



AUGUST 23, 2023



17TH ANNUAL AGAT FOUNDATION CHARITY CLASSIC
KANANASKIS COUNTRY GOLF CLUB

ABOUT US



AGAT Foundation is a natural progression of AGAT Laboratories' historical and ongoing participation in charitable endeavors for over 43 years. Our purpose is to unite people who share a common direction in building, creating and healing through both science and scientific technologies aiding in the betterment of society. We are committed to bridging the gap between industry, communities, and different scientific disciplines.

FOUNDATION PILLARS

These guiding principles tie into the Foundation's own pillars that uphold our values. These three pillars exemplify our commitment and objectives.

PILLAR 1

The Foundation focuses on re-investment of funds back into local community organizations. Areas of interest in this pillar include programs, scholarships, and support for both community and employee support needs.

PILLAR 2

The Foundation is committed to working together with industry, institutions, government, and the public sector to advance research and development in the area of health care and life sciences. A focus will be made on enhancing access to lifesaving support and state of the art medicine for all communities.

PILLAR 3

The Foundation aims to support various other charitable purposes with a key focus on organizations tied to relief of poverty, advancement of education, promotion of health and the environment, children and youth social prevention programs, and animal welfare.

AGAT Laboratories founding principles in its operations rely heavily on the lessons the Canadian Geese adopt in flight and these same values have been imparted on the AGAT Foundation in its use of the Geese logo. In line with the lessons of our Canadian Geese, we have learned directly that when people work together, with a common direction and values, we can reach our goals.

1ST LESSON:

People who share a common direction and a sense of community are traveling on the thrust of one another. Whenever a goose falls out of formation, it suddenly feels the drag and resistance of trying to go it alone and quickly gets into formation to take advantage of the lifting power of the bird immediately in front.

2ND LESSON:

If we have as much sense as geese, we will stay in formation with those who are headed where we want to go. When the lead goose gets tired, he rotates back in the wing and another goose flies point

3RD LESSON:

It pays to take turns doing hard tasks and share leadership inter-dependent with each other. The geese honk from behind to encourage those up front to keep up their speed. (What do we say when we honk from behind?)

4TH LESSON:

We need to make sure our honking from behind is encouraging, not something less helpful. Finally, when a goose gets

sick or wounded by gun shots and falls out, two geese will fall out of formation and follow him down to help and protect him. They stay with him until he is either able to fly or until he is dead and they launch on their own with another formation to catch up with the group.

5TH LESSON:

If we have as much sense as the geese, we will stand by each other like that.



AGAT FOUNDATION CHARITY CLASSIC

In 2016, the longstanding Don LaBerge Memorial Golf Classic joined forces with Golf for a Cure in memory of Janice E. Crist, to raise \$50,000 for Albertans facing cancer.

Together, these tournaments partnered with the Alberta Cancer Foundation to kick off the 1st Annual Alberta Cancer Foundation Golf Classic in 2017. With the help of our supporters and generous donors, over \$1.37 Million in net proceeds have been raised for the Patient Financial Assistance Program and Patient Navigator Program since the tournament's inception.

In January of 2022, the AGAT Foundation assumed the leadership role in hosting this very important event

and looks forward to continuing the legacy established by all in years past.

We invite you to join us on August 23, 2023 at the Kananaskis Country Golf Club, as a corporate partner, donor or foursome. Together, we have the power to change lives, one swing at a time.

JOIN US

August 23, 2023 at the **Kananaskis Country Golf Club**



ALBERTA CANCER FOUNDATION PATIENT FINANCIAL ASSISTANCE PROGRAM

Making life better for Albertans facing cancer. Every day, nearly 60 Albertans hear the words “you have cancer”. The Alberta Cancer Foundation stands alongside every Albertan who hears these words by offering three in return, “we will help”.

Continuing with the tradition of years past all Proceeds and Funds raised by the 2023 AGAT Foundation Charity classic will be on behalf of the Alberta Cancer Foundation (ACF) Patient Financial Assistance Program.

Through the generosity and commitment of our donors, we invest in people, ideas, and initiatives that push the pace of progress, ignite innovative research and implement leading-edge treatment. But that is not always enough. Cancer can be a huge strain on finances. People are often forced to cash in their retirement funds and use up their savings to make ends meet during their treatment. That’s why the Alberta Cancer Foundation also provides patients access to financial assistance to cover the out of pocket expenses for items such as medication, medical supplies, transportation, accommodations, and child care. In 2022, the Patient Financial Assistance Program was accessed 759 times by families across Alberta.

Thanks to our donors, patients and families are able to receive the financial assistance they need, so they can focus on what matters most - healing.



After last year’s event we received some exciting news from our friends at ACF:

“(...) thanks to the generosity of AGAT Laboratories, the AGAT Foundation and both of you, the Alberta Cancer Foundation has been able to increase our annual funding commitment to the Patient Financial Assistance Program by \$500,000, bringing our total annual commitment to \$1.5 million.”

Seeing the impact of our donation on the Patient Assistance Program is so exciting and motivates us to continue our hard work every year.

ALBERTA CANCER FOUNDATION APPRECIATION LETTER



November 28, 2022

John Desanti
Marissa Reckmann
2905 12th Street NE
Calgary, AB T2E 7J2

RE: Patient Financial Assistance Program

Dear John and Marissa,

I am happy to inform you that thanks to the generosity of AGAT Laboratories, the AGAT Foundation and both of you, the Alberta Cancer Foundation has been able to increase our annual funding commitment to the Patient Financial Assistance Program by \$500,000, bringing our total annual commitment to \$1.5 million.

As you know, beyond the emotional and physical struggles a patient may face upon receiving a cancer diagnosis, the financial reality can be devastating. Travelling to treatments, time away from work, and paying for medications not covered by insurance can often leave patients choosing between their most basic needs. The Alberta Cancer Foundation's Patient Financial Assistance Program provides financial support to qualified patients to help cover some of their expenses to help ease their journey during this difficult time.

Unfortunately, the demand for Patient Financial Assistance is now at an all-time high. Thanks to your support, we were able to answer the call and boost funding to this critical program.

Simply put, this would not have happened without your support.

On behalf of the Alberta Cancer Foundation and all patients facing cancer, thank you for your leadership, generosity, and your commitment to help make life better for cancer patients.

Wishing you both a happy and healthy holiday season.

Sincerest thanks,


Wendy Beauchesne
CEO, Alberta Cancer Foundation



Edmonton | Calgary

Provincial Office
710, 10123 - 99 St NW
Edmonton, AB T5J 3H1

albertacancer.ca
Toll free: 1.866.412.4222

FEATURED SPONSORSHIPS

TITLE SPONSOR

AGAT Laboratories will be returning as the Title Sponsor again in 2023. For over 43 years, AGAT Laboratories has funded various charitable endeavors across Canada to support the local communities where its 43 branches operate. The AGAT Foundation is now carrying on this tradition by harnessing the power of scientific advances and fostering meaningful partnerships with like-minded organizations in order to fulfill our shared vision of building, creating, and healing through knowledge.

FRIENDS OF THE AGAT FOUNDATION & THE ALBERTA CANCER FOUNDATION

Opportunities exist to participate in supporting the initiatives of the Charity Classic by making a direct donation supporting the vision to support the Patient Financial support program at Alberta Cancer Foundation website. The donation will receive recognition in all promotional material related to the Charity Classic, as well as in a prominent location on the Alberta Cancer Foundation site, and on the AGAT Foundation website (www.agatfoundation.com) identifying with the values and programs supported by the AGAT Foundation as a Friend of the Foundation.

PLATINUM SPONSOR

As a Platinum Sponsor you will receive the opportunity to have 8 player spots and prominent signage throughout the day including a 16' sponsor flag with logo.

TITANIUM SPONSOR

As a Titanium Sponsor you will receive the opportunity to have 4 player spots and prominent signage throughout the day including a 12' sponsor flag with logo.

GOLD SPONSOR

As a Gold Sponsor you will receive the opportunity to have 4 player spots and prominent signage throughout the day including a 10' sponsor flag with logo.

SILVER SPONSOR

As a Silver Sponsor you will receive the opportunity to have 4 player spots and prominent signage throughout the day.



SPONSORSHIP OPPORTUNITIES



1 TITLE SPONSOR \$50,000

- Tournament fee for 8 players
- 16' Sponsor Flag with corporate logo
- Additional Signage in all media, brochures

2 PLATINUM SPONSOR \$30,000

- Tournament fee for 8 players
- 16' Sponsor Flag with corporate logo
- Additional Signage in all media, brochures

2 TITANIUM SPONSOR \$20,000

- Tournament fee for 4 players
- 12' Sponsor Flag with corporate logo
- Additional Signage in all media, brochures

10 GOLD SPONSOR \$15,000

- Tournament fee for 4 players
- 10' Sponsor Flag with corporate logo
- Additional Signage in all media, brochures

5 SILVER SPONSOR \$10,000

- Tournament fee for 4 players
- Sponsor Flag with corporate logo
- Additional Signage in all media, brochures

2 TEE GIFT SPONSOR \$7,500

- Tournament fee for 2 players
- Signage

1 DINNER SPONSOR \$7,500

- Tournament fee for 4 players
- Signage
- Tent Cards

2 LUNCH SPONSOR \$6,500

- Tournament fee for 2 players
- Signage
- Tent Cards

1 BREAKFAST SPONSOR \$6,500

- Tournament fee for 2 players
- Signage
- Tent Cards

2 GOLF CART SPONSOR SOLD OUT

- Tournament fee for 4 players
- Signage

1 COCKTAIL SPONSOR \$6,000

- Tournament fee for 2 players
- Signage

1 WATER BOTTLE SPONSOR SOLD OUT

- Tournament fee for 2 players
- Signage

1 PHOTOGRAPHY SPONSOR \$6,000

- Tournament fee for 2 players
- Signage

1 DRIVING RANGE SPONSOR \$6,000

- Tournament fee for 2 players
- Signage

1 PRACTICE GREEN SPONSOR \$5,000

- Tournament fee for 2 players
- Signage

1 BAG DROP SPONSOR \$5,000

- Tournament fee for 2 players
- Signage

1 WINE SPONSOR \$6,000

- Tournament fee for 2 players
- Signage

2 ON COURSE BEVERAGE SPONSOR \$6,000

- Tournament fee for 2 players
- Signage

1 COFFEE & BAILEY'S SPONSOR SOLD OUT

- Tournament fee for 2 players
- Signage

2 BEAT THE PRO SPONSOR SOLD OUT

- Tournament fee for 2 players
- Signage

4 HOLE IN ONE SPONSOR \$4,000

- Tournament fee for 2 players
- Signage

36 HOLE SPONSOR \$4,000

- Tournament fee for 2 players
- Signage

*All sponsorships receive corporate logo in tournament photobook given to each player.

*Additional opportunities available for in-kind support.

** GST will be added to sponsorship cost.

SPONSORSHIP REQUIREMENTS & DEADLINES

IMPORTANT REQUIREMENTS AND DEADLINES:

JUNE 30, 2023

Sponsorship Registration Deadline:

- All sponsorship details and payment must be confirmed
- Any volunteer support required, or product sampling /giveaways planned
- Event activation support, if required

AUCTION DONATIONS & IN KIND SUPPORT

Are you a local business that would benefit from showcasing a product or service to a crowd of invested and generous individuals from corporate Calgary? Consider donating to the AGAT Foundation Charity Classic for an in-kind hole activation or silent/live auction.

For more information and to confirm your sponsorship, please contact **Kristy Bilton** at **403.922.6885** or **bilton@agatlabs.com**.



2022 GIFT IN-KIND DONORS

100th Meridian Sales
AGAT Laboratories
B.U Salon and Spa
Back and Body Health
Balsom Sports Performance
Benner Plumbing
Black Fly
Bridgeland Distillery
Browns Social House
Cactus Club
Calaway Park
Calgary Flames
Calgary Stampede
Canadian Brewhouse
Chem Science
Cineplex Odeon Sunridge
Cobs Bread
Direct Energy
EECOL Corporate
EECOL Electric
Elite Promo Marketing
Escape 60
Fisher Scientific
Flying Squirrel
Folio Instruments Inc
Fresh Prep
Gerald & Alicya Perreault
Golden Golf Club
Grounds Guys
Hair Tech
Heritage Park
Hoskin Scientific
Hound Express
Jennifer Ha of Priddis Green Golf and Country Club
Jubilations
Kernels
Knorr Farms
Lakeside Golf Course
Launch Pad Golf
Launch Recruiting

McKenzie Meadows Golf Course
Men In Kilts
Mirage Landscaping
Negotiations Collective
Newell Brands Canada
Panchuck Partners Realty
Park and Jet
Partake
PCL
Pet Planet Chestermere
Peter the Plantman
Pomeroy Kananaskis Mountain Lodge
Priddis Pro
Purolator
RBC
Rig Hand Distillery
Romero Distilling
Royal Tyrrell Museum
Russel A. Farrow
Rusted Petal Ltd
Shed Solutions
Stage West Calgary
Sync Automation and Security
The Brick
The Keg Mcleod
Trail Appliance
Trail Brand Appliances Wolf Sub Zero
Two Rivers Distillery
Uline
Univar
Vertigo Theatre
Visions
VRCORE
Waste Management
Watch Warehouse
White Wolf Rafting
Willow Park Wine and Spirits
Work Hub
Yummy Co. Retro Candy Shoppe

2022 PARTNERS, SPONSORS AND MAJOR GIFT DONORS

TITLE SPONSOR



VENUE HOST



FOUNDATION FRIENDS & MAJOR GIFT DONORS



Clayton &
Linda Woitas
Family Trust

DeSanti
Family Trust



Kuzek
Foundation

Larry Knorr &
Reg Toth

GOLD SPONSORS



SILVER SPONSORS

BREAKFAST SPONSOR

Scotia
Wealth Management

DINNER SPONSOR



WATER BOTTLE SPONSOR

SECURE

GOLF CART SPONSOR

CALBRIDGE
HOMES

BAG DROP SPONSOR



DRIVING RANGE SPONSOR



BEVERAGE CART SPONSOR



PHOTOGRAPHY SPONSOR





BEAT THE PRO SPONSOR



HOLE IN ONE SPONSOR



TEE GIFT SPONSOR



HOLE SPONSORS



PIN SPONSORS



FOOD AND BEVERAGE SPONSORS





17TH ANNUAL AGAT FOUNDATION CHARITY CLASSIC COMMITTEE

John DeSanti
Marissa Reckmann
Allan Kostanuick
Kham Lin
Rob Crist

Kelly Howard
Kristy Bilton
Rose Viscount
Melanie Dekker
Katie MacLaren