

CURE CANCER CLASSIC

Golf Tournament SPONSORSHIP PACKAGE

SEPTEMBER 25-27



LOYALIST GOLF CLUB

WHO ARE WE?

The Cure Cancer Classic (CCC) is the largest independent hockey fight cancer fundraiser in North America. Founded in 2005 by a Queen's Commerce student whose father was battling stage four lung cancer, CCC has grown from a single event into a full season of high-impact fundraising initiatives that unite students, alumni, sponsors, and the broader Canadian community.

In 2025, our Comm-Eng Rivalry Game alone raised over \$721,000 - up from just \$9,000 nine years ago. Across all events last season, CCC raised over \$600,000, bringing our lifetime total to more than \$3,000,000 donated to the Canadian Cancer Society.

- ★ Largest independent hockey fight cancer fundraiser in North America
- ★ \$3,000,000+ raised for the Canadian Cancer Society since inception
- ★ 5,000+ fans at a sold-out Comm-Eng Rivalry Game at Leon's Centre
- ★ 36-person executive team of Queen's Commerce & Engineering students
- ★ 6 major events spanning golf, hockey, and community engagement throughout the year

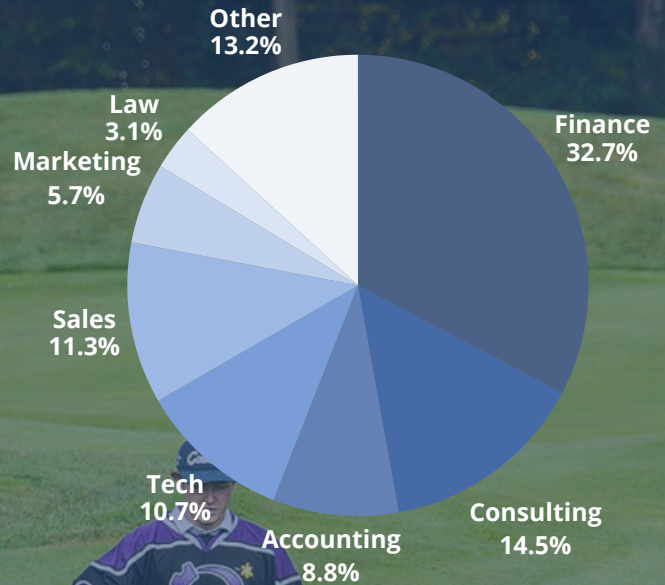
The golf tournament is our kick-off event, hosting over 250 students, parents, alumni, teachers, and more from the Queen's community to tee-off for a cause at Loyalist Golf Club, on September 25th and 27th.



RECRUITING ENGAGEMENT

The Cure Cancer Classic Golf Tournament hosts over 200 Queen's students coming from faculties of Commerce, Engineering, Computer Science, and beyond. By partnering with the CCC, your firm will gain awareness among future professionals, engage in valuable networking at events, and media recognition, gaining 100,000+ impressions across several digital touchpoints.

ALUMNI JOB STREAMS



SOURCED FROM DATABASE OF 200+ ALUMNI OVER 20 YEARS

PLAYER & EXECUTIVE ALUMNI

Goldman Sachs



Harvard Business School



ONTARIO TEACHERS' PENSION PLAN

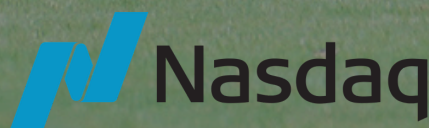


McKinsey & Company



Brookfield

BlackRock



SPONSORSHIP TIERS

TITLE SPONSORSHIP - \$5,000

Our highest level of event sponsorship, offering maximum brand exposure throughout the entire Golf Tournament. As a title sponsor, your firm will maximize their visibility and direct networking opportunities among CCC's audience, receiving benefits such as:

- Optionality for on-site brand presence via. activation booth + direct engagement with all attendees
- 4 tickets to the golf tournament
- Event naming rights (e.g., [Company Name] Golf Tournament) across all marketing, media, and communications, and top logo placement across all materials
- Access to the Cure Cancer Classic resume book

CURE CANCER CHAMPIONS PARTNER - \$3,000

The **Cure Cancer Champions** is a newly introduced trophy and signature blazer awarded to the winning foursome of the weekend, selected from 75+ teams at the tournament's closing banquet. Benefits of partnering for the Cure Cancer Champions include:

- Engraved branding & embroidery on the winner trophy and blazer
- 4 tickets to the golf tournament.
- Optionality to present trophy at final golf banquet
- Logo featured across all Cure Cancer Classic social media platforms
- Access to the Cure Cancer Classic resume book

DRIVING RANGE PARTNER - \$3,000

Join us at the driving range, where players kick off their day by warming up their swings! Through partnering as the **Driving Range Sponsor**, your firm will receive:

- Logo features on every tee-box at the course with an audience of over 200 players throughout the weekend
- 4 tickets to the golf tournament
- Social media features across all CCC platforms, and signage across the driving range
- Networking opportunity on the green and optionality for on-site recruiting booths
- Access to the Cure Cancer Classic resume book

SPONSORSHIP TIERS

GOLF BALL PARTNER - \$2,500

As the **Golf Ball Sponsor**, your firm's logo will be customized on golf balls, putting your brand directly into every player's hand. Benefits of partnering as a Golf Ball Sponsor include:

- Over 250 premium branded golf balls placed in every player kit, reaching 250+ players
- Digital promotion of branded merchandise
- Optionality to include additional recruiting materials in player kits
- Access to the Cure Cancer Classic resume book

PUTTING CONTEST PARTNER - \$2,000

As the **Putting Contest Sponsor**, your firm will headline one of the most exciting moments of the tournament, closing out the day's events. Players participate in a high-energy, pay-to-play putting contest, with the winner receiving a prize of the sponsor's choosing. Additional benefits include:

- Signage and promotional materials across putting contest green
- Optionality to provided branded materials for participating players
- Access to the Cure Cancer Classic resume book
- Social media activations across all CCC platforms

GOLF CART PARTNER - \$1,500

Your company's logo will be prominently displayed on the golf carts used by players throughout the tournament. It will also appear in event photography and be featured across our social media channels, extending your brand's exposure both on and off the course. **Golf Cart Sponsors** additionally receive:

- Optionality to provided branded and recruiting materials in all participating players golf carts
- Access to the Cure Cancer Classic resume book
- Social media activations across all CCC platforms

SPONSORSHIP TIERS

GOLF HOLE SPONSOR - \$500

As a Golf Hole Sponsor, your company will be assigned a dedicated hole, with the opportunity to have representatives on-site to engage directly with golfers and host a branded activation to showcase your company. Additional benefits include:

- Company logo at the tee box of your hole
- Featured content on CCC social media throughout tournament
- Professional photography of your hole signage and players

HEADLINE TEAM PRIZES - IN-KIND

Seeking in-kind donations for headline tournament prizes:
(e.g. Best Team Score, Tournament MVP, Highest Fundraising Team)

INDIVIDUAL PRIZES - IN-KIND

In-kind donations for individual giveaways (Longest Drive, Closest to the Pin, Chipping Contest, Putting Contest, Golf Ball Guess, 2nd/3rd Top Fundraiser)

PLAYER KIT SPONSORSHIP - IN-KIND

Small in-kind donation items to be given away to tournament players in a participation pack (e.g., golf balls, snacks, accessories, stickers, etc.)

OTHER SPONSORSHIP INQUIRIES

Have an idea that suits your brand? Let us know! We are open to exploring options that best contribute to your company's goals and our cause.

CONTACT INFORMATION

THANK YOU

On behalf of the entire Cure Cancer Classic Executive Team, we thank you for your interest in our mission and invite you to play a significant role in the success of this year. We look forward to discussing the implementation of a mutually beneficial partnership that would maximize the value to your organization, and help us maximize our donation to the Canadian Cancer Society.

If you have any further questions, please do not hesitate to reach out to our sponsorship team via the information below.



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GOLF TOURNAMENT

SEPT 25TH-27TH

To kickstart our year, CCC hosts an annual golf tournament — a day for alumni, student golfers, enthusiasts, and local companies to come together, enjoy a scramble-format round, and help raise funds for cancer research. Situated at the loyalist golf club, with a 1 PM shotgun start, and Mulligans available by donation. Top fundraisers, best scoring teams, and many more prizes are handed out at the end of the tournament



OCT 23RD

LAPS 4 LIFE

Laps 4 Life is CCC's newest endurance event — a 12-hour marathon held on Queen's Tindall Field that brings together runners, students, and supporters in support of the Canadian Cancer Society. Participants rally family and friends to pledge donations per kilometre run, turning every lap into impact. In its inaugural year, the event covered 101 km and raised over \$47,000, fueled by the energy and commitment of everyone involved.

QUEEN'S CLASSIC

NOV 20TH-21ST

Our signature Queen's Classic hockey tournaments bring students, faculties, and local supporters together through healthy competition and a shared goal of supporting cancer research. Located at the Invista center, Our Hockey Fights Cancer event kicks off the year with a fun, faculty-versus-faculty game, while the Queen's Classic unites teams from across campus for spirited play and community impact. Teams compete not only for bragging rights but also for prizes that celebrate their efforts on and off the ice.



JAN 21ST

COMM-IVEY MATCH

The Comm vs. Ivey Rivalry Game is CCC's premier single-day event that brings together over 2,000 students from Queen's and Western University. Held at the Kingston Memorial Centre, the event unites both campuses in a spirited competition while supporting the Canadian Cancer Society. From packed stands to game-day activations and fundraising initiatives throughout, the night showcases what's possible when rivals come together for a common cause.

COMMERCE CLASSIC

JAN 22ND-23RD

The Commerce Classic is CCC's marquee multi-university hockey tournament — a weekend-long event that brings together students from universities across Ontario to compete and raise funds for the Canadian Cancer Society. Hosted at the Invista Centre, the tournament features a round-robin format with over 300 student-athletes. In 2025, the event welcomed 12 men's and 5 women's teams and raised \$175,925, with top performers and leading fundraisers recognized throughout the weekend.



MAR 11TH

COMM-ENG MATCH

The Comm-Eng Rivalry Game is Queen's iconic matchup and the must-watch event of the year, bringing together Commerce and Engineering students in front of a packed crowd in support of the Canadian Cancer Society. Hosted at Slush Puppie Place, tickets sold out in under 5 hours last year as over 5,000 fans filled the arena for a high-energy showdown. Named Queen's Event of the Year for multiple consecutive years, the game is live-streamed nationally and has raised over \$721,000, making it Canada's largest student-run sporting event.