

CALGARY HEALTH TRUST PRESENTS
THE 2ND ANNUAL



“Don’t leave Calgary’s
tiniest players short-handed.
Sponsor a team today to
support NICUs in Calgary.”

- Craig Conroy, Celebrity Chair,
CE Franklin 3-on-3 Challenge



Calgary
Health Trust

Supporters of the CE Franklin 3-on-3 Challenge:

The Calgary Health Trust Board of Trustees and Development Councils from the Foothills Medical Centre, Peter Lougheed Centre and Rockyview General Hospital are excited to invite you to participate in the 2011 CE Franklin 3-on-3 Challenge.

This year, we are proud to have Michael West return as Chair for the tournament and we welcome his leadership in executing another great event. At the Calgary Health Trust, we are very fortunate to partner with corporations like CE Franklin who are passionate about supporting health care in our community.

The CE Franklin 3-on-3 Challenge supports our local Neonatal Intensive Care Units. Your help through sponsorship is necessary to make this tournament a success and provide patients and their families with the best care possible.

Please join us in raising funds for this important cause.

Regards,



M. Ann McCaig
Board Chair, Calgary Health Trust

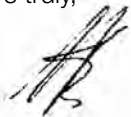
Dear Friend:

Bring out your family and friends to celebrate your passion for hockey and support our tiniest players. The 2nd annual CE Franklin 3-on-3 Challenge is an exciting hockey tournament raising funds for infant care at Calgary's three acute care hospitals. We're very pleased to have Craig Conroy as the Celebrity Chair for this year's tournament and we thank him for supporting this great event.

Your support makes a difference. Please join us in raising funds to help provide care to our smallest and most precious players. Tournament proceeds will help enhance equipment in the Neonatal Intensive Care Units (NICU) at the Foothills Medical Centre, Peter Lougheed Centre and Rockyview General Hospital. The NICU provides specialized, high-level care to sick and premature newborns.

Our 2010 inaugural tournament was a great success and I would like to thank everyone who helped make it possible. I invite you to join us in 2011 as we continue to support our local NICUs. Your support is vital in achieving success for this event and helps provide the resources to deliver enhanced health care for our community.

Yours truly,



Michael West
Chair, 2011 CE Franklin 3-on-3 Challenge





Chair: Michael West

- What:** The 2nd annual CE Franklin 3-on-3 Challenge hockey tournament. Bring out your family and friends for a day of great hockey, food and family fun.
- When:** Saturday, September 10, 2011
- Where:** Don Hartman North East Sportsplex, 5206 - 68 Street NE, Calgary
- Who:** Calgary families, community and corporate leaders
- Why:** Tournament proceeds will help enhance equipment in the Neonatal Intensive Care Units (NICU) at Foothills Medical Centre, Rockyview General Hospital and Peter Lougheed Centre. The NICU provides specialized, high-level care to sick and premature newborns.
- How:** Your support through sponsorship or donation is critical to our success. Join us in raising funds to help provide the resources to deliver enhanced health care for our tiniest players.

For information regarding sponsorship,
please contact **403-943-0611**
or e-mail **sponsorship@calgaryhealthtrust.ca**



SPONSORSHIP FORM

This letter confirms your agreement to support
the Calgary Health Trust.

CE Franklin 3-on-3 Challenge

Saturday, September 10, 2011

Don Hartman North East Sportsplex, 5206 - 68 St NE, Calgary

Please check the appropriate sponsorship level:

- MVP \$15,000
 All-Star \$10,000
 Rookie \$5,000
 Other Sponsorship Opportunity: _____ \$ _____

Name: _____ Company Name: _____

Address: _____

City: _____ Prov: _____ PC: _____

Phone: _____ E-mail: _____

Date: _____ Signature: _____

Please fax this completed form to the Calgary Health Trust:

Phone: 403-943-0611 Fax: 403-943-0628

E-mail: sponsorship@calgaryhealthtrust.ca

Or complete this form online at www.calgaryhealthtrust.ca/cefranklin

Completion of this agreement form is confirmation of your support as a sponsor of the event, as set out above. Upon receipt of this form, the Calgary Health Trust will send an invoice for payment of the sponsorship amount. The Sponsor is to provide such funds to the Calgary Health Trust no later than 30 days prior to the event. **Please note that sponsorship fees are non-refundable and corporate sponsors are not eligible to receive a tax receipt.**

PRIVACY STATEMENT: The Calgary Health Trust respects your privacy. We do not rent, sell, or trade our mailing lists. The information provided will be used to acknowledge and process donations and sponsorships. It may also be used to inform you of our charitable work, funding needs, and opportunities to volunteer or give. You can be removed from our contact list at any time by calling 403-943-0615.

Tournament proceeds will help support state-of-the-art equipment for Neonatal Intensive Care Units (NICU) at Foothills Medical Centre, Rockyview General Hospital and Peter Lougheed Centre.

Specialized care for newborns

Neonatal Intensive Care Units (NICU) within a hospital provide specialized, high-level care to sick and premature newborns. Infants as young as 23 weeks gestation and weighing as little as one pound within these units can survive the most delicate situations.

Each of Calgary's three acute care hospitals house NICUs: Foothills Medical Centre, Rockyview General Hospital and Peter Lougheed Centre. The units deliver essential care through oxygen therapy, short term ventilation, IV and feeding therapy, and phototherapy. Health care workers on these units also provide medication administration including total parenteral nutrition, chest tubes and palliative care as required.

Ninety-nine neonatal beds are open in Calgary. These beds are often over capacity as Foothills Medical Centre is the only level III critical care unit in Southern Alberta and all sites admit patients from all over Southern Alberta and the Edmonton area.

Technologically-improved equipment will increase the chance of survival for infants receiving care at our hospitals. Equipment needs range from \$5,000 for phototherapy lights to \$60,000 for hybrid warmers.

The 2010 CE Franklin 3-on-3 Challenge was an incredible day, raising more than \$155,000 in support of our local NICUs. Your support in 2011 will continue to help provide the resources to deliver enhanced infant care within Calgary's hospitals.



OTHER SPONSORSHIP LEVELS

The following alternate sponsorship opportunities are available. Each will provide unique recognition of your support of health care in our community. For further details please call 403-943-0611.

- Lounge Sponsor - \$5,000
- Zamboni Sponsor - \$2,500
- Gymnasium Sponsor - \$5,000
- Spectator Rails - \$1,500 each
- Rink Board - \$1,000 each*

*Limited quantity available

If you would like to participate at one of these alternative sponsorship levels, please complete the enclosed sponsorship form.



Tournament proceeds will help support state-of-the-art equipment for Neonatal Intensive Care Units (NICU) at Foothills Medical Centre, Rockyview General Hospital and Peter Lougheed Centre.

MVP

\$15,000

MVP sponsorship provides your organization with a comprehensive package, prominent recognition and a premier position at this Calgary Health Trust event.

- Two team entries – includes 10 jerseys per team with corporate recognition*
- Priority pick of NHL alumni
- Invitation to the exclusive VIP reception
- Prominent logo placement on event signage*
- Corporate logo on event promotional materials including posters, program, etc.*
- Strategic corporate logo placement:
 - Four rink boards – two in each rink*
 - One exclusive locker room*
- Opportunity to provide a promotional giveaway at the event and/or at the cheque presentation
- Full colour, one-page advertisement in tournament program*
- Logo placement on main event page of the Calgary Health Trust website and a link to your company website
- Recognition in the Calgary Health Trust annual Report to Our Community
- Prominent corporate name recognition in public thank you advertisement
- First right of refusal to participate at the same level of sponsorship for the 2012 CE Franklin 3-on-3 Challenge
- Commemorative gift

* Dependent upon print deadlines

If you would like to participate at this sponsorship level,
please complete the enclosed sponsorship form.

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ALL-STAR

\$10,000

All-Star sponsorship provides your organization with a significant level of recognition as a leading supporter of health care in our community.

- One team entry – includes 10 jerseys with corporate recognition*
- Invitation to the exclusive VIP reception
- Prominent logo placement on event signage*
- Corporate logo on event promotional materials including posters, program, etc.*
- Strategic corporate logo placement:
 - Two rink boards – one in each rink*
 - One exclusive locker room*
- Full colour, half-page advertisement in tournament program*
- Logo placement on main event page of the Calgary Health Trust website and a link to your company website*
- Prominent corporate name recognition in public thank you advertisement
- First right of refusal to participate at the same level of sponsorship for the 2012 CE Franklin 3-on-3 Challenge
- Commemorative gift

* Dependent upon print deadlines

If you would like to participate at this sponsorship level,
please complete the enclosed sponsorship form.

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ROOKIE

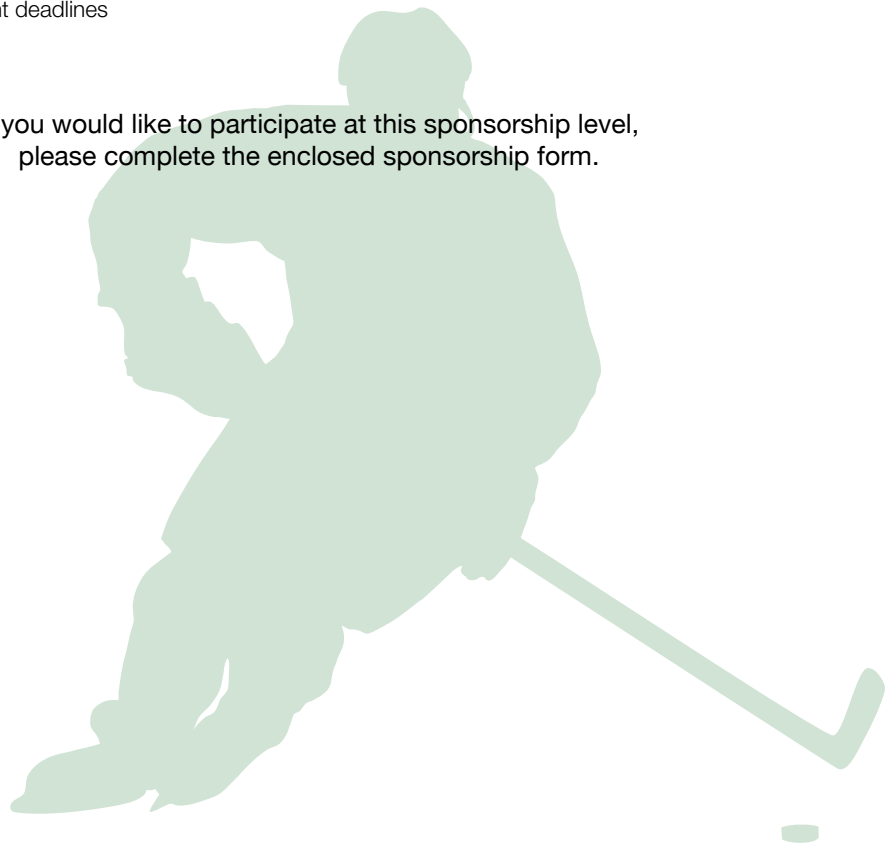
\$5,000

Rookie sponsorship provides your organization with significant recognition of your contribution to enhancing health care in our community.

- One team entry – includes 10 jerseys with corporate recognition*
- Logo placement on event signage*
- Corporate logo on event promotional materials including posters, program, etc.*
- Strategic corporate logo placement:
 - One rink board advertisement*
- Full colour, quarter-page advertisement in tournament program*
- First right of refusal to participate at the same level of sponsorship for the 2012 CE Franklin 3-on-3 Challenge
- Commemorative gift

* Dependent upon print deadlines

If you would like to participate at this sponsorship level,
please complete the enclosed sponsorship form.



Tournament proceeds will help support state-of-the-art equipment for Neonatal Intensive Care Units (NICU) at Foothills Medical Centre, Rockyview General Hospital and Peter Lougheed Centre.



Calgary
Health Trust

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