



THANK YOU

for supporting the

2021 Alberta Cancer Foundation

Golf Classic Presented by AGAT Labs

Fulfillment Report for K'Prime Technologies

## Creating More Moments for Albertans Facing Cancer

Every day in Alberta, up to 60 people hear the words, “you have cancer.” The Alberta Cancer Foundation stands alongside every Albertan who hears these words by offering three in return, “we will help.”

Through the generosity and commitment of donors like you, we invest in people, ideas and initiatives that push the pace of progress, ignite innovative research and implement leading-edge treatment. It is our mission to make life better for all Albertans facing cancer.

As the designated fundraising partner for the 17 cancer centres across the province, including the Tom Baker Cancer Centre in Calgary and the Cross Cancer Institute in Edmonton, we are able to make investments that matter -investments that have a clear line of sight to patient outcomes.

These investments provide actual, quantifiable returns: cancer patients returning to their lives, parents returning to children, employees returning to work. What greater return on investment could there possibly be?

## Thank you for your generous gift last year

## supporting the Patient Financial Assistance Program

The 2021 Alberta Cancer Foundation Golf Classic raised **\$370,000 net** for the Patient Financial Assistance Program. With your support, patients and families are able to receive financial support during their treatment, so they can focus on what matters most -healing.

Cancer can be a huge strain on finances. People are often forced to cash in their retirement funds and use up their savings to make ends meet during treatment. The costs can be so overwhelming that some patients will decide against having life-saving therapy and instead choose a lesser treatment as they simply cannot afford the out-of-pocket expenses for items such as medications, medical supplies, transportation, accommodations and child care.

Last year, the Patient Financial Assistance Program was accessed **more than 4,933 times** by **over 926 families** across Alberta.

Together, we can make a difference.

## Website Exposure

<https://giving.albertacancer.ca/acfgc/partners>

Presenting Partner



Major Gift Donors



Larry Knorr  
&  
Reg Toth

Kuzek  
Foundation



Eagle



## Social Media Followers



4,440



2,754



5,995

## Social Media Exposure



Alberta Cancer Foundation

August 16 · 🌐

The 2021 Alberta Cancer Foundation Golf Classic is back! All proceeds from the Golf Classic will go towards the Patient Financial Assistance Program, giving financial support to patients and families facing cancer.

A huge thank you to our partners, golfers, auction item donors and our committee members. Together, on August 24 at the Country Hills Golf Club, we have the power to change lives, one swing at a time. You can support the Golf Classic by participating in our onli... [See More](#)



Thank You To Our Sponsors and Donors

Presenting Partner



Major Gift Donors



Larry Knorr  
&  
Reg Toth

Eagle Partners



Birdie Partners



Scotia Wealth Management



Hole Partners



Media Partners



Courier Service



Thank You To Our Committee

Golf Committee

Co-Chairs  
Kham Lin,  
Tom Crist

Committee Members

Audra Rawlinson Ford, Dallas Crist, John Bunting, Larry Knorr, Pamela Simpson, Rob Crist, Rose Viscount



## PostMedia & Leap Exposure

We were pleased to feature our partners on full page spreads in the Calgary Herald and Calgary Sun, which ran on September 11<sup>th</sup>, 2021. We also included this ad in our fall 2021 Leap magazine.

## PARTNERSHIP BENEFITS

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Partnership Levels	Eagle Partner \$10,000 (8 available)	Birdie Partner \$5,000 (10 available)	Hole Partner \$3,000 (10 available)	In Kind (Valued at \$1,000+)	Pin Partner \$500
<b>FEATURED RECOGNITION</b>	One of: Bag Drop, Raffle Registration, Breakfast, Dinner, Crew/Volunteers, Driving Range, Practice Green	Both Courses	One Courses		
Golfer registration (green fees, tee gift, prizing, banquet & entertainment) *Opt out' pricing -\$1,000 from sponsorship fee	4	4	4		
*Opportunity to purchase additional foursome prior to general registration	•	•	•	•	
*Opportunity to host on-event activation Volunteer hosting and Hole in One Activations subject to availability	Cross Over / Centre Court	2 Holes	1 Hole	Partner on Hole(s)	
Advertisement in tournament guide	Quarter Page				
*Opportunity to provide Player Prize(s), Branded Giveaways, or Product Sampling	•	•	•	•	
Permanent recognition on the donor wall at the Tom Baker Cancer Centre	•				
First right of refusal 2022	•	•	•	•	•
Appreciation Event Tickets (to be held in fall 2021)	Cancelled, due to Government restrictions surrounding the Covid-19 pandemic.				
<b>LOGO RECOGNITION</b>					
On-course signage	Prominent signage and logo placement based on designation	Hole Signage	Hole Signage	Partner Signage	Pin Signage
Tournament program	•	•	•	•	•
Tournament website	•	•	•		
PostMedia Print Advertisements (Calgary Herald and SUN)	•	•			
Social Media Mention(s)	•				
2022 Partnership Package	•	•			

\* Additional investment required

## On-Course Event Experience

### Golfer Registration

We hope your foursome had a great day at the tournament! Each guest was treated to a tee gift (YETI 20 oz. tumbler, and a Modern Golf complementary club fitting), complimentary breakfast, driving range, complimentary breakfast, driving range, green fees, food, beverages, skill prizes and giveaways on the course.

### Banquet

Following the tournament, guests were greeted with banquet dinner, a raffle, auctions, prizing and refreshments. The dinner program was hosted by Mr. Beesley and featured Marissa Reckmann, CEO of AGAT Labs, Wendy Beauchesne, CEO of Alberta Cancer Foundation and Kathie Bzdel, a Social Worker from the Tom Baker Cancer Centre.

## On-Course Event Exposure

In addition to event signage as an Eagle Partner, we were pleased to provide K'Prime Technologies with a quarter page advertisement in our event program, as well as a logo loop featured on TV screens around the room.

Eagle Partners



### Thank You to Our Sponsors and Donors



### X-Ray Technology for Security & Efficiency

- World Leader in Manufacturing and Development of X-Ray Technology
- Proven X-Ray BodyScan for Weapons and Contrabands
- Multi-User X-Ray Imaging Platform
- Baggage X-Ray Integrated Action with Walk-Through Detectors
- Reduced Man Power and Cost Savings for Small Facilities



### Evolv Evolutionary Screening

- Visitor, Employee and VIP Screening
- Detects Explosives as well as Weapons
- Non-Invasive Screening
- Screeners 80% per hour = 1 Second Face Recognition
- Easy to Rollouts and Setup in 15 Min.



### Security Solutions

- Starts with a complete threat assessment of your facility
- Perimeter and Access Technologies
- Video Gate Technologies and Monitoring
- Security Integration and Alarm Monitoring
- Remote Monitoring Services



## Featured Recognition – Breakfast Partner

Golfers were able to enjoy a hot buffet breakfast with refreshments. Thank you for your partnership and choosing this activation. It was a great addition for our guests.



## Thank you K'Prime Technologies

We hope that you found your involvement in the Alberta Cancer Foundation Golf Classic a valuable endeavor. We look forward to gathering feedback on your experience to continue to improve partnership opportunities for the future. Thank you for making life better for Albertans facing cancer.

We are here. We are patient focused. We are Albertan.



For renewal information, please contact:

Michelle Pitt (Body)  
 Development Officer, Community Relations  
 Alberta Cancer Foundation  
 403.828.7044  
 michelle.pitt@albertacancer.ca



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

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