



REPORT

TO: Community Services Executive Committee

FROM: Jason Kabel, Community Services Division Manager

DATE: September 14, 2017

RE: **Montreal Canadians Alumni Hockey Tour**

At the regular meeting of Council on Monday September 11th, 2017, the attached request received August 28th, 2017 from B. Da Silva, Sports Coordinator, Montreal Canadiens Alumni Hockey Tour re: Canadiens Alumni Charity Hockey Game -February 24th, 2017 Sponsorship Opportunities was referred to the Administration and Finance Executive Committee for recommendation with input from the Community Services Executive Committee.

The request is as follows:

The Montreal Canadiens Alumni are looking for an association to work with to organise a charity hockey game featuring our Canadiens Alumni in Fort Frances on February 24th. Attached you will find a planning guide which gives you an idea of the events that we provide. The cost of hosting a game is 18,500\$ plus taxes and hotel accommodations however as you can see in the planning guide, the potential revenue is significant. With the help of a couple sponsors, a large success is highly likely for your community.

Here are some examples;

- VIP section behind the players bench, meet and greet with the players before or after the game, etc...) You can sell 200 tickets X \$75.00 = \$15,000.00
 - 2 'Thrill of a lifetime' super fans that come and play with the Montreal Canadiens Alumni team. You can sell those for \$1,500.00 each player = \$3,000.00
 - 1 Coach for the Montreal Canadiens Alumni team = \$750.00
 - Build your local team; 22 players that will pay (and encourage your charity) to play against their hockey heroes. Your team of 22 players X \$200.00 = \$4,400.00
- You have raised \$23,150.00 and have not sold one ticket to the general public yet. If you would be interested in hosting a fundraiser of this type or have any questions regarding our charity hockey games, please respond to this email or give me a call at 1-514-925-4364.

RECOMMENDATION

Provide input to the Administration & Finance Executive Committee.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read "J. Kabel".

Jason Kabel