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WORLD FINANCIAL GROUP AND JODY CASTLE PRESENT



Children's Wish Rêves d'enfants

Make-A-Wish FAIS-UN-VŒU™ CANADA

DEERFOOT INN & CASINO
CALGARY, AB
MARCH 20, 2020

WWW.CHILDRENSWISH.CA/YYCPOKER

ABOUT US

Children's Wish Foundation has granted Wishes for 34 years, focusing on Canadian children ages 3-17 battling life-threatening illnesses. In a milestone moment, Children's Wish Foundation of Canada and Make-A-Wish® Canada joined forces in 2019, with the goal of granting the wish of every eligible child across the country. United as Make-A-Wish® Canada, our mission is to provide children with life-threatening illnesses the opportunity to realize their most heartfelt wish, giving them the strength to endure their treatments and build resilience.

Partnering with Children's Wish / Make-A-Wish Foundation® of Canada offers a unique marketing opportunity. The Foundation continues to rank as the #1 search engine result for children's charities in Canada. Last year, over 225 million media impressions were generated by the Foundation. Currently, 124,000 social media followers on Facebook, Instagram and Twitter engage with the Foundation. Consider placing your sponsorship dollars with us and help make a real impact for vulnerable children in the Calgary community.

ALL IN FOR WISHES

The Children's Wish / Make-A-Wish Foundation® of Canada Charity Poker Tournament has grown to be one of Calgary's most successful gaming fundraisers over the past seven years. This year the stakes are higher than ever with the goal of granting up to 25 wishes.

With a cash and prize pool of $20,000, the tournament attracts both casual and serious players. The player base is primarily men between the ages of 25-65 with a maximum attendance of 400. The female player base continues to grow year over year as well. Tables of 10 (and buy-in) can be purchased for $1,800 or an individual seat for $200.

Join us on March 20, 2020 at the Deerfoot Inn and Casino and go all in for wishes!

SPONSORSHIP OPPORTUNITIES

	SOLD ~~ROYAL FLUSH $15K~~ 1 available	STRAIGHT FLUSH $10K 1 available	FOUR OF A KIND $7.5K 2 available	FULL HOUSE $5K 5 available	FLUSH $1.8K Unlimited
Recognized as Presenting Sponsor at the event	✓				
Logo placement on all event-related print and electronic materials	✓ PROMINENT	✓			
Opportunity to speak during tournament	✓	✓			
Participate in granting a wish post event	✓	✓			
Custom felt with logo used on table	2 TABLES & FINAL TABLE	2 TABLES	1 TABLE		
Company banner displayed on stage	✓	✓	✓		
Complimentary player gifts for complimentary ticket holder	✓	✓	✓	✓	
Company announced as sponsor on all social media platforms	✓	✓	✓	✓	
Acknowledgement by emcee during the event	✓	✓	✓	✓	
Post event acknowledgement of support on social media	✓	✓	✓	✓	
A finalized fulfillment report completed post-event	✓	✓	✓	✓	
Company logo featured on all e-blasts featuring the Poker Tournament	✓	✓	✓	✓	
Company name/logo featured on day-of signage event day	✓	✓	✓	✓	
Company name/logo displayed on one poker table				✓	✓
Complimentary tickets	20 (5 TICKETS AT CELEBRITY TABLE)	12 (4 TICKETS AT CELEBRITY TABLE)	8 (2 TICKETS AT CELEBRITY TABLE)	5 (1 TICKET AT CELEBRITY TABLE)	10

SPONSORSHIP OPPORTUNITIES

~~ROYAL FLUSH - $15K~~ SOLD

- 20 complimentary tickets (5 tickets at a celebrity table)
- Recognized as Presenting Sponsor at the event
- Prominent logo placement on all event-related print and electronic materials
- Opportunity to speak during the event
- Participate in granting a wish post event
- Custom felt with your logo used on two tables and the final table
- Company banner displayed on stage
- Complimentary player gifts for complimentary ticket holders
- Company announced as sponsor on all social media platforms
- Acknowledgement by emcee during the event
- Post-event acknowlegdement of support on social media
- A finalized fulfillment report completed post-event
- Company logo featured on all e-blasts featuring the Poker Tournament
- Company name/logo featured on event-day signage

STRAIGHT FLUSH - *$10k*

- 12 complimentary tickets (4 tickets at a celebrity table)
- Logo placement on all event-related print and electronic materials
- Opportunity to speak during the event
- Participate in granting a wish post event
- Custom felt with your logo used on two tables
- Company banner displayed on stage
- Complimentary player gifts for complimentary ticket holders
- Company announced as sponsor on all social media platforms
- Acknowledgement by emcee during the event
- Post-event acknowlegdement of support on social media
- A finalized fulfillment report completed post-event
- Company logo featured on all e-blasts featuring the Poker Tournament
- Company name/logo featured on event-day signage

FOUR OF A KIND - *$7.5k*

- 8 complimentary tickets (2 tickets at a celebrity table)
- Custom felt with your logo used on one table
- Company banner displayed on stage
- Complimentary player gifts for complimentary ticket holders
- Company announced as sponsor on all social media platforms
- Acknowledgement by emcee during the event
- Post-event acknowlegdement of support on social media
- A finalized fulfillment report completed post-event
- Company logo featured on all e-blasts featuring the Poker Tournament
- Company name/logo featured on event-day signage

FULL HOUSE - *$5k*

- 5 complimentary tickets (1 ticket at a celebrity table)
- Company announced as sponsor on all social media platforms
- Acknowledgement by emcee during the event
- Post-event acknowlegdement of support on social media
- A finalized fulfillment report completed post-event
- Company logo featured on all e-blasts featuring the Poker Tournament
- Company name/logo featured on event-day signage
- Company name/logo displayed on one poker table

FLUSH - *$1.8k*

- 10 complimentary tickets
- Company name/logo displayed on one poker table

FAST FACTS

- Children's Wish / Make-A-Wish will grant 2,600 wishes annually once fully merged
- In Alberta & NWT, we grant between 100 to 130 wishes every year
- Wish children came from 465 communities across Canada this year
- The average cost of a wish in Alberta & NWT is $10,000
- The 2019 tournament granted almost 18 wishes
- The tournament is one of the largest charitable poker events in Calgary
- Our goal is to grant 23 wishes in 2020 through the tournament
- The most requested wish trips involve Disney properties
- Cystic fibrosis, leukemia, and cancer are the three most common diagnoses for wish children
- A "Rush Wish" can be completed in as little as 48 hours from start to finish

MEET EDDIE

Eddie is an adorable three-year-old who loves Mickey Mouse, playing outside and kicking balls around the backyard. When Eddie was two, his parents noticed that he kept falling down while standing still. Eventually he stopped standing up all together. Over the next few months Eddie's parents began noticing other unusual behaviors including regular vomiting every morning. When they spoke to their pediatrician they were told if he vomits again to take him straight to the ER. The next morning Eddie and his parents were on their way to the ER. Right away, Eddie had a CT scan and within 10 minutes the diagnosis was handed down, Eddie had Medulloblastoma, a rare and aggressive type of brain tumor blocking his brain stem. Eddie was rushed to brain surgery. It took Eddie a week to wake up after his surgery and was immediately started on six rounds of Chemotherapy and was in the ICU for three weeks During this time, Eddie and his family lived in the Alberta Children's Hospital for a total of nine months.

Sometime after the surgery it was discovered that Eddie may have suffered a seizure during his week in recovery, he now suffers with Cerebellar Mutism Syndrome, a unique postoperative syndrome typically arising 1 to 2 days after consisting of diminished speech progressing to mutism, as well as hearing loss and now lives with hearing aids.

Eddie has gone through 2 brain surgeries to remove 95% of the tumor and has undergone more Chemotherapy to treat the remaining 5%. Eddie is currently in remission and is in daily rehab.

"Receiving a wish for your child is an amazing gift" says Eddie's parents. Eddie is waiting to recover a little more before choosing his wish but his parent say it will most likely involve Mickey Mouse and Disney!



SPONSORSHIP FORM ♣ ♦ ♣ ♦ ♣ ♦ ♣ ♦ ♣ ♦ ♣ ♦ ♣

To ensure acknowledgement of your sponsorship and inclusion in the Children's Wish Poker Tournament event materials, please fill out this form and scan/email it to megan.boyle@childrenswish.ca.

Please contact Megan at the email above or phone 587-880-3252 for more information.

- ☐ **~~ROYAL FLUSH -~~** ~~$15K (20 tickets)~~
- ☐ **FULL HOUSE -** $5K (5 tickets)
- ☐ **STRAIGHT FLUSH -** $10K (12 tickets)
- ☐ **FLUSH -** $1.8K (10 tickets)
- ☐ **FOUR OF A KIND -** $7.5K (8 tickets)

BUSINESS NAME:

CONTACT PERSON:

EMAIL: PHONE:

SOCIAL MEDIA HANDLE:

MAILING ADDRESS:

CITY: PROV: POSTAL CODE:

PAYMENT METHOD: ☐ PLEDGE ☐ CHEQUE ☐ CREDIT CARD

NAME ON CARD:

CREDIT CARD #: EXP: CVC:

SIGNATURE: DATE:

SUBMITTING YOUR COMPANY LOGO:

To display your logo on event marketing materials, we require a print quality vector version of your logo. Please send your logo in one of the following formats: .AI, .EPS, .PDF. Please do not send .jpg or .png files

Email your logo file(s) to: megan.boyle@childrenswish.ca.

THANKS FOR YOUR SUPPORT!