



2016 AWARD RECIPIENT
BRET HART

INSPIRING A BRIGHT FUTURE FOR CALGARY'S CHILDREN

SPONSORSHIP OPPORTUNITIES

2016 BOB EDWARDS AWARD GALA

*Proudly supported by TD Bank Group
with W. Brett Wilson returning as Master of Ceremonies*

NOVEMBER 4, 2016 | FAIRMONT PALLISER | BOBEDWARDSAWARD.CA



SIGNATURE FUNDRAISING GALA

CALGARY PUBLIC LIBRARY FOUNDATION

The Calgary Public Library Foundation has a bold and audacious vision to take a great library system and transform it into the best in the world. At the heart of this vision is a strategy to nurture the potential that lives within every child in Calgary.

Early childhood learning sets the course for a child's future and largely determines how well children will do in school, their physical and mental health, behaviour, relationships and general well-being. Early literacy enrichment delivers a powerful return on investment with direct lifetime benefit for children and profound social impact for our communities.

As part of its efforts to become the best public library in the world, the Calgary Public Library is creating innovative and interactive Early Learning Centres at each and every library, the world's first library-based applied Research Centre for Early Childhood Learning, a suite of programs to foster the five early literacy practices, and outreach initiatives to take the Library into the community. This model will

then be disseminated globally through public libraries, impacting children everywhere.

The Bob Edwards Award Gala is the Calgary Public Library Foundation's signature event and a civic tradition. Recognizing provocative individuals who are not afraid to speak their minds, previous recipients have included Matthew Good and Ian Tyson, Margaret Atwood, Pierre Berton, Preston Manning and Mary Walsh. Proceeds from the Bob Edwards Award Gala will be directed to the Calgary Public Library to support key priorities, including early childhood learning.

In 2015, the gala raised more than \$300,000 to enhance programs and services offered by the Library; making a critical investment in Calgary and the potential of its citizens.

Support Calgary's children and early literacy at the Calgary Public Library. Tickets to the Bob Edwards Award Gala start at \$375, and sponsorships are available starting at \$10,000.



2016 RECIPIENT BRET HART

WORLD CHAMPION PRO WRESTLER, AUTHOR AND ACTOR



Born into the first family of pro wrestling, Bret “Hitman” Hart has risen to become one of the world’s most recognizable wrestlers and has made a name for Calgary as a cultural icon and co-founder of the Calgary Hitmen.

Trained by his father, Stu, Bret launched his career through Stampede Wrestling—a cultural phenomenon that is still fondly remembered today—and gained championship success with both the World Wrestling Foundation and World Championship Wrestling. He is credited with revolutionizing the professional wrestling industry, and is considered to be one of the most technically proficient wrestlers of his era.

While his on-screen persona is larger-than-life, Bret lived up to his status as a role model by visiting sick children while travelling all over the globe. Although he was

forced to retire in 2000 due to a severe concussion (which was followed by a major stroke), Bret battled back and has explored new adventures, including a recurring role on *Lonesome Dove: The Outlaw Years* and starred as the Genie in *Aladdin The Magical Family Musical*.

In addition to being an inspirational motivational speaker and lending himself to charity events, Brett spent seven years writing his critically acclaimed autobiography, *Hitman: My Real Life in the Cartoon World of Wrestling* and is currently working on a fictional novel.

2015 Bob Edwards Award Recipient, W. Brett Wilson, will be returning this year as the Master of Ceremonies. We think Bob Edwards would approve!



PRESENTING PARTNER

2016 BOB EDWARDS AWARD GALA

SOLD

As the 2016 Presenting Partner, you will be making an incredible investment in Calgary's children. Investing in a child's first five years creates a strong future. Studies indicate that a child's ability to read has a direct impact on their future—everything from employment and earning potential to long term health, self-confidence and social standing.

You will be honoured as the Presenting Partner of the Bob Edwards Award Gala and the private reception with brand integration, a prominent profile in all event materials and a positive association that employees, clients and our city will take pride in and celebrate.

BENEFITS

Two premium tables for 20 of your guests

Private reception access for all of your guests

Your choice of an exclusive speaking opportunity (private reception or evening program)

Presenting Partner brand integration on all print and promotional materials

Library TV ad (reaching 18,000 viewers a day)

Library Connect ad (reaching 45,000 Calgarians)

Recognition on bobedwardsaward.ca

Logo recognition as the Presenting Partner in a thank you ad

First choice of table host

Sponsor recognition and opportunity to invite staff and families to a Colossal Playdate at the Calgary Public Library

Custom co-branded Library card for your employees



*Brett Wilson,
2015 Bob Edwards
Award recipient and
2016 Gala emcee*

LITTLE LEARNERS PARTNER

4 OPPORTUNITIES AVAILABLE

\$20,000

Your support will enable the Calgary Public Library to become the first library in the world to feature system-wide Early Learning Centres. Each centre will feature experiential and moveable furniture and will provide hands-on activities, props and games to support play and active learning. Using play as a building block for development of critical foundation skills, these early learning spaces will nurture hundreds of thousands of children annually and will support children and their caregivers as they discover the five stages of early learning; talking, singing, reading, writing and play.

BENEFITS

Premium table for 10 of your guests

Private reception access with award recipient for all of your guests

Prominent logo recognition on all print and promotional materials

Library TV ad (reaching 18,000 viewers a day)

Library Connect ad (reaching 45,000 Calgarians)

Recognition on bobodwardsaward.ca

Logo recognition as a Little Learners Partner in a thank you ad

Opportunity for a team-building activity at the Library to support young readers

Table host selection

Custom co-branded Library card for your employees



EARLY EXPLORERS PARTNER

5 OPPORTUNITIES AVAILABLE

\$10,000

Your investment will support the Library's efforts to foster a love of reading and build foundational literacy skills essential to personal and professional success. The Library has helped generations of Calgarians to foster a love of reading and build foundational literacy skills essential to personal and professional success. The Library offers more than 11 early literacy programs for babies, toddlers, and pre-schoolers. These are the Library's highest demand programs and require philanthropic support to meet the needs of Calgary's parents.

Existing 2016 Partners include:



BENEFITS

Table for eight of your guests

Prominent logo recognition for your table

Logo recognition in program and on bobedwardsaward.ca

Library Connect ad (reaching 45,000 Calgarians)

Name recognition in a thank you ad

Opportunity for a team-building activity at the Library to support young readers

Custom co-branded Library card for your employees



EVENT PARTNER

**IN KIND VALUE
STARTING AT \$15,000**

Event Partners help the Library Foundation present an exceptional experience for the guests of the gala. We would be delighted to discuss how we can work with your organization for the Bob Edwards Award Gala.

Existing 2016 Partners include:

Spirits Partner



Print Partner



Venue Partner



BENEFITS

Premium table for eight of your guests

Prominent logo recognition on all print and promotional materials

Recognition on bobedwardsaward.ca

Library Connect ad (reaching 45,000 Calgarians)

Recognition as an Event Partner in a thank you ad

Opportunity for a team-building engagement activity at the Library

Table host selection



CORPORATE TABLE

20 OPPORTUNITIES AVAILABLE

\$4,000

Align your organization with the Calgary Public Library and treat your employees and clients to a unique, unforgettable evening at one of our city's top events.

BENEFITS

Table for eight of your guests

Name recognition for your table

Name recognition in program and on bobedwardsaward.ca

Name recognition in a thank you ad



SPONSORSHIP BENEFITS SUMMARY

	LEADERSHIP LEVELS				
		Little Learners Partner \$20,000	Early Explorers Partner \$10,000	Event Partner (in kind) \$15,000+	Corporate Table \$4,000
Available	SOLD	4	6	10	20
Brand integration on all print and promotional materials	x				
Exclusive speaking opportunity	x				
Sponsor for a Colossal playdate at the Library	x				
Private reception with award recipient	x	x			
Library TV ad (reaching 18,000 viewers a day)	x	x			
Library Connect ad (reaching 45,000 Calgarians)	x	x	x	x	
Prominent logo recognition on print and promotional materials	x	x	x	x	
Custom co-branded Library card for your employees	x	x	x	x	
Opportunity for a team-building engagement activity at the Library	x	x	x	x	
Recognition in a thank you ad	logo	logo	x	x	x
Tables	2 Premium (20 guests)	1 Premium (10 guests)	1 Table (8 guests)	1 Table (8 guests)	1 Table (8 guests)

EVENING CREATIVE HOSTS

BOBEDWARDSAWARD.CA

Your table host, a prominent individuals from Calgary's creative community, will set the stage for the evening at the Bob Edwards Award Gala. Previous table hosts have included writers, filmmakers, musicians, photographers and entrepreneurs, including:

Claudia Cattaneo: Claudia is the Western Business Columnist at the National Post, where she covers business and policy issues shaping enterprise across the West.

Mark Tewksbury: Mark is a recognized leader of social change, author of three books and one of the few openly gay Olympic champions in the world. In 2008, he spoke on LGBT issues at the United Nations, and he recently lent his Olympic gold medal to the Canadian Museum of Human Rights for their "2015 Year of Sport" exhibit.

John Gilchrist: John reviews restaurants for CBC Radio in Calgary and is the author of eleven National best-sellers on dining in southern Alberta. He contributes a weekly column to the Calgary Herald, writes for numerous magazines, teaches Food and Culture programs for the University of Calgary and leads travel programs to culinary destinations around the world.

Michelle Minke: Michelle is an opera singer and is the founder and Artistic Director of Cowtown Opera. She has been named as one of Calgary's Top 40 under 40 by *Avenue Magazine* and was a recipient of the Mayor's Enbridge Emerging Artist Award. Michelle performs throughout the country and teaches at Mount Royal University.

George Webber: George has been photographing the people and landscape of the Canadian west for over thirty years. He was inducted into The Royal Canadian Academy of Arts in 1999. His books include *Requiem, A World Within, People of The Blood, Last Call, In This Place* and *Prairie Gothic*.



2016 BOB EDWARDS AWARD GALA SPONSORSHIP & TICKET RESERVATION FORM

Name: _____

Company Name: _____

Address: _____ Postal Code: _____

Phone: _____ Email: _____

SPONSORSHIP OPPORTUNITIES

LEADERSHIP LEVELS

- | | | |
|--|---|----------|
| Presenting Partner |  | |
| <input type="checkbox"/> Little Learners Partner | | \$20,000 |
| <input type="checkbox"/> Early Explorers Partner | | \$10,000 |
| <input type="checkbox"/> Event Partner | | \$15,000 |

CORPORATE TABLE PACKAGES

Qty. _____ @ \$4,000 \$ _____

INDIVIDUAL TICKETS

Qty. _____ @ \$375 \$ _____

DONATION

- In lieu of purchasing tickets
I would like to donate \$ _____

TOTAL \$ _____

METHOD OF PAYMENT

- Cheque Attached Credit Card: Visa Mastercard AMEX

Name on Card: _____

Card Number: _____ Expiry: _____

For more information, please visit bobedwardsaward.ca or contact:

Paul McIntyre Royston
President & CEO
P 403 355 3302
E paul@addin.ca

Brent Buechler
Vice President
P 403 221 4127
E brent@addin.ca

