



# IGNITE THE FIGHT

Charity Golf Tournament for Arthritis Society Canada

Presented by: **AVONDALE**  
CONSTRUCTION



## SPONSORSHIP PACKAGE

Thursday, August 20, 2026  
10:00 AM Shotgun Start  
Glen Arbour Golf Course

**Join Us for a Day of Golf and Giving!**

# Please join us for the 2<sup>nd</sup> Annual Ignite the Fight Golf Tournament!

On Thursday, August 20, 2026 Arthritis Society Canada will host our 2<sup>nd</sup> annual Ignite the Fight Golf Tournament at beautiful Glen Arbour Golf Course in Hammonds Plains, and we would love for you to join us!

## FIGHTING THE FIRE

Arthritis is not what you might think it is. It is a painful, debilitating disease that has no cure, affecting men and women of all ages - even children. It is time to change the narrative about this disease. To extinguish arthritis, we need to start thinking differently – by being bold and innovative.

Arthritis Society Canada is on a mission to fight the fire of arthritis with research, advocacy, innovation, information and support. As the nations largest funder of arthritis research, representing the six million Canadians who are living with the devastating impact of arthritis, we will continue our work to extinguish the flames of arthritis until everyone is free from its debilitating pain.

## IGNITE THE FIGHT

Join Arthritis Society Canada for the Ignite the Fight Charity Golf Tournament in support of the 1 in 5 Atlantic Canadians living with arthritis. Your participation and support will help fuel advancements in the advocacy and care for arthritis patients in our region, including sending children in Atlantic Canada to Camp JoinTogether.

Our event will begin with registration and breakfast at 8:30 am. Come early with your team to take advantage of our putting challenge, game day activities, and silent auction.

At 9:30 we will have opening announcements and make our way to our golf carts, and then off to our assigned holes for a 10:00 am shotgun start.

Teams will play at a smooth pace with lots of opportunities to win prizes and engage with hole activations.

We will return to the club house to celebrate the day's successes, award prizes and share more about the impact of your support for people living with arthritis in Atlantic Canada, all while enjoying a delicious chef inspired meal and browsing the silent auction for an exciting find!

## 2026 IGNITE THE FIGHT COMMITTEE MEMBERS

- David Gates
- Ernie Yarn
- Bob Mosher
- Stewart Young
- Matt Kempton
- Staff: Shannon Shields  
sshields@arthritis.ca

**1 in 5**  
have arthritis



**6 million today**

**9 million by 2045**



[arthritis.ca](https://arthritis.ca)

# 2026 SPONSORSHIP OPPORTUNITIES AND BENEFITS: SNAPSHOT

Sponsorship	Presenting	Eagle	Birdie	Hole Plus	Hole
Opportunities Available	1	3*	3*	5	14
Confirmed Player Spots	4	4	2	4	1
Presenting Sponsor Logo on all materials	●				
Opportunity to speak at event	●				
Logo recognition on print materials	●	●	●	Text	Text
Banner/signage placement at event	●	●	●	Hole #	Hole #
Recognition of custom item sponsorship	●	●	●		
Logo and link on event website	●	●	●	●	●
Pre and post event social media recognition	●	●	●		
Logo signage on teebox/green	●		●	●	●
Opportunity to host a hole activation			●	●	●
Opportunity to contribute to player gift bags	●	●	●		
Breakfast and dinner for players	●	●	●	●	●
First right of refusal for 2027 Ignite the Fight	●	●	●		

\*Details for each sponsorship opportunity are outlined in the remainder of the booklet to follow.



## PRESENTING SPONSOR - \$12,000



- Name Inclusion – your company’s name integrated into the official title of the tournament, e.g., “the Ignite the Fight Golf Tournament presented by [Sponsor’s Name.]”
- Logo Placement – your company’s logo included in all promotional materials related to the tournament including banners, flyers, programs, website, etc. (at Arthritis Society Canada’s discretion.) Signage will be strategically placed in high-traffic areas at the tournament venue/course, including, but not limited to, registration desk, tee boxes, clubhouse, refreshment stands.
- Media – Inclusion in all pre and post event press releases. Mentions on Jack 92.9 (our media partner) during live and produced promotional spots. Your logo included in any online promotional mentions on our media partners’ website (if applicable.)
- Social Media – Your company mentioned and tagged in all social media posts related to the golf tournament (including any applicable stories and live streams.)
- Marketing – featured placement in email blasts to our regional subscribers. Top billing on the golf tournament website, including logo and link to your website.
- One Complimentary Foursome – perfect for company staff or entertaining key clients.
- Speaking Opportunity – option to address the participants during the tournament breakfast before kick-off.
- Onsite Marketing – opportunity to include promotional items or have products featured at tournament. Option for tent space at a prime hole location where you can display products, distribute marketing materials and engage with attendees.
- First right of refusal for Ignite the Fight 2027

## THANK YOU FOR AN INCREDIBLE 2025 EVENT!

Thank you to everyone who joined us for the inaugural Ignite the Fight Charity Golf Tournament on October 20, 2025. Your enthusiasm, generosity, and community spirit made the day truly special and helped advance the mission of Arthritis Society Canada to support the millions of people living with arthritis across the country. From the first tee-off to the final putt, the event was filled with camaraderie and purpose.

A special congratulations to our day’s champions, Lindsay Construction, for taking top honours on the course—and thank you to all the players, sponsors, volunteers, and supporters who helped make our very first tournament such a success. We can’t wait to see you back on the green next year as we continue to Ignite the Fight together.



# 2026 SPONSORSHIP OPPORTUNITIES AND BENEFITS: EAGLE

## EAGLE SPONSOR: CART FLEET, BREAKFAST, RECEPTION



- Event Signage – your logo included on all event signage, including banners and registration areas (at Arthritis Society Canada’s discretion.)
- Digital marketing – your logo added to the golf tournament website, including a link to your website. Your business tagged in any social media posts related to this event on the Arthritis Society Canada platforms.
- Onsite Promotion – your company mentioned during announcements made during the breakfast before start of tournament. Invitation to set up a booth/table onsite to distribute promotional materials (upon approval from Arthritis Society Canada.)
- Swag Bag Inclusion – opportunity to include promotional items in participant swag bags (upon approval from Arthritis Society Canada.)
- Complimentary Foursome – perfect for company staff or entertaining key clients.
- First right of refusal for Ignite the Fight 2026
- **Custom logo recognition for exclusive sponsorship package:**



### CART FLEET: \$6,000

- Brand Visibility – your company’s logo prominently displayed on all golf carts used for the Ignite the Fight tournament.
- Opportunity to share a special message on signage placed at the golf cart lot with logo placement

### RECEPTION/DINNER/BOXED LUNCH: \$5,000

- Brand Visibility – your company’s logo prominently displayed on boxed lunch stickers and/or on signage placed during reception or signage placed during dinner/reception/banquet
- Special thanks announced during presentations and announcements on event day



### WELCOME AND REGISTRATION : \$3,000

- Brand Visibility – your company’s logo prominently displayed on signage placed at registration and during breakfast before teams hit the green
- Special thanks announced during presentations and announcements on event day

## BIRDIE SPONSOR: MEDIA PARTNER, HOLE IN ONE, PUTTING CHALLENGE

- Event Signage – your logo included on all event signage, including banners and registration areas (at Arthritis Society Canada’s discretion.)
- Digital marketing – your logo added to the golf tournament website, including a link to your website. Your business tagged in any social media posts related to this event on the Arthritis Society Canada platforms.
- Onsite Promotion – your company mentioned during announcements made during the breakfast before start of tournament. Invitation to set up a booth/table onsite to distribute promotional materials (upon approval from Arthritis Society Canada.)
- Swag Bag Inclusion – opportunity to include promotional items in participant swag bags (upon approval from Arthritis Society Canada.)
- Complimentary Player Spots, vary depending on sponsorship package chosen.
- First right of refusal for Ignite the Fight 2027
- **Custom logo recognition for exclusive sponsorship package:**

### MEDIA PARTNER: \$2,500

- 2 Player spots for the tournament
- Special thanks announced during presentations and announcements on event day



### HOLE IN ONE SPONSOR: \$2,500

- Brand Visibility – your company’s logo prominently displayed on the assigned hole in one hole on the course plus an opportunity to host the hole activation at the assigned hole in one hole.
- Opportunity to win on the hole in one will be announced as the “Sponsor Name Hole in One” Opportunity on social media, via email and verbally during the event.

### PUTTING CHALLENGE SPONSOR: \$2,500

- Brand Visibility – your company’s logo prominently displayed on the putting green and with the table and volunteers who will be hosting the putting challenge.
- Activation placement for your team, who may host the putting challenge along with volunteers.
- Putting challenge hosted by Sponsor Name will be highlighted digitally leading up to, and verbally during the event.



## 2026 SPONSORSHIP OPPORTUNITIES AND BENEFITS: HOLE SPONSORSHIP

### HOLE SPONSOR: \$1,000

- Brand Visibility – your company's logo displayed at your designated tournament hole.
- Setup at a hole for sampling of your products. Vendors are responsible for providing appropriate tables, linens, cutlery, glassware and any other equipment required for activation. Arthritis Society Canada will work with vendors ahead of tournament to place them at appropriate hole location.
- Contests and Prizes: Option to host a contest at your sponsored hole (e.g., longest drive, closest to the pin) with the opportunity to present a prize, further enhancing engagement and visibility.
- Exclusive rights to sample at your assigned hole.
- Opportunity to provide promotional handouts at your assigned hole activation.
- Your sponsorship fee covers the costs of logistics, setup, and support that you may require for onsite activation.
- Breakfast and boxed lunch/dinner for two.
- Our vendors are encouraged to accept additional donations at their sampling stations for Arthritis Society Canada!
- Opportunity to add ONE player spot for the tournament for an additional \$100.



### ALL-IN HOLE SPONSOR: \$1,950

- All of the benefits noted above for Hole Sponsorship PLUS one Foursome/Team for the tournament.

TO LEARN MORE ABOUT SPONSORSHIP, OR TO REGISTER A TEAM PLEASE CONTACT:

Shannon Shields, Atlantic Director  
Arthritis Society Canada  
sshields@arthritis.ca ~ 902-293-8751

**Together, we can Ignite the  
Fight against arthritis!**

