendix 1 for more details



# HCF Gala/Golf - Historical Overview

## Revenue Goals & Breakdown:

- \$1,250,000+ event fundraising goal

## 50% generated by Hockey Canada & Hockey Canada Foundation

- Existing National Sponsors
- Board members connections
- Table Sales
- Program Sponsorship

## 50% generated by local steering committee

- New Local Sponsors
- Government matching gifts
- Program sponsorship
- Leadership role with Silent & Live Auction items
- Individuals Philanthropic Gifts

## Media Partners & Emcees:

- TSN National Partner
- TSN Personalities – Gala emcee
- **\*Opportunity to recruit a Local Media Partner- with approval by Hockey Canada, prefer CTV**

## HCF Gala/Golf - Historical Overview

### Celebrity Attendance:

- Any/all IIHF Championship gold-medal winning teams.
- In 2017, we had 50 celebrities including Alumni and the 2017 IPC World Sledge Hockey Championship team attend.





## HCF Gala/Golf - Historical Overview

### **Order of Hockey In Canada:**

- The Order of Hockey in Canada was launched and founded in 2012. It is awarded to individuals on the basis of their outstanding contributions or service to the growth and development of the sport of hockey in Canada, which may include players, coaches, officials, administrators, executives, trainers, physicians, inventors or any other person whose role or service in the game is recognized as extraordinary.

### **Members Include:**

- Wayne Gretzky
- Jean Beliveau
- Gordie Howe
- Cassie Campbell Pascal
- Gordon Renwick
- Mark Messier
- Paul Henderson
- Dave King
- Clare Drake
- France St. Louis
- Steve Yzerman
- Jim Gregory
- Pat Quinn
- Serge Savard
- Geraldine Heaney
- David Branch
- Bob Nicholson
- Mario Lemieux





# Appendix 1

## HCF Gala/Golf - Legacy Funding Overview

Since 2004, the Hockey Canada Foundation and its partners have proudly contributed *more than \$4 million* to various projects in Canadian communities, allowing the game to continue to grow and prosper from coast to coast.

### **2017 – Saskatoon– \$333, 000**

Half of all proceeds remain in the province of Saskatchewan in support of legacy programming and projects with the Saskatchewan Hockey Association and Saskatoon Minor Hockey Association. Funds will be used to support the implementation of cross-ice jamborees in 10 northern communities, the construction of Merlis Belsher Place at the University of Saskatchewan and ensuring sledge hockey access, and finally, funds will also support the Memorial Cup legacy fund to assist families demonstrating financial need with costs associated with hockey.

### **2016 – Halifax, NS – \$276, 600**

Half of all proceeds remain in the province of Nova Scotia in support of legacy programming and projects with Hockey Nova Scotia, the Sidney Crosby Foundation, and the Long Pond Hockey Arena Building Society. The agreement from the Long Pond Hockey Arena Building Society is that the funds will be used to make their new building adaptable for sledge hockey.

### **2015 – Toronto, ON - \$353,000**

In addition to celebrating Canada's international success, including the 2015 IIHF World Junior Championship team and the 2015 IIHF World Championship team, the Hockey Canada Foundation continued their long-standing partnership with Maple Leaf Sports and Entertainment. A \$353,000 Gala Legacy donation is part of the paralleled efforts with the MLSE Foundation to support active living, research and programming for Canadian inner city youth in the areas of hockey, basketball and soccer. The Hockey Canada Foundation will also be a leading funding partner in the MLSE led Sport For Development Centre at 261 Jarvis Street in the heart of downtown Toronto.

### **2014 – Vancouver, BC - \$340,000**

In addition to celebrating Canada's men's and women's gold medal-winning teams from the 2014 Olympic Winter Games, the Hockey Canada Foundation partnered with the Canucks for Kids Fund to ensure legacy funding benefits KidSport B.C., Athletics for Kids, and the Boys and Girls Clubs of South Coast B.C., ultimately creating greater opportunities for underprivileged kids to enjoy Canada's game. More than 300 minor hockey players in the Greater Vancouver area had their registration fees covered for the 2014-15 season thanks to funds raised at the Celebrity Classic.



## HCF Gala/Golf - Legacy Funding Overview

### **2013 – Calgary, AB - \$500,000**

A donation of \$250,000 was made by the Hockey Canada Foundation to Hockey Alberta to assist families affected by June's catastrophic floods in southern Alberta. The funds were allocated to local minor hockey associations to offset the costs of minor hockey registration fees, keeping players who had planned to play during the 2013-14 season involved in the game. In addition, another \$250,000 has been allocated to KidSport Calgary, which aims to make sports such as hockey more affordable for underprivileged youth.

### **2012 – Toronto, ON - \$305,000**

The Hockey Canada Foundation partnered with the MLSE Team Up Foundation with a focus on the outdoor rink in Regent Park, as part of a larger revitalization project focused on one of Toronto's most underserved urban communities. The Regent Park rink initiative has benefitted those in the inner city of Toronto, providing the underprivileged with accessibility to a safe and well-maintained environment to participate.

### **2011 – Ottawa, ON – \$420,000**

The Hockey Canada Foundation, Sens Foundation and City of Ottawa partnered to construct the Rink of Dreams at Marion Dewar Plaza at Ottawa City Hall. The outdoor rink was completed in time for development activities during the 2012 NHL All-Star Weekend, and was a centerpiece when the nation's capital hosted the 2013 IIHF Ice Hockey Women's World Championship. It is open for skating between November and March, giving minor hockey players more accessibility to the game, and serves as a community space during the spring and summer months.

### **2010 – Edmonton, AB - \$630,000**

Thanks to the success of the 2010 Celebrity Classic, which honoured Canada's men's and women's hockey gold medalists from the 2010 Olympic Winter Games in Vancouver, the Hockey Canada Foundation partnered with the City of Edmonton in allocating \$400,000 to a community recreation facility – the funds supported one of the two rinks in the centre. In addition, the Hockey Canada Foundation matched an Edmonton Oilers Community Foundation grant of \$230,000 for the rink refurbishment projects of two inner-city Beverly communities.

### **2009 – Montreal, QC – \$440,000**

Inaugurated in January 2011, the outdoor rink in Willibrord Park in the Verdun borough of Montreal was the third outdoor multipurpose community rink constructed as part of the Montreal Canadiens Children's Foundation's BLEU BLANC BOUGE program, this one with a contribution from the Hockey Canada Foundation. The skating season at the rink lasts from the end of November until mid-March, while other sporting activities, including soccer and in-line hockey, take over for the spring, summer and fall months.