

Lisa Slomke

From: Kathy Lawson
Sent: Monday, August 28, 2017 1:00 PM
To: Lisa Slomke
Subject: Montreal Canadiens Alumni Hockey Tour

From: Kathy Lawson
Sent: August-28-17 12:59 PM
To: 'Da Silva, Brian' <BrDaSilva@Canadiens.com>
Subject: RE: Montreal Canadiens Alumni Hockey Tour

Good Afternoon Mr. Da Silva:

Thank you for your request. I will be forwarding it to the next meeting of Council dated for September 11th, 2017 at which time Council will refer it to the appropriate executive committee(s) for their deliberations and recommendations.

The Clerk's Office will undertake to correspond with your office post meeting(s) to advise you of Council's decisions.

Best regards,

Kathryn Lawson, Deputy Clerk
Phone - 807-274-5323 ext 1212
fax - 807-274-8479
klawson@fortfrances.ca

From: Da Silva, Brian [<mailto:BrDaSilva@Canadiens.com>]
Sent: August-28-17 11:36 AM
To: Kathy Lawson <klawson@fortfrances.ca>
Subject: Montreal Canadiens Alumni Hockey Tour

Hello Ms. Lawson,

Thank you taking the time to speak with me today.

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.

Thank you for considering our event,



BRIAN DA SILVA

Coordonnateur ventes et événements, Anciens Canadiens
Sports Coordinator – sales and events, Canadiens Alumni / Sports
Club de hockey Canadien, Inc.
T (514) 925-4364

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