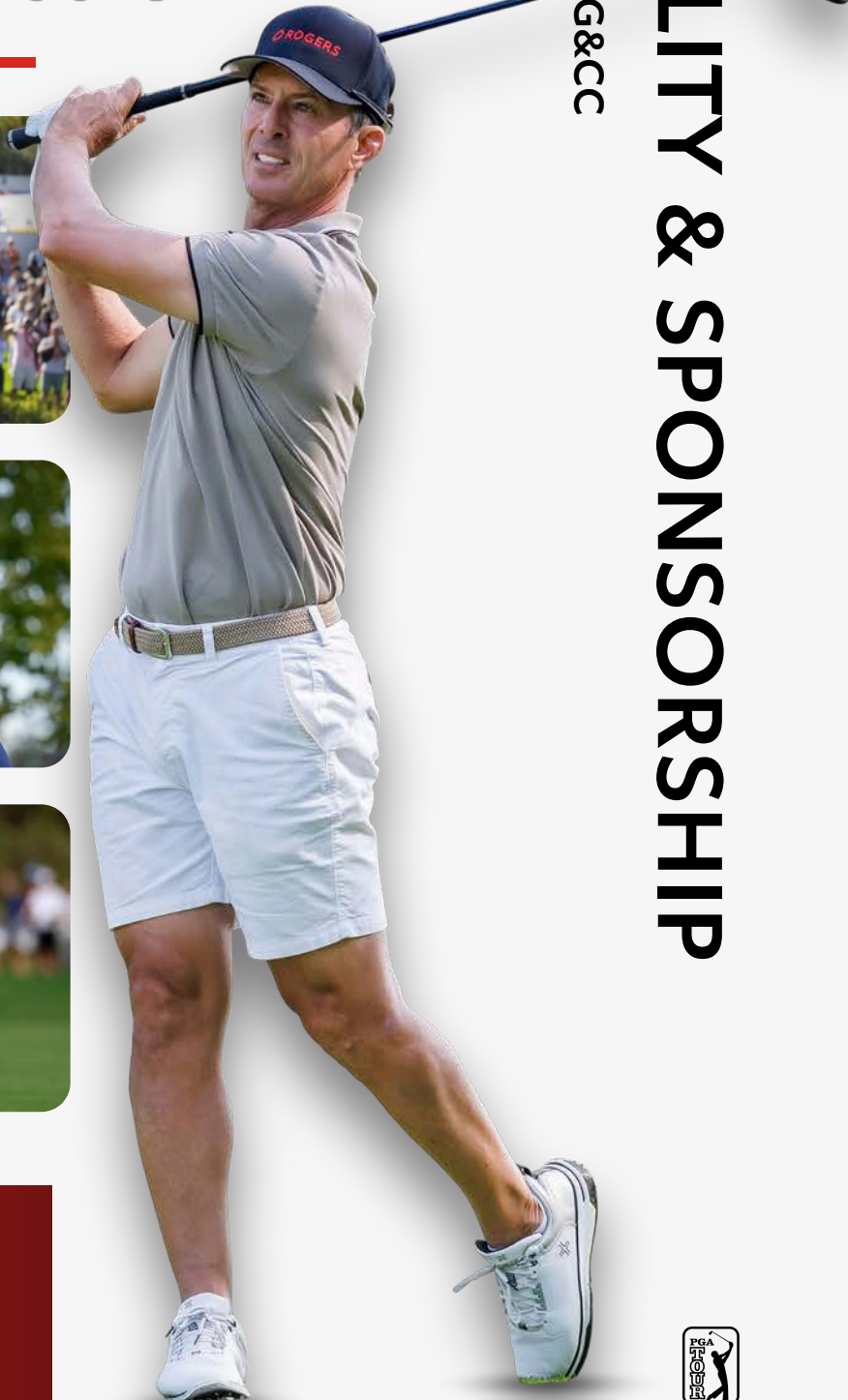


# HOSPITALITY & SPONSORSHIP

CANYON MEADOWS G&CC  
AUGUST 17-23, 2026



## ROGERS CHARITY CLASSIC



CHAMPIONS

THE CAUSE

# MORE THAN A GOLF TOURNAMENT



The Rogers Charity Classic has stayed true to its mission of creating a platform to raise money for children and youth-based charities in Alberta. Thanks to the Patron Group, Rogers Communications, our other generous corporate partners, and the support of the community, this event has raised over \$150 million dollars since 2013.

The Rogers Charity Classic is a family friendly event that is welcoming to all. Our diverse demographic includes: golf enthusiasts, families, young professionals, and sports-fans alike. The event has grown into so much more than just a golf tournament, with it's ability to drive meaningful change in the community that positively impacts the lives of thousands of Alberta's youth.

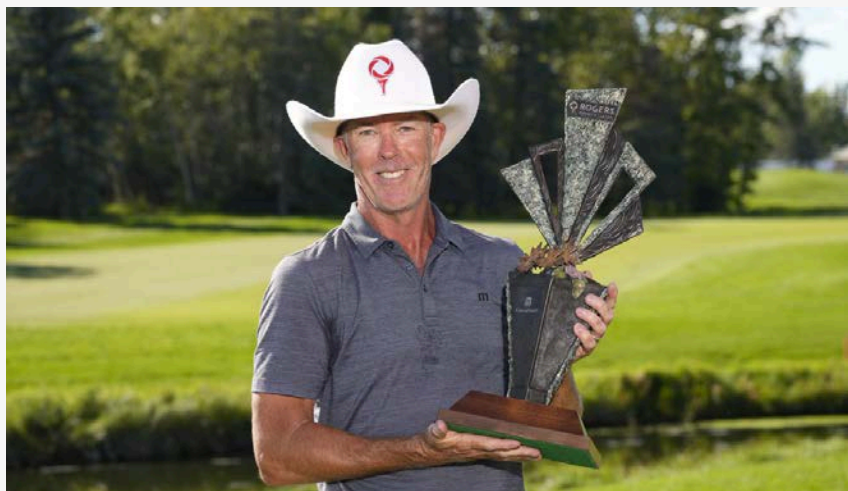


With charitable giving being the heartbeat of the Rogers Charity Classic, the tournament has the power to rally the community like no other event in Canada. The growth and impact of the event is undeniable - both in the amount of money raised and in the number of charities supported.



THE WEEK

# SCHEDULE OF EVENTS



## MONDAY

### August 17

- Blakes Women's Day
- Practice Rounds

## TUESDAY

### August 18

- RBC Championship Pro-Am Pairings Party
- Event Qualifier (Offsite)
- Practice Rounds

## WEDNESDAY

### August 19

- RBC Championship Pro-Am

## THURSDAY

### August 20

- RBC Championship Pro-Am

## FRIDAY

### August 21

- Tournament Play, Round 1
  - Tee Times, 10:00 am - 12:10 pm
  - Round 1 Finishes, 5:00 pm
- Volunteer Party

## SATURDAY

### August 22

- Tournament Play, Round 2
  - Tee Times, 10:00 am - 12:10 pm
  - Round 2 Finishes, 5:00 pm
- Rogers Legends of Hockey

## SUNDAY

### August 23

- Tournament Play, Final Round
  - Tee Times, 10:00 am - 12:10 pm
  - Final Round Finishes, 5:00 pm
- Family Day
- Awards Ceremony & Champions Toast

\*Times & Events subject to change

PGA TOUR CHAMPIONS

# QUICK FACTS



The Rogers Charity Classic is a three-time recipient of the President's Award (2014, 2015, and 2017) as the top event on the PGA TOUR Champions and the recipient of the 2023 Younger Award for having the golf story of the year.

**\$2.5**  
million

Competing for a \$2.5 million (USD) purse in a three-round, 54-hole stroke-play tournament, 78 PGA TOUR Champions compete at Calgary's own Canyon Meadows Golf and Country Club each year.



## GOLF

**2.2**

Million average audience rating

**14**

Hours of coverage Internationally

**170**

Broadcasted in countries



**13**

World Golf Hall of Fame

Bernhard Langer  
Colin Montgomerie  
Davis Love III  
Ernie Els  
Fred Couples  
Hale Irwin  
Mark O'Meara  
Nick Faldo  
Padraig Harrington  
Retief Goosen  
Sandy Lyle  
Tom Watson  
Vijay Singh

## PAST PARTICIPANTS



Fred Couples



John Daly



Ernie Els



Mike Weir



BY THE NUMBERS

# SPECTATORS



**317** participating charities in 2025

**\$25** million projected to raise in 2025

**\$150** million raised since 2013

**\$34** million

annual average of economic activity in Alberta, the majority of which is focused in Calgary



**1,100+** incredible volunteers

**25,000** hours volunteered

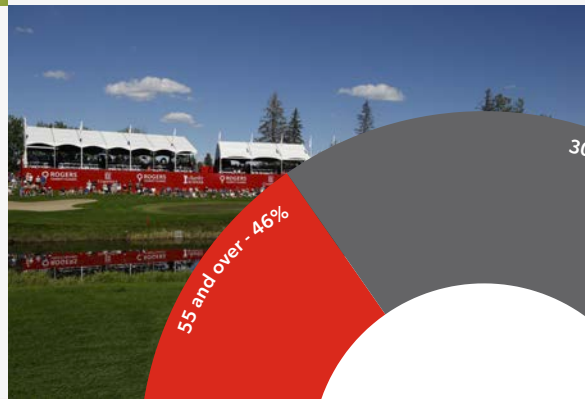
**44** dedicated volunteer committees

**190** corporate supporters

**22** private venues

**19** official tournament sponsors

**5** shared hospitality venues



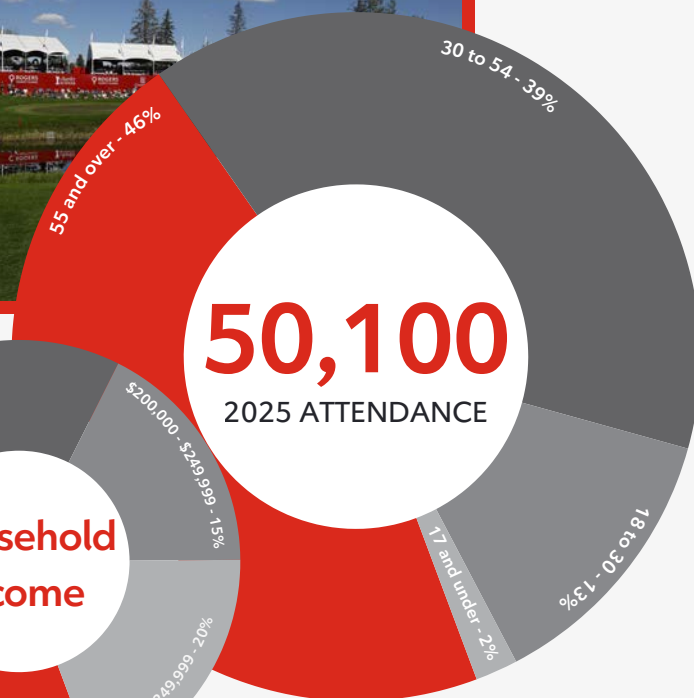
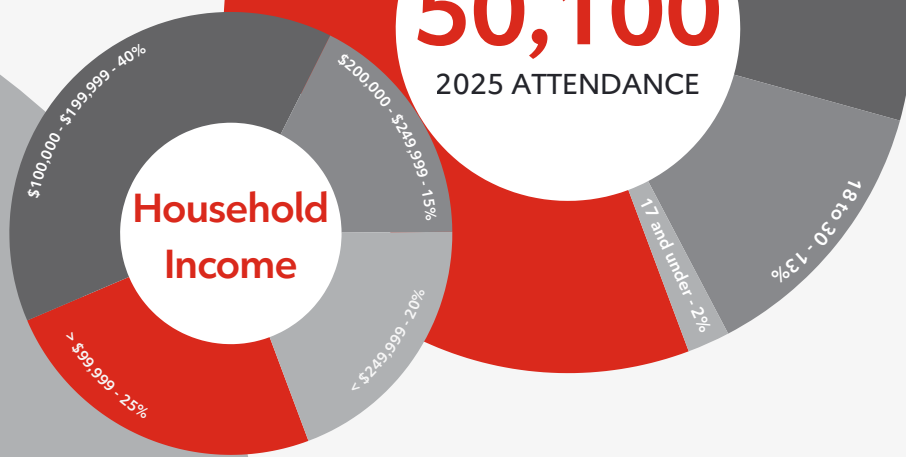
**50,100**  
2025 ATTENDANCE

**11**

Past Winners

Rocco Mediate  
Fred Couples  
Jeff Maggert  
Carlos Franco  
Scott McCarron (x2)  
Wes Short Jr.  
Doug Barron  
Jerry Kelly  
Ken Duke  
Ken Tanigawa  
Richard Green

Household Income



HOSPITALITY

# ELEVATE YOUR EXPERIENCE

**Harness the emotional power of sports and create one-of-a-kind experiences for you and your guests**

- Build customer loyalty and retention
- Grow existing relationships and foster new ones
- Host top clients and customers at an international, award-winning event
- Reward employees and host community leaders
- Help promote Calgary and Alberta to an international audience



## CUSTOMIZE YOUR HOSTING PACKAGE TODAY

To learn more about customizing a hosting package to best suit your needs, contact:

**ERIN STRATE** | Director, Partnerships & Business Development: [erin@rogerscharityclassic.com](mailto:erin@rogerscharityclassic.com) | 403-466-4100

**ANTHONY PICKERING** | Sr. Manager, Sales & Partnerships: [anthony@rogerscharityclassic.com](mailto:anthony@rogerscharityclassic.com) | 403-304-2490

**NICK SPROVIERI** | Sales & Operations Coordinator: [nick@rogerscharityclassic.com](mailto:nick@rogerscharityclassic.com) | 403-805-0710

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**HOSPITALITY OPPORTUNITY**  
\*Pricing does not include GST

**MULTI-YEAR:**  
(2 or 3 year commitment)

**EARLY BIRD:**  
(Prior to December 31st)

**REGULAR:**  
(1 year commitment)

RBC CHAMPIONSHIP PRO-AM	\$19,000	\$21,000	\$22,500
BLAKES WOMEN'S DAY	\$3,000	\$3,500	\$4,000
18 GREEN SKYBOX (FRI-SUN)	\$40,000	\$45,000	\$50,000
18 GREEN SKYBOX VIP PACKAGE (FRI-SUN)	\$7,500	\$8,000	\$8,500
17 GREEN SKYBOX (FRI-SUN) (SINGLE DAY)	\$20,750 \$9,000	\$22,750 \$9,500	\$24,750 \$10,000
17 GREEN SUITE (FRI-SUN) (SINGLE DAY)	\$13,500 \$6,500	\$15,000 \$7,000	\$16,500 \$7,500
17 GREEN SUPER SUITE (SINGLE DAY)	\$14,500	\$15,500	\$16,500
HONORARY OBSERVER	\$2,500	\$3,000	\$3,500
PREMIUM PASS (SINGLE DAY)	SINGLE: \$375	2-PACK: \$625	4-PACK: \$1,100

**PRIVATE EVENT WITH A PGA TOUR PROFESSIONAL**

**Starting at \$15,000**



# RBC CHAMPIONSHIP PRO-AM



From the moment you arrive, you and your guests will enjoy the ultimate corporate entertainment experience. Take advantage of a once-in-a-lifetime opportunity to play 18 holes with the legends of golf, while enjoying a day of stories, camaraderie and even a few pointers from the pros themselves! Your Pro-Am package includes four playing positions, four guest (caddie) badges, eight invitations to the Tuesday evening Pro-Am Pairings Party, and eight weekly Watering Hole tickets to enjoy the Rogers Charity Classic.



## PACKAGE:

- 4 Amateur playing positions on either Wednesday, August 19 or Thursday, August 20, 2026.
- 1 PGA TOUR Champions Professional
- 4 Pro-Am participant badges
- 4 Pro-Am guest badges for their caddies
- 4 Valet parking passes for the day of the Pro-Am
- 8 Weekly Watering Hole tickets
- 4 Commemorative Pro-Am team photos signed by your professional
- 8 Invitations to the exclusive Pro-Am Pairings Party on Tuesday, August 18, 2026
- 4 Custom golf-gift packages
- Clubhouse dining and on-course food & beverage for Pro-Am participants and caddies
- Prizes for the top teams

EXPERIENCE:	TICKETS PER DAY:	MULTI-YEAR PRICE:	EARLY BIRD PRICE:	REGULAR PRICE:
RBC Championship Pro-Am	4 Participant & 4 Guest Badges	\$19,000	\$21,000	\$22,500

\*Pricing does not include GST

AUGUST 17-23, 2026 | CANYON MEADOWS G & CC



# BLAKES WOMEN'S DAY

*Blakes*

This 18 hole 'shamble' style tournament will offer a continuous dose of entertainment to complement the golf, with many on-course activations and hospitality offerings. Blakes Women's Day is an opportunity to strengthen relationships by providing an exclusive and engaging experience for like-minded women in the Calgary Community - sure to become a yearly tradition for many.



## PACKAGE:

- 4 Playing positions on Monday, August 17, 2026
- 4 Participant badges
- 4 Valet parking passes
- Fireside chat with a prominent Woman in sport
- 4 Weekly Watering Hole tickets
- 4 Commemorative team photos
- 4 Custom golf-gift packages
- Clubhouse dining and on-course food and beverage for participants
- Fantastic hole prizes and raffle draws

### EXPERIENCE:

**Blakes Women's  
Day**

### TICKETS PER DAY:

**4 Participant  
Badges**

### MULTI-YEAR PRICE:

**\$3,000**

### EARLY BIRD PRICE:

**\$3,500**

### REGULAR PRICE:

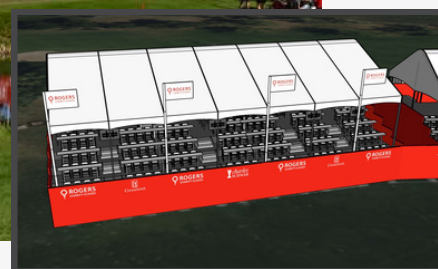
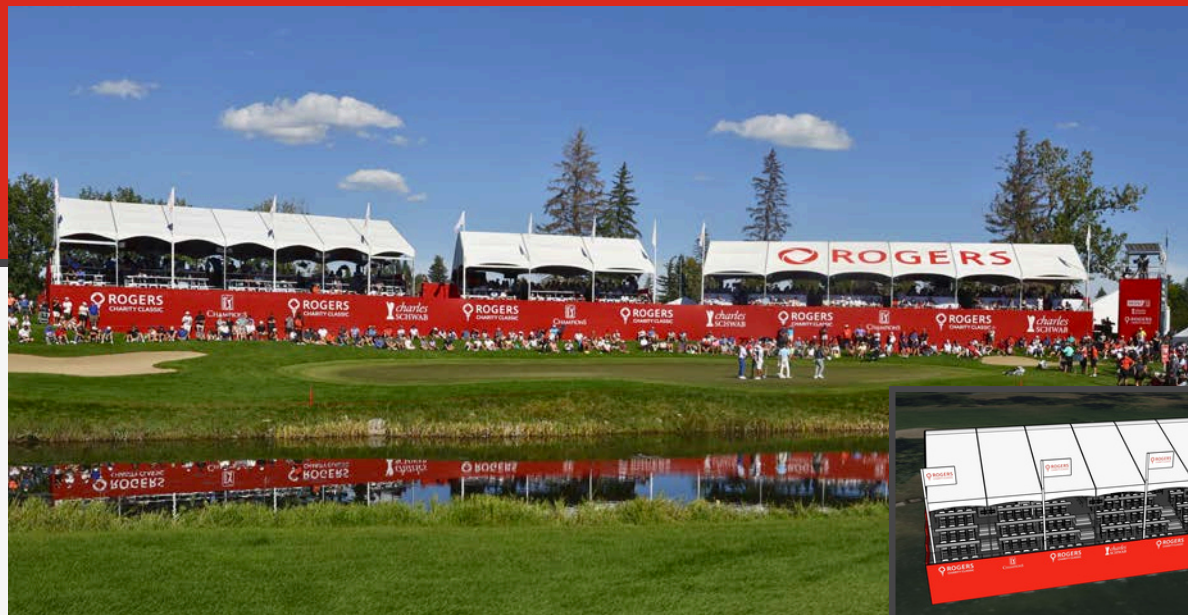
**\$4,000**

\*Pricing does not include GST

**AUGUST 17-23, 2026 | CANYON MEADOWS G & CC**

# 18 GREEN SKYBOX

Host your guests and catch all the golf action from the most prestigious venue on-site. With limited availability, the 18 Green Skybox is our most coveted entertainment opportunity for those looking to entertain in a big way! Enjoy watching the champion be crowned from a private skybox.



## PACKAGE:

- 45 Exclusive Skybox credentials per day, Friday - Sunday
- 2 Host credentials per day, Friday - Sunday
- 2 Valet parking passes per day, Friday - Sunday
- 24 VIP parking passes per day, Friday - Sunday
- 135 Good-Any-One-Day general admission tickets

## DETAILS:

- Open-air, tiered viewing private venue
- Company identification
- Live HDTV coverage of the Tournament
- Private washrooms
- A la carte catering options
- Pairing guides delivered daily
- Corporate gift delivery available daily

### EXPERIENCE:

18 Green  
Skybox

### TICKETS PER DAY:

47 Per Day  
141 Total

### MULTI-YEAR PRICE:

\$40,000

### EARLY BIRD PRICE:

\$45,000

### REGULAR PRICE:

\$50,000

\*Pricing does not include GST

AUGUST 17-23, 2026 | CANYON MEADOWS G & CC



# 18 GREEN SKYBOX VIP PACKAGE

Enjoy the Rogers Charity Classic in style with the 18 Skybox VIP Package. This opportunity gives you access to reserved seating in the most prestigious venue on the golf course and incomparable views of the finishing hole. You and your guests will enjoy a shared viewing area in a skybox with all-inclusive food and beverage. You will also have access to the Premium Pass venues on the 9th and 16th greens. Yes, that is three incredible venues for the price of one!



## PACKAGE:

- 4 Exclusive Skybox credentials per day, Friday - Sunday
- 1 Valet parking pass per day, Friday - Sunday
- 4 VIP parking passes per day, Friday - Sunday
- Access to two (2) Premium Pass venues, Friday - Sunday (located on holes 9 & 16)

## DETAILS:

- Open-air, tiered viewing
- Live HDTV coverage of the Tournament
- Private washrooms
- Shared all-inclusive food and beverage
- Pairing guides delivered daily
- Corporate gift delivery available daily

### EXPERIENCE:

**18 Green  
VIP Package**

### TICKETS PER DAY:

**4 Per Day  
12 Total**

### MULTI-YEAR PRICE:

**\$7,500**

### EARLY BIRD PRICE:

**\$8,000**

### REGULAR PRICE:

**\$8,500**

\*Pricing does not include GST

**AUGUST 17-23, 2026 | CANYON MEADOWS G & CC**

# 17 GREEN SKYBOX



The 17 Green Skybox offers you and your guests a premium experience on one of the most exciting holes on the course. Enjoy all-inclusive food and beverage and incredible views from this exceptional private tiered venue overlooking the 17th green.



## PACKAGE:

- 15 Skybox credentials per day, Friday – Sunday
- 1 Host credential per day, Friday – Sunday
- 1 Valet parking pass per day, Friday – Sunday
- 8 VIP parking passes per day, Friday – Sunday
- 30 Good-Any-One-Day general admission tickets

## DETAILS:

- Open-air, tiered viewing private venue
- Company identification
- Live HDTV coverage of tournament
- Private washrooms
- All-inclusive food & beverage
- Pairing guides delivered daily
- Corporate gift delivery available daily

## EXPERIENCE:

## TOTAL TICKETS:

## MULTI-YEAR PRICE:

## EARLY BIRD PRICE:

## REGULAR PRICE:

Full Weekend  
Single Day

48  
16

\$20,750  
\$9,000

\$22,750  
\$9,500

\$24,750  
\$10,000

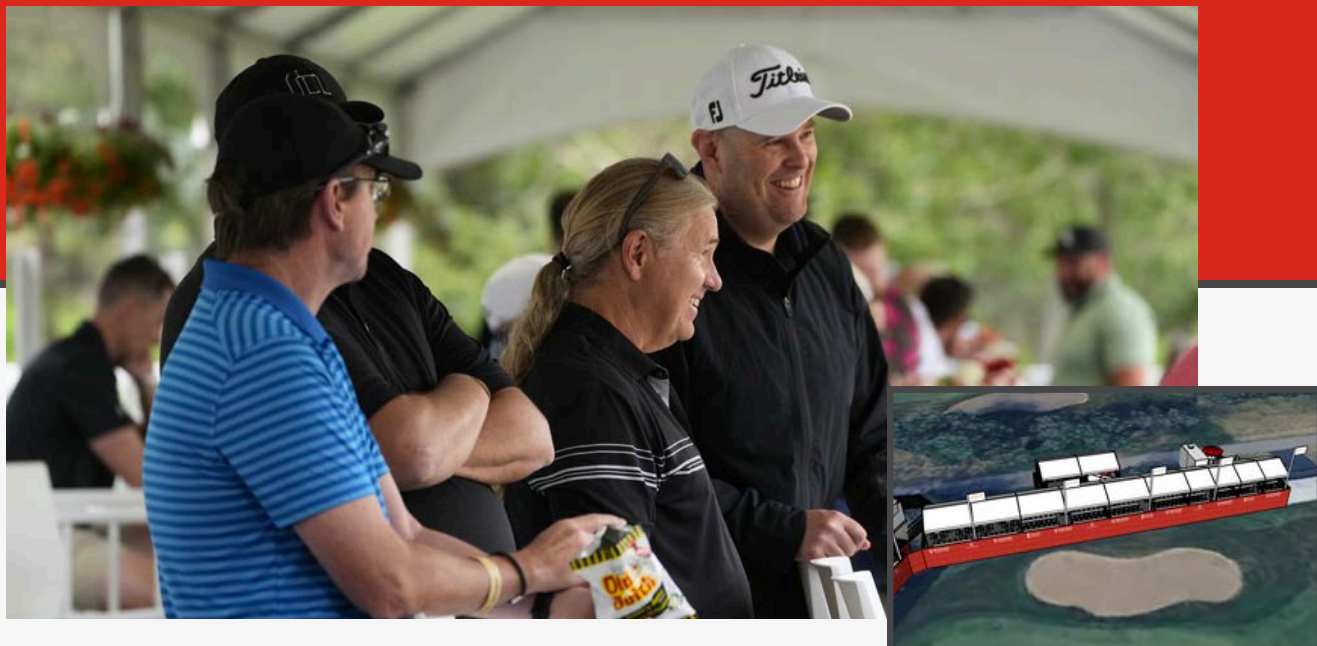
\*Pricing does not include GST

AUGUST 17-23, 2026 | CANYON MEADOWS G & CC



# 17 GREEN SUITE

Located beside the 17 Green, these suites provide an incomparable hosting option for an intimate group of 10. Enjoy this upgraded viewing experience with your group, along with a shared buffet with a variety of culinary and beverage options.



## PACKAGE:

- Sold as a full weekend (limited amount of single days available)
- 10 Exclusive Suite credentials per day, Friday - Sunday
- 1 Host credential per day, Friday - Sunday
- 1 Valet parking pass per day, Friday - Sunday
- 6 VIP parking passes per day, Friday - Sunday
- 20 Good-Any-One-Day general admission passes

## DETAILS:

- Open-air, private venue
- Company identification
- Live HDTV coverage of tournament
- Private washrooms
- All-inclusive food & beverage
- Pairing guides delivered daily
- Corporate gift delivery available daily

## EXPERIENCE:

## TOTAL TICKETS:

## MULTI-YEAR PRICE:

## EARLY BIRD PRICE:

## REGULAR PRICE:

Full Weekend  
Single Day

33  
11

\$13,500  
\$6,500

\$15,000  
\$7,000

\$16,500  
\$7,500

\*Pricing does not include GST

AUGUST 17-23, 2026 | CANYON MEADOWS G & CC

# 17 GREEN SUPER SUITE

The 17 Green Super Suite offers a premiere hosting experience for larger groups. Host 30 of your guests as they enjoy a semi-private space with reserved seating and all-inclusive food and beverage.



## PACKAGE:

- Sold as single day
- 30 Exclusive Super Suite credentials
- 1 Host credential
- 1 Valet parking pass
- 16 VIP parking passes
- 60 Good-Any-One-Day general admission passes

## DETAILS:

- Open-air, private venue
- Live HDTV coverage of the Tournament
- Private washrooms
- Shared all-inclusive food and beverage
- Pairing guides delivered daily
- Corporate gift delivery available daily

## EXPERIENCE:

17 Green  
Super Suite

## TICKETS PER DAY:

31

## MULTI-YEAR PRICE:

\$14,500

## EARLY BIRD PRICE:

\$15,500

## REGULAR PRICE:

\$16,500

\*Pricing does not include GST

AUGUST 17-23, 2026 | CANYON MEADOWS G&CC



# PREMIUM PASS

Enjoy fantastic views and all-inclusive food and beverage from two shared hospitality venues on course. Have the freedom of choosing between two locations; the Premium Pass Patio on 16 presented by Sleeman and/or the Premium Pass Patio on 9.



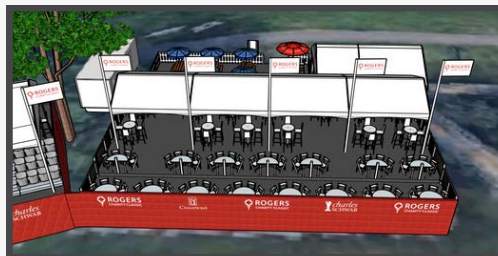
## DETAILS:

- Access to 2 open-air, shared venues on the 9th and 16th green
- Live HDTV coverage of tournament
- Private washrooms
- Shared all-inclusive food & beverage
- Pairing guides delivered daily

Premium Pass Patio at 9 Green



Premium Pass Patio at 16 Green



## EXPERIENCE:

**Premium Pass  
(Single Day)**

**SINGLE: \$375**

**2-PACK: \$625**

**4-PACK: \$1,100**

\*Pricing does not include GST

# HONORARY OBSERVER EXPERIENCE

TRIBUILD

Get inside the ropes and experience professional golf like never before. Walk 18 holes alongside your golf heroes. This experience for two can be used on Friday, Saturday or Sunday.



## PACKAGE:

- Inside the ropes access to experience a Championship round with three PGA TOUR Champion professionals
- Official introduction on the 1st tee by tournament officials
- 2 Honorary Observer credentials
- 1 Valet parking pass
- 2 Premium Pass tickets (day of package purchase) providing fantastic views and all-inclusive food and beverage from 2 shared venues on the 9th and 16th greens.
- Framed photograph with PGA TOUR Champions professionals

EXPERIENCE:	TICKETS PER DAY:	MULTI-YEAR PRICE:	EARLY BIRD PRICE:	REGULAR PRICE:
Honorary Observer	2	\$2,500	\$3,000	\$3,500

\*Pricing does not include GST

AUGUST 17-23, 2026 | CANYON MEADOWS G&CC



## SPONSORSHIP

# BRING YOUR BRAND TO LIFE

**Strategically align your brand with Calgary's premier charity sporting event and support hundreds of children's charities.**

- Valuable brand exposure in the Calgary community and beyond
- Connect with spectators and elevate corporate and community engagement
- Help promote Calgary and Alberta to an international audience
- Align your brand with Calgary's fastest-growing charitable event



## CUSTOMIZE YOUR SPONSORSHIP PACKAGE TODAY

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**NICK SPROVIERI** | Sales & Operations Coordinator: [nick@rogerscharityclassic.com](mailto:nick@rogerscharityclassic.com) | 403-805-0710

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SPONSORSHIP OPPORTUNITIES	MULTI-YEAR: (2 or 3 year commitment)	EARLY BIRD: (Prior to December 31st)	REGULAR: (After December 31st)
10th Tee Viewing Deck	\$10,000	\$11,000	\$12,000
17 Green Skybox	SOLD		
17 Green Suites	\$11,000	\$12,000	\$13,000
18 Green Skybox	\$13,000	\$14,000	\$15,000
Autograph Alley	\$10,000	\$11,000	\$12,000
Adirondack Chair Zone	\$8,000	\$9,000	\$10,000
Caddie Hospitality Area	\$8,000	\$9,000	\$10,000
Canyon Crossing Bridge	\$10,000	\$11,000	\$12,000
Champions Toast	\$5,000	\$5,500	\$6,000
Chipping Green	\$6,500	\$7,000	\$7,500
Course Map	\$11,000	\$12,000	\$13,000
Daily Pairings Guide (3 available)	\$11,000	\$12,000	\$13,000
Digital Marketing Package (7 available)	\$8,000	\$9,000	\$10,000
Driving Range	\$6,500	\$7,000	\$7,500
Exhibitor Booths	\$3,500	\$4,000	\$4,500
Family Day	\$20,000	\$22,500	\$25,000
Fan Zone - Title Sponsor	\$23,000	\$24,000	\$25,000
Fan Zone - Presenting Sponsor	\$15,000	\$16,000	\$17,000
Fan Zone Shuttle	\$8,000	\$9,000	\$10,000
Golf Carts	\$5,000	\$5,500	\$6,000
Hole Yardage-Par Signs (6 available)	\$5,000	\$5,500	\$6,000
Honorary Observer Experience	SOLD		



## SPONSORSHIP OPPORTUNITIES

\*Pricing does not include GST

## MULTI-YEAR:

(2 or 3 year commitment)

## EARLY BIRD:

(Prior to December 31st)

## REGULAR:

(After December 31st)

KidZone	\$10,000	\$11,000	\$12,000
Legends of Hockey	\$75,000	\$85,000	\$100,000
Merchandise Tent	\$15,000	\$17,500	\$20,000
Practice Putting Green	SOLD		
Premium Pass Patio on 16	SOLD		
Premium Pass Patio on 9	\$10,000	\$11,000	\$12,000
Public Grandstand on 18	\$8,000	\$9,000	\$10,000
Quiet Eh Paddles	\$6,500	\$7,000	\$7,500
RBC Pro-Am - Hole Takeover	\$18,000	\$19,000	\$20,000
Ride Share	\$5,000	\$5,500	\$6,000
Shuttle Busses	\$5,000	\$5,500	\$6,000
Tee Fence (6 available)	\$5,000	\$5,500	\$6,000
Valet Parking	\$5,000	\$5,500	\$6,000
VIP Parking	\$5,000	\$5,500	\$6,000
Video Boards	\$13,000	\$14,000	\$15,000
Volunteer Centre	\$10,000	\$11,000	\$12,000
Volunteer Party	\$6,500	\$7,000	\$7,500
Water Stations	\$8,000	\$9,000	\$10,000
Watering Hole on 16	\$10,000	\$11,000	\$12,000
Blakes Women's Day (Title) (Presenting) (Gold x3)	SOLD		
	\$18,000	\$19,000	\$20,000
	\$9,000	\$9,500	\$10,000

\*Full sponsorship asset inclusion details available on request.

## OFFICIAL PARTNERSHIP



Official Partnerships are customized packages that include our most visible branding assets at the Rogers Charity Classic. Official Partners can leverage the Rogers Charity Classic brand to promote their business and affiliation with this award-winning event. The following are a sampling of Official Partner categories:

- Official Restaurant of the Rogers Charity Classic
- Official Vehicle Provider of the Rogers Charity Classic
- Official Vodka of the Rogers Charity Classic
- Official Whiskey of the Rogers Charity Classic