

2024 TOAST OF THE TOWN

PRESENTED BY  **PRISM**
THE VALVE GUYS

"What we do today saves lives tomorrow"

Honouring
Cal Nichols

Coming in 2024

**PARTNERSHIP
OPPORTUNITIES**

In support of the



CURE CANCER
FOUNDATION





The Cure Cancer Foundation is a new grassroots movement founded by an enthusiastic group of people who each have decades of experience raising funds for cancer research and treatment here in Alberta.

The Foundation started as a dedicated group of volunteers establishing a way to have a more direct relationship with the researchers and doctors to help tell their stories and fund vital research and treatment Programs.

Our primary goals are to raise money for cancer research and to end the serious battles people face every day from the moment they hear "you have cancer."

We are passionate about finding a cure and enhancing the lives of Albertans dealing with the disease. All proceeds will be directed towards the latest cancer research.

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THE MAIN EVENT

Ladies and gentlemen, distinguished guests, and hockey enthusiasts welcome to this special evening as we gather to celebrate the esteemed career and outstanding community achievements of Mr. Cal Nichols.



Hosted by the likes of Kevin Karius, Gene Principe, Bob Stauffer, and Mark Connolly, the evening will highlight some of Cal's numerous community contributions. Some recognizable Oilers alumni will also join us in toasting Cal.

Born in Paradise Hill, Saskatchewan, Mr. Cal Nichols started his oil and gas career as an Esso commission agent. He has spent most of his life in petroleum marketing-related industries and real estate development. In 1984, Cal was a founding partner in Northridge Petroleum Marketing Inc., which became the first privately owned company in crude oil and gas marketing in Canada after deregulation. He created Gasland Oil Ltd. in 1985, which grew to over 50 branded independent petroleum outlets in Western Canada.

Mr. Nichols is best known for spearheading a group of local investors in 1998 to purchase the NHL's Edmonton Oilers Hockey Club and prevent them from leaving the City (twice). Cal went on to serve as Chairman and NHL Governor for ten years. Cal has been inducted into the Alberta Business Hall of Fame and has been recognized by many other organizations for his continued efforts in his community.

In 2014, he was named to the Order of Canada, established in 1967 to acknowledge citizens with "... outstanding achievement, dedication to the community and service to the nation." Mr. Nichols states how worldview was shaped by reciprocity, "I believe in being rewarded for superior effort, harder work, ... you should benefit from that, but in the process of benefiting, you should never forget where you came from, and how can I use my good fortune to help those who are less fortunate. I think it's about living life in balance.





WHERE DOES THE MONEY GO?

Wiping Out Cancer Cells

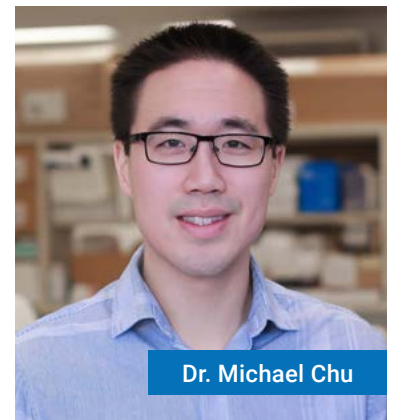
Cancer is nasty. The disease runs rampant through an impacted person's body with little regard for how old they are or how much life they have yet to live. Immunotherapy has brought new hope in cancer treatment for patients who would otherwise die. "Some cancers are responsive to drugs, but others have found ways to hide from the immune system altogether, defying our current treatment methods," says Dr. Michael Chu.

An existing treatment, known as chimeric antigen receptor (CAR) T-cell therapy, overcomes this challenge by genetically reprogramming a patient's own immune cells to give it a new barcode reader capable of recognizing other cancer identifiers, therefore wiping them out without radiation or chemo. The challenge is that it relies on the patient's cells' health to kill off the cancerous ones.

A new evolution of this therapy involves utilizing Natural Killer (NK) cells from healthy people and injecting them into cancer patients so that these healthy cells can be the ones to fight off the cancerous cells. This way, the treatment does not rely on the patient's health, whose body has already endured so much.

NK cells can be gathered through regular blood donations as they are collected along with everything else but are generally unused.

CAR T-cells that recognize these cancer cells have led to cures in multiply relapsed acute lymphoblastic leukemia (ALL) and aggressive non-Hodgkin lymphoma (NHL). By utilizing NK cells as well, a group of patients who would generally be palliative will have a serious chance.



Dr. Michael Chu



With additional help and support, cell therapy trials in multiple myeloma, other lymphomas, leukemia, and some solid organ tumours are within reach.

This program brings Alberta to the cutting edge of immunotherapy research, develops local expertise, improves health economic efficiencies, and, most importantly, will save lives.

In just over two years, we have brought together over 100 individuals in research, medicine, and engineering to create a program capable of addressing cancers in the smallest children straight through to our seniors. Cell therapies are not limited to oncology, and we hope to bring these treatments ultimately to other medical diseases, such as organ transplant medicine and autoimmune diseases, in the near future.

The problem is access to this technology is limited and expensive.

We need your help. Your donation can be the difference between a child getting a chance at a future or succumbing to cancer.

TOAST OF THE TOWN

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PARTNERSHIP OPPORTUNITIES

\$15,000

Venue Partner *(1 Available)*

- ✦ Eight reserved Toast of the Town seats
- ✦ Four tickets to VIP Alumni Reception
- ✦ Prominent logo recognition on event collateral materials
- ✦ Additional benefits to be discussed

\$15,000

Original Oilers Investor Group Partner

- ✦ Eight reserved Toast of the Town seats
- ✦ Four tickets to VIP Alumni Reception
- ✦ Opportunity for two people to "Skate with the Stars"
- ✦ Four Passes to the Alumni Lounge during an Oilers Game
- ✦ Opportunity to attend an Oilers Alumni Luncheon
- ✦ Prominent logo recognition on event collateral materials

\$15,000

Honouree Partner

- ✦ Eight reserved Toast of the Town seats
- ✦ Opportunity to introduce Cal Nichols
- ✦ Four tickets to VIP Alumni Reception
- ✦ Prominent logo recognition on event collateral materials

\$10,000

Vip Event Sponsor

- ✦ Six reserved Toast of the Town seats
- ✦ Four tickets to VIP Alumni Reception
- ✦ Prominent signage in VIP area
- ✦ Prominent logo recognition on event collateral materials

\$10,000

Dinner Partner

- ✦ Six reserved Toast of the Town seats
- ✦ Four tickets to VIP Alumni Reception
- ✦ Prominent signage in the dinner area
- ✦ Prominent logo recognition on event collateral materials

\$5,000

Hall of Fame Partner *(1 Available)*

- ✦ Four reserved Toast of the Town seats
- ✦ Two tickets to VIP Alumni Reception
- ✦ Prominent logo recognition on event collateral materials

Customized partnerships are available upon request.
Contact John Liston for more information at
John@Newcastlewestpartners.com or 780-934-3716

TOAST OF THE TOWN

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PARTNERSHIP OPPORTUNITIES *Continued*

\$5,000

Gasland Photo Partner *(1 Available)*

- ✦ Four reserved Toast of the Town seats
- ✦ Two tickets to VIP Alumni
- ✦ Reception
- ✦ Logo placement on photo printed on-site
- ✦ Prominent logo recognition on event collateral materials

\$5,000

Order of Canada Partner *(1 Available)*

- ✦ Four reserved Toast of the Town seats
- ✦ Two tickets to VIP Alumni Reception
- ✦ Opportunity to host Will Call area
- ✦ Prominent logo recognition on event collateral materials

\$5,000

Volunteer Partner *(1 Available)*

- ✦ Four reserved Toast of the Town seats
- ✦ Two tickets to VIP Alumni Reception
- ✦ Opportunity to provide volunteers with branded wearable
- ✦ Prominent logo recognition on event collateral materials

\$3,500

Entertainment Partner

- ✦ Two reserved Toast of the Town seats
- ✦ Name listing recognition on event collateral materials

\$3,500

Celebrity Partner

- ✦ Two reserved Toast of the Town seats
- ✦ Name listing recognition on event collateral materials

\$1,500

"Friends of Cal" Partner *(20 Available)*

- ✦ Two reserved Toast of the Town seats
- ✦ Name listing recognition on event collateral materials

\$5,000 minimum in-kind package donation

Live Auction Partner *(5 available)*

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

Customized partnerships are available upon request.
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Help us find a cure

TOAST OF THE TOWN

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THE VALVE GUYS

"What we do today saves lives tomorrow"

In support of the



Finding a cure for blood cancers

For partnership inquiries, contact **John Liston** at John@Newcastlewestpartners.com or 780-934-3716
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