



First, let me personally thank all current, past and potential new sponsors, through your dedication, we are excited to be hosting the SIXTH ANNUAL Glencross Invitational Charity Roughstock Event co-presented by ATB Financial and the Flames Foundation.

Through your generosity I am also pleased to share that to date we have raised 1.2 MILLION dollars! The two day event will continue to benefit the Ronald McDonald House in Red Deer, the Hockey Alberta Foundation's Every Kid Every Community Program and the Glencross Legacy Fund which supports accessibility to the great game of hockey.

This year's event will kick off with a charity poker tournament exclusive to sponsors on Thursday, August 24th at the Sheraton Hotel in Red Deer. The following day, Friday, August 25th is the main event; a roughstock rodeo featuring elite bull, bronc, bareback riders and stock, including past CFR Champions. Our Platinum sponsor, Mountainview Dodge in Olds will again be providing a 1 year lease on a 2017 Dodge Ram for each of the event winners. And NEW this year, the rodeo, VIP sponsor only reception and the live country music after the rodeo will all be held in the **Stockman's Pavillion at Westerner Park.**

The money raised through sponsorship allows the Ronald McDonald House to continue to deliver its effective and remarkable programs and services to families. The Ronald McDonald House in Red Deer requires a great deal of community support and we are looking forward to continuing this support. With your help, we can contribute to the over \$1.2 million annual funding the House needs to operate.

We are also excited to be working with the Hockey Alberta Foundation to develop the Glencross Legacy Fund. Both the Every Kid Every Community Program and the Glencross Legacy Fund continue to help make hockey accessible for youth who would otherwise not be fortunate enough to play. Through a unique grant application which Minor Hockey Associations and Communities can apply for, these funds will assist children in playing the great game of hockey.

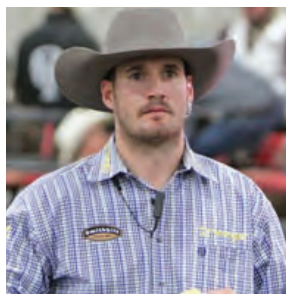
Again thank you for taking the time to review the enclosed SPONSORSHIP OPPORTUNITIES and please do not hesitate to contact us with any questions, feedback or to schedule a meeting.

Best regards,

A handwritten signature in black ink, appearing to be 'C. Glencross'.

Glencross Invitational Charity Roughstock Event





2017 marks the sixth annual Glencross Roughstock event.
With your support, \$1.2 Million has been raised to date for charity!

Thursday August 24

SPONSORS ONLY POKER TOURNAMENT

Sheraton Hotel, Red Deer with Curtis Glencross & Friends. Seats Limited.

Friday August 25

THE ROUGHSTOCK RODEO

Stockman's Pavillion - Westerner Park, Red Deer. 7:00pm Start. Followed by Live Country Music.

Thank you to our Title Sponsors

ATB Financial™



ATB Financial



Platinum Sponsor



GOLD
\$10,000

SILVER
\$5,000

BRONZE
\$2,500

MVP
\$1,750

**FRIEND OF
THE HOUSE**
\$1,000

	GOLD \$10,000	SILVER \$5,000	BRONZE \$2,500	MVP \$1,750	FRIEND OF THE HOUSE \$1,000
Opportunity to provide company banner for fencing at Stockman's Pavillion	✓	✓	✓	✓	✓
Logo on chute at rodeo	✓				
Logo on video board and program	✓	✓	✓		
Tickets to the Glencross Roughstock Rodeo	24	16	10	4	4
VIP tickets for sponsor reception and rodeo	16	8	4	2	2
Seats at the Glencross Charity Poker Tournament	8	4	2	1	
Exclusive Glencross Invitational Gift	✓	✓	✓		



Contact Information

For further sponsorship inquiries or questions please contact:

Kelsey Angeltvedt
403-505-7213
admin@cgandfriendsinc.ca

Curtis Glencross
curtis@cgandfriendsinc.ca

Dave Appleby
403-350-0799
dappleby@hpc.ca



ATB Financial



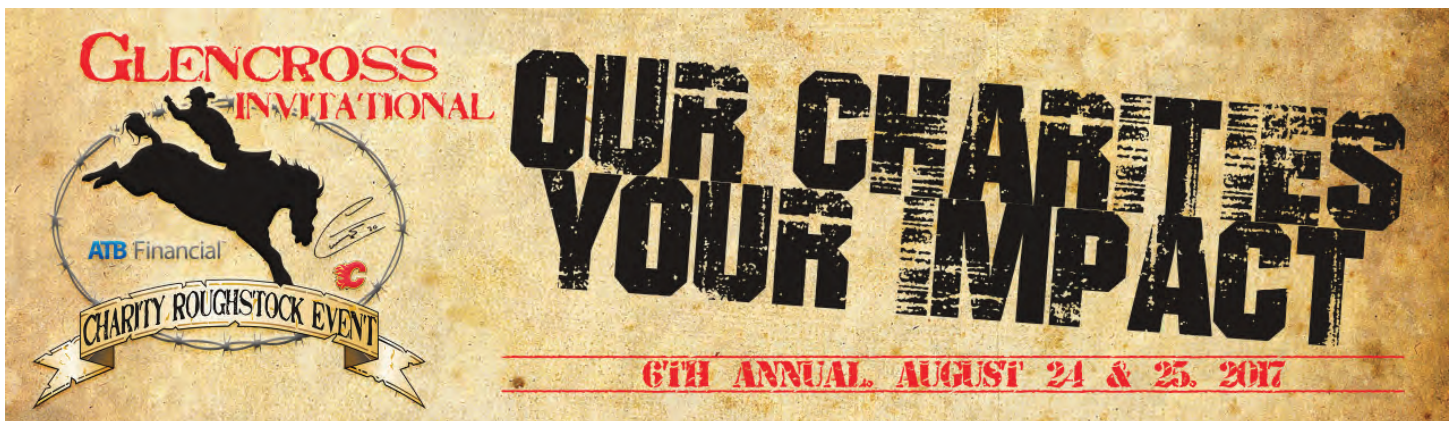
DATE	DETAIL	
June 15	Returning sponsors to secure spot for 2017	
July 21	Book hotel rooms at the Sheraton Hotel Red Deer at Special Event Pricing under "Glencross Charity Event" Please contact: 403-346-2091	
July 31	(If not previously supplied) Email .EPS or .AI version of company logo to foundation@hockeyalberta.ca	
August 4	Names of ALL poker players submitted to foundation@hockeyalberta.ca	
August 15	Banners shipped or dropped off to High Performance Coatings.	
	Sponsor Only Charity Poker Tournament - Sheraton Hotel	
August 24	3pm	Registration
	4pm	Cards Dealt
	6pm	Food, Drinks & Live Auction
	10pm	Winner Announced (Time Approx)
	Roughstock Event & Live Country Music - Stockman's Pavillion	
August 25	5pm	Sponsor Exclusive VIP Reception (Tickets Required)
	630pm	Opening Ceremonies & Cowboy Introductions with Curtis & Tanya Glencross
	7pm	Roughstock Rodeo
	10pm	Event Winners ** Announced (Time Approx)
	Live Country Music after rodeo in Stockman's Pavillion	
	** Winner of each event will receive a 1 year lease on a 2017 Dodge Ram Courtesy of Mountainview Dodge - Olds.	

Banner Information

In order for your company's banner to be displayed at the Stockman's Pavillion, please provide your 3' x 8' banner (with eyelets) no later than August 15. If you would like your banner to be stored for future use, please advise when shipping or drop off. Banners can be dropped off or shipped to:

High Performance Coatings
5105-76A Street
Red Deer, AB T4P 3M2





Ronald McDonald House
CENTRAL ALBERTA

Ronald McDonald House Central Alberta

The House in Red Deer is an independent charity, owned and operated by Southern Alberta Pediatric Hostel Society.

A feasibility study was conducted to evaluate the need for Ronald McDonald House in Red Deer. The study revealed that

there are 33,000 pediatric stays at Red Deer Regional Hospital Centre per year. One third, or 11,000, of those children are from out-of-town. That's an average of 30 out-of-town children per day.

Ronald McDonald House Central Alberta supports sick children and their families from rural communities surrounding Red Deer. Families must live out of the city limits of Red Deer in order to qualify to stay at the House. Also, between the hours of 9 a.m. and 9 p.m. the House's programs and facilities will also be available to Red Deer families.



Hockey Alberta Foundation Glencross Legacy Fund

The Hockey Alberta Foundation's Glencross Legacy Fund was established from the proceeds of the Glencross Roughstock Rodeo. Each year the funds donated from the Glencross Roughstock Rodeo and poker event go to the Glencross Legacy Fund through the Every Kid Every Community Program. Minor Hockey Associations can then apply for funding to support players with equipment and cover the cost of registration fees, who otherwise wouldn't be able to afford to participate in hockey.



ATB Financial



Company: _____ Contact Name: _____

Address: _____ City/Prov: _____

Postal Code: _____ Phone: _____ Email: _____

Sponsorship Level: _____ Amount \$: _____

Poker Player Names

Please check here if you DO NOT wish to be seated at the same table ☐

(Gold = 8 Names, Silver = 4 Names, Bronze = 2 Names, MVP = 1 Name):

- | | |
|----------|----------|
| 1. _____ | 2. _____ |
| 3. _____ | 4. _____ |
| 5. _____ | 6. _____ |
| 7. _____ | 8. _____ |

Payment Information

Payment Options (Please select one): MC VISA CHEQUE

If paying by credit card, please complete the following:

Name on card: _____ Card #: _____ Exp: ____/____
Receipts will be emailed to the email address listed above.

If paying by cheque, an invoice will be submitted to your company on receipt of the completed registration form.
Please make all cheques payable to:

Curtis Glencross & Friends Foundation
Bay C, 7882 Edgar Industrial Way
Red Deer, AB T4P 3R2

PLEASE EMAIL COMPLETED REGISTRATION FORM TO KELSEY AT:
admin@cgandfriendsinc.ca

