



ALBERTA
CANCER
FOUNDATION



Prostate Cancer
Centre



AUGUST 21, 2025

THE AGAT PRIDDIS GREENS CHARITY GOLF CLASSIC
PRIDDIS GREENS GOLF AND COUNTRY 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.

AGAT Laboratories draws its guiding principles from the profound lessons embodied by the Canadian Geese, symbols of unity and resilience that form the foundation of the AGAT Foundation's values and logo. These migratory birds have shown us that, by flying in harmony toward a shared direction, remarkable goals can be reached. Here are five timeless lessons that shape our commitment to teamwork, purpose, and mutual support:

Lesson 1: The Power of Collective Momentum

In unity, there is strength. Just as each goose benefits from the combined force of the flock, we find that a shared sense of purpose lifts us all. When one steps out of formation, they quickly feel the drag of going it alone, often rejoining to benefit from the shared energy.

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.

Lesson 2: Aligning with the Right People and Purpose

Geese show us that staying in formation with those headed in our direction enhances endurance and success. When the lead goose tires, another seamlessly takes its place, illustrating that true progress is achieved through shared effort and mutual trust.

Lesson 3: Taking Turns to Share the Load

The geese rotate leadership, sharing the burden and pacing themselves as a team. Their honking from behind is a constant encouragement, a reminder to lift one another up. In our own "honking," what messages do we send? Let it be encouragement, support, and motivation for each other.

Lesson 4: Honk with Purpose

Our words and actions from behind must inspire those in front to keep moving forward. Encouragement can be the difference between stagnation and growth; it's our duty to honk with purpose, building each other up toward our shared goals.

Lesson 5: Standing by One Another in Times of Need

When one goose is injured, two others follow it down, staying until it recovers or passes. If we, too, have the wisdom of geese, we will stand by each other in both struggle and strength, ensuring no one is left behind as we pursue our collective goals.

Let us, like the Canadian Geese, continue to embody unity, resilience, and purpose. Together, we rise.



THE AGAT FOUNDATION DRIVE FOR HOPE IS MADE UP OF THESE KEY INITIATIVES:



01

**TRANSFORMING
BREAST CANCER
CARE WITH
TECHNOLOGY**

In 2024, the AGAT Foundation has funded advanced imaging technologies, improving breast cancer surgeries at the Peter Lougheed Centre and Rockyview General Hospital, benefiting over 100 patients with more precise and less invasive procedures.



02

**"KEEP IT IN
ALBERTA" CAMPAIGN
FOR PROSTATE
CANCER CENTRE**

From November 1-30, 2024 the AGAT Foundation matched every dollar raised, up to \$350,000. This year's campaign raised \$873,306 for the 'Keep it in Alberta' Campaign for Prostate Cancer Centre (PCC) to help build a new MAN VAN® for Alberta men.



03

**NEIGHBOURS
HELPING
NEIGHBOURS
MATCHING
CAMPAIGN**

Launching February 1, 2025, in partnership with the Alberta Cancer Foundation (ACF) for World Cancer Day, this campaign aims to raise \$500,000 to provide financial support for cancer patients in need.

04

**50/50
DRAW**



Launching in 2025, the AGAT Foundation's 50/50 draw will offer participants a chance to win while supporting PCC.

05

**SILENT &
LIVE
AUCTION**



In summer 2025, we will host silent and live auctions, offering exciting prizes to raise funds for the Prostate Cancer Centre and Alberta Cancer Foundation programs.



06

**THE AGAT
PRIDDIS GREENS
CHARITY GOLF
CLASSIC**

On August 21, 2025, the Drive for Hope culminates in a golf tournament at Priddis Greens & Country Club will raise funds for PCC & ACF, continuing AGAT's legacy of community impact.



A LEGACY OF IMPACT

A SYMBOL OF HOPE & SUPPORT

The AGAT Foundation Charity Classic unites Albertans in the fight against cancer. This event originated in 2016 from the merger of two meaningful tournaments: the Don LaBerge Memorial Golf Classic and Golf for a Cure, held in memory of Janice E. Crist. In their first year together, the combined event raised \$50,000, paving the way for the inaugural Alberta Cancer Foundation Golf Classic in 2017.



Since then, the tournament has flourished, raising over \$1.37 million for critical cancer support programs such as Patient Financial Assistance and Patient Navigator initiatives. In 2022, the AGAT Foundation assumed leadership of the event, building on its legacy and amplifying its impact. Under AGAT's stewardship, the tournament has raised an additional \$2.15 million, providing essential support to families across Alberta.

A LEGACY OF GENEROSITY AT PRIDDIS GREENS

Since 1999, the Priddis Greens Charity Classic has raised over \$7.85 million for the Prostate Cancer Centre (PCC). Initiated by Mr. Bill Beattie and friends to support prostate health, this event has become a cornerstone for Priddis Greens Golf & Country Club, funding lifesaving services, early screenings, and treatment while promoting prostate cancer awareness across Southern Alberta.



UNITED FOR A GREATER CAUSE IN 2025

In 2025, the AGAT Foundation Charity Classic and the Priddis Greens Charity Classic unite to support the Alberta Cancer Foundation's Patient Financial Assistance, Breast Cancer Initiatives at the Peter Lougheed Centre and mobile breast screening unit, alongside the Calgary Prostate Cancer Centre's MAN VAN initiative. This collaboration amplifies impact, directly supporting Albertans facing cancer and prostate health challenges.

Join us at Priddis Greens Golf & Country Club for a day of philanthropy, community, and golf, as we honor a shared legacy of compassion and change lives together.



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”.

Helping People with Cancer Focus on What Matters Most: Healing

A cancer diagnosis impacts more than just health—it disrupts every part of life. Many Albertans face the challenge of navigating a complex health-care system while struggling with the financial strain of covering treatment and daily living expenses. For patients without health insurance, those with limited income, or those living in rural communities, these challenges can be overwhelming, forcing difficult choices between receiving treatment or paying basic bills. The Alberta Cancer Foundation acts as a beacon of hope by empowering and uniting Albertans around a common purpose, investing in the future of cancer research and care, and ensuring no Albertan facing cancer walks alone. Funds raised at the AGAT Foundation Charity Classic support the Alberta Cancer Foundation’s Patient Financial Assistance Program.

This vital program provides support to eligible patients facing financial hardship, covering costs like travel, accommodations, and medications not covered by insurance, along with everyday expenses like groceries and utility bills. Last year, the Patient Financial Assistance Program provided aid to families in 135 communities, thanks to our generous donors.

As a single community of committed, passionate Albertans focused on a single goal, we are relentless in our pursuit of bringing the best cancer care and research possible to our province.

Together, we are creating more moments for more Albertans facing cancer.



PROSTATE CANCER CENTRE THE MAN VAN®

The MAN VAN® is Canada's first and only mobile men's health clinic, delivering vital health screenings to men in Calgary and rural southern Alberta. With one in six Alberta men at risk of prostate cancer, early detection can be lifesaving. Through its free PSA (Prostate-Specific Antigen) blood tests, the MAN VAN® makes it easy for men aged 40-70 to get screened. Whether you visit your family doctor or stop by the MAN VAN®, a PSA test helps detect prostate cancer early, when it's most treatable.

Since its launch, the MAN VAN® has provided more than 70,000 men with free baseline PSA blood tests, collecting valuable data along the way. Each year, the clinic reaches over 7,000 men, not only by offering health screenings but also by increasing awareness about physical and mental wellness. In addition to PSA testing, the MAN VAN® team provides a mental wellness check to assess risks of depression and suicide, offering support for mental health as well as physical well-being.

The MAN VAN® goes where men are—in their communities, workplaces, and at local events—eliminating barriers to essential health services. The entire visit takes just 15 minutes and requires no appointment, making it convenient and accessible.

The AGAT Foundation proudly supports the Keep it in Alberta campaign to fund a fourth MAN VAN®. Throughout November, the Foundation matches every donation made—dollar for dollar—up to \$350,000. This ensures that every contribution raised in Alberta stays in Alberta, directly benefiting local communities and expanding life-saving health initiatives.



ALBERTA CANCER FOUNDATION MOBILE BREAST SCREENING UNIT

Supporting Albertans in rural and Indigenous communities

Cancer doesn't care where you live. But we do.

Although breast cancer remains the second leading cause of cancer death among women, the chances of survival continue to improve due in part to breast cancer screening programs. The successful mobile breast cancer screening program in Alberta, Screen Test, is bringing life-saving screening services to those in rural and remote communities. Easy access means more Albertans are getting screened and more cancer is being discovered early.

The Screen Test program began in 1991 and has been extremely successful to date, allowing more Albertans to undergo breast cancer screening in their own communities. The program currently serves 120 Rural communities and 26 Indigenous communities throughout Alberta.

Over 500,000 mammograms have been performed across the province, detecting 25,286 abnormalities for additional testing, leading to over 2,973 women diagnosed with breast cancer.

The Mobile Breast Screening Units have traveled approx. 12,000 km each year for the past 13 years. Over 150,000 patients have been screened using the Mobile Breast Screening Units, which will only increase as we gain successful outreach into more communities within the province.

As part of the Drive for Hope initiative, the AGAT Foundation is dedicated to funding and enhancing the Mobile Breast Screening Unit. The Foundation aims to help cover operational costs and assist in purchasing a smaller, more efficient mobile unit to better serve the 120 communities it visits annually. This initiative ensures that every contribution stays in Alberta, directly supporting life-saving breast cancer screening and care in local communities.



ADVANCING BREAST CANCER CARE WITH INNOVATIVE TECHNOLOGY

Breast cancer affects one in eight Canadian women, making it the most common cancer among women worldwide. Early detection through advanced imaging has improved outcomes, but challenges remain in delivering precise, effective surgical care. The AGAT Foundation is dedicated to transforming this process by supporting cutting-edge technologies in breast-conserving surgeries.

Traditionally, small tumors required wire localization—a stressful and invasive method to mark tumor locations before surgery. Today, innovative solutions like the Faxitron Trident HD and Magseed with Sentimag systems are revolutionizing care. The Trident HD is a portable high-definition X-ray device that provides real-time imaging during surgery, allowing surgeons to precisely remove cancerous tissue while preserving healthy tissue. This eliminates the need for lengthy tissue processing, reducing anesthesia time and enhancing precision.

The Magseed system offers a minimally invasive alternative to wire localization. A magnetic seed, no larger than a grain of rice, is inserted into the tumor days or weeks before surgery. During the procedure, a handheld device detects the seed, guiding the surgeon with pinpoint accuracy. This technology

minimizes patient stress and discomfort while improving surgical outcomes.

By integrating these systems, surgeons can remove smaller volumes of tissue, preserving the breast's natural shape and improving cosmetic results. These advancements reduce the likelihood of repeat surgeries, fostering long-term survivorship and helping women regain their sense of normalcy.

The AGAT Foundation, with the generous support of donors, is proud to have enabled transformative changes in breast cancer care at the Peter Lougheed Centre. Through our contributions, the Centre procured the Faxitron Trident HD for intraoperative imaging and the Sentimag system for magnetic localization, along with essential Magseeds. These technologies have already impacted over 100 patients, eliminating the need for invasive wire localization and stressful day-of-surgery procedures. By enabling precise, minimally invasive surgeries, these advancements have significantly reduced patient anxiety, improved surgical outcomes, and helped women return to their lives with enhanced confidence and comfort. This initiative exemplifies our commitment to compassionate, patient-focused care and continues to set a standard for innovative breast cancer treatments across the province.



FEATURED SPONSORSHIPS

TITLE SPONSOR

AGAT Laboratories will be returning as the Title Sponsor again in 2025. For over 45 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.

SUPPORTING THE CHARITY CLASSIC: A COMMUNITY OF CARE

Opportunities are available to contribute to the initiatives of the Charity Classic, directly supporting impactful programs like the Patient Financial Assistance Program at the Alberta Cancer Foundation, the Prostate Cancer Centre and the Breast Cancer Localization Program at the Peter Lougheed Hospital. Donations will be recognized in all promotional materials related to the Charity Classic, on a prominent section of the Alberta Cancer Foundation’s website, and on the AGAT Foundation website (www.agatfoundation.com). As a donor, you will be celebrated as a Friend of the Foundation, aligning

with the values and programs supported by the AGAT 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 REQUIREMENTS & DEADLINES

IMPORTANT REQUIREMENTS AND DEADLINES:

JUNE 30, 2025

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 charityclassic@agatfoundation.com



SPONSORSHIP OPPORTUNITIES



TITLE SPONSOR \$50,000

- Tournament fee for 8 players
- 16' Sponsor Flag with corporate logo

PLATINUM SPONSOR \$30,000

- Tournament fee for 8 players
- 16' Sponsor Flag with corporate logo

TITANIUM SPONSOR \$20,000

- Tournament fee for 4 players
- 12' Sponsor Flag with corporate logo

GOLD SPONSOR \$15,000

- Tournament fee for 4 players
- 10' Sponsor Flag with corporate logo

SILVER SPONSOR \$10,000

- Tournament fee for 4 players
- Sponsor Flag with corporate logo

TEE GIFT SPONSOR \$7,500

- Tournament fee for 2 players
- Signage

DINNER SPONSOR \$7,500

- Tournament fee for 2 players
- Signage
- Tent Cards

BREAKFAST SPONSOR \$7,500

- Tournament fee for 2 players
- Signage
- Tent Cards

GOLF CART SPONSOR \$7,000

- Tournament fee for 2 players
- Signage

SNACK SHACK SPONSOR \$7,000

- Tournament fee for 2 players
- Signage on locations and golf course

PRINT SPONSOR \$6,000

- Tournament fee for 2 players
- Signage

WATER BOTTLE SPONSOR \$6,000

- Tournament fee for 2 players
- Signage

PHOTOGRAPHY SPONSOR \$6,000

- Tournament fee for 2 players
- Signage

DRIVING RANGE SPONSOR \$6,000

- Tournament fee for 2 players
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PRACTICE GREEN SPONSOR \$5,000

- Tournament fee for 2 players
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BAG DROP SPONSOR \$6,000

- Tournament fee for 2 players
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WINE SPONSOR \$6,000

- Tournament fee for 2 players
- Signage

ON COURSE BEVERAGE SPONSOR \$6,000

- Tournament fee for 2 players
- Signage

COFFEE & BAILEY'S SPONSOR \$6,000

- Tournament fee for 2 players
- Signage

BEAT THE PRO SPONSOR \$5,000

- Tournament fee for 2 players
- Signage

HOLE IN ONE SPONSOR \$5,000

- Tournament fee for 2 players
- Signage

HOLE SPONSOR \$5,000

- Tournament fee for 2 players
- Signage

TEAM REGISTRATION

- Team of 4 - \$10,000 (\$2,500 per player)
- Individual Player - \$2,500

*All sponsorships receive recognition on our social media platforms, websites, and printed material

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.

THANK YOU FOR YOUR CONTINUOUS SUPPORT

TITLE SPONSOR



VENUE HOST



FOUNDATION FRIENDS & MAJOR GIFT DONORS



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THANK YOU FOR YOUR CONTINUOUS SUPPORT





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THANK YOU TO PAST PRIDDIS GREENS CHARITY CLASSIC SPONSORS







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