

# TOAST OF THE TOWN

PRESENTED BY



**PRISM**  
THE VALVE GUYS

Honouring

Kevin Lowe

## PARTNERSHIP OPPORTUNITIES

*"What we do today saves lives tomorrow."*

Thursday, August 5th, 2021

Rogers Place

*Finding a cure for Multiple Myeloma*

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## THE MAIN EVENT

Join us as we celebrate the esteemed career and vast community achievements of Kevin Lowe. Hosted by Kevin Karius and Garry Meyer, the evening will feature many entertaining stories about Kevin from his friends and peers.



**Date:** Thursday, August 5th, 2021

**Location:** Rogers Place

**Time:** VIP Reception 5:00pm

**Doors Open to Main Event:** 6:00pm

**Buffet Dinner Served:** 6:30pm

**Formal Toast Program:** 7:30pm

*Followed by Auction & Cash Appeal*

**Attire:** Business Casual (Jerseys encouraged)



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## OUR HONOUREE



Kevin Lowe is an Alternate Governor of Oilers Entertainment Group (OEG). Previously, Lowe served as the Oilers President of Hockey Operations for seven seasons and prior to that he spent eight seasons as the Oilers General Manager.

Off the ice, he was no less of a leader. In 1990, Lowe became the only player to win the King Clancy Memorial Trophy and the Budweiser/NHL Man of the Year Award in the same season. Both awards are presented for leadership qualities and humanitarian contributions.

He was also the Oilers' nominee for the Bill Masterton Memorial Trophy that season. His work with the Edmonton Christmas Bureau has set the standard for the Oilers' commitment to community involvement. He was the Honorary Chair from 1982-83 to 1991-92 and Honorary Co-Chair from 2005 to present as well as currently a director of the Edmonton Oilers Community Foundation and the Edmonton Police Foundation.

Lowe, has a son, Shane, and he and his wife Karen, a two-time Olympic alpine skiing bronze medal winner for Canada at the 1988 Winter Olympics in Calgary, have three daughters - Devyn, Darby and Karly - and a son, Keegan, who was drafted by the Carolina Hurricanes in the 3rd round, 73rd overall, at the 2011 NHL Entry Draft.

Lowe was inducted into the Alberta Hockey Hall of Fame in 2019, and was named to the Quebec Remparts All-Star Team (from 1969 to 1985) as part of the QMJHL's 50th anniversary celebrations in 2018-19.

Number 4 holds the record for the most games played as an Oiler, with 1,037 regular season, and 172 playoff games.

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## PARTNERSHIP OPPORTUNITIES

### Venue Partner - \$15,000.00 1 available

- 8 x Tier 1 reserved seats
- Access to VIP Alumni Reception
- Prominent logo recognition on event collateral materials
- Additional benefits to be discussed



### Pride & Passion Alumni Partner \$15,000.00 - 1 available



- 8 x Tier 1 reserved seats
- Access to VIP Alumni Reception
- Opportunity for 2 people to "Skate with the Stars"
- 4 Passes to Alumni Lounge during an Oilers Game
- Opportunity to attend an Oilers Alumni Luncheon
- Prominent logo recognition on event collateral materials

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## PARTNERSHIP OPPORTUNITIES

### Honouree Partner - \$15,000.00

1 available

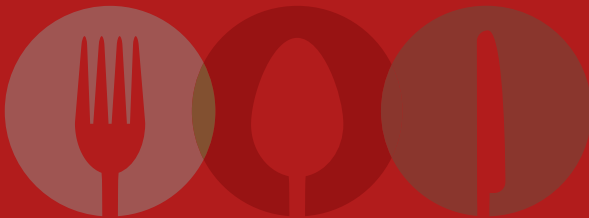
- 8 x Tier 1 reserved seats
- Opportunity to introduce Kevin Lowe
- Access to VIP Alumni Reception
- Prominent logo recognition on event collateral materials



### Dinner Partner - \$10,000.00

1 available

- 8 x Tier 1 reserved seats
- Access to VIP Alumni Reception
- Prominent signage in buffet dinner area
- Prominent logo recognition on event collateral materials



Lowe played 19 seasons in the NHL.

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## PARTNERSHIP OPPORTUNITIES

### Welcome Reception Partner - \$5,000.00

1 available

- 4 x Tier 2 reserved seats
- Access to VIP Alumni Reception
- Opportunity to host reception area
- Prominent logo recognition on event collateral materials



### Photo Booth Partner - \$5,000.00

1 available

- 4 x Tier 2 reserved seats
- Access to VIP Alumni Reception
- Logo placement on photo printed on-site
- Prominent logo recognition on event collateral materials



Our honouree has  
won 6 Stanley Cup  
Championships!

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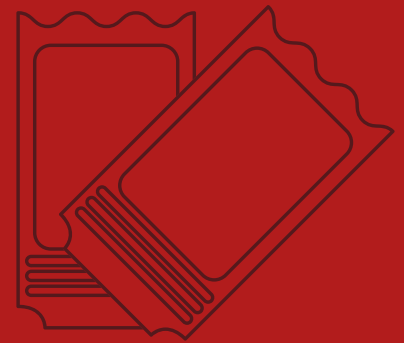


## PARTNERSHIP OPPORTUNITIES

### Will Call Partner - \$5,000.00

1 available

- 4 x Tier 2 reserved seats
- Access to VIP Alumni Reception
- Opportunity to host Will Call area
- Prominent logo recognition on event collateral materials



### Volunteer Partner - \$5,000.00

1 available

- 4 x Tier 2 reserved seats
- Access to VIP Alumni Reception
- Opportunity to provide volunteers with branded wearable
- Prominent logo recognition on event collateral materials



Kevin Lowe was  
the 6th captain in  
Oilers' history.



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## PARTNERSHIP OPPORTUNITIES

**Entertainment Partner - \$2,500.00 - SOLD to**



**Celebrity Partner - \$2,500.00 - SOLD to**



**Friends of Kevin Partner \$1,500.00 - 20 available**

- 2 x Tier 3 reserved seats
- Name listing recognition on event collateral materials

**Live Auction Partner - 5 available**

**Min. \$5000.00 in-kind package donation**

- Logo recognition on accompanying visual presentation
- Verbal recognition during live auction

**Kevin was a 7 time  
NHL All-Star.**





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IN SUPPORT OF THE



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For partnership inquiries contact Kate Gallagher  
[kate@kmgevents.ca](mailto:kate@kmgevents.ca) or 780-289-3077.

***Customized partnerships are available upon request.***

*"What we do today saves lives tomorrow."*