

2024 TOAST OF THE TOWN

PRESENTED BY  **PRISM**
THE VALVE GUYS

"What we do today saves lives tomorrow"

Honouring
Cal Nichols

April 20, 2024
River Cree Hotel and Casino

PARTNERSHIP
OPPORTUNITIES



In support of the

CURE CANCER
FOUNDATION





CURE CANCER FOUNDATION

The Cure Cancer Foundation is a grassroots movement started by a group of caring individuals with decades of experience in raising funds for cancer research and treatment right here in Alberta.

The foundation consists of volunteers who've built direct connections with researchers and doctors. The goal is to help researchers and cancer professionals share their stories to ensure vital funding is raised for research and treatment programs.

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.

TOAST OF THE TOWN

PRESENTED BY



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



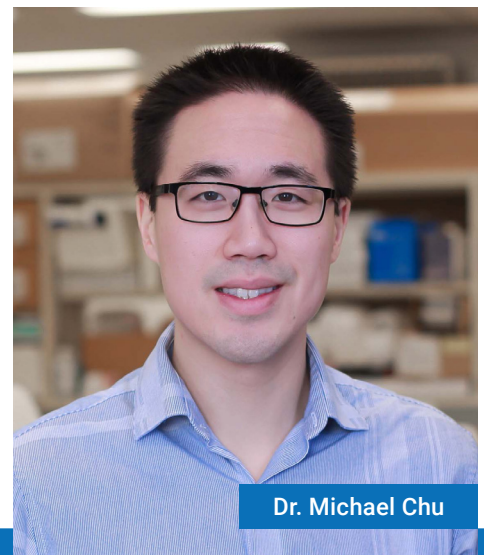


THE CAUSE

Advancing Immunotherapy in Alberta

Cancer is a severe threat to anyone unfortunate enough to contract the disease. It's not a comic book villain that a super soldier can easily vanquish. But what if our bodies could be taught to develop super soldier cells capable of destroying cancer? This is what Dr. Michael Chu's made-in-Alberta immunotherapy program aims to do.

Donations raised from the Toast of the Town will go toward building two new state-of-the-art labs and advancing immunotherapy research and treatment in Alberta.



Dr. Michael Chu

“Our goal is to ensure as many patients as possible have access to this potentially lifesaving therapy and we can truly change the treatment options for generations to come”.

Dr. Michael Chu, clinician scientist, Cross Cancer Institute

What is Immunotherapy?

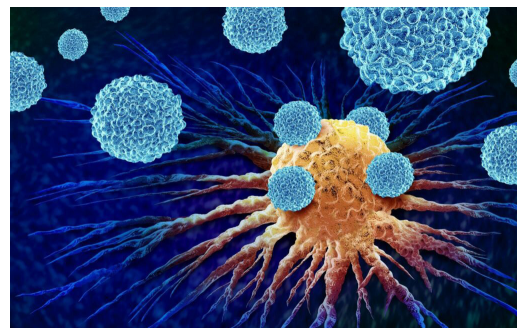
Dr. Chu explains, “Immunotherapy is a new way of attacking cancer.” This method differs from the traditional treatment options that have been available for the last 50 years: surgery, chemotherapy and radiation. “For cancer to develop, it would have to overwhelm the patient’s immune system to begin with,” continues Dr. Chu. Immunotherapy aims to reinvigorate the immune system into fighting cancer cells again. However, this idea has had its challenges. “Exciting the immune system means that the immune system has to be capable of recognizing cancer in the first place, which is why there are many variations of immunotherapy,” Dr. Chu explains.

What is Car-T Cell Immunotherapy?

Chimeric antigen receptor (CAR) T-cell therapy takes the patient's T-cells and genetically manipulates them to add chimeric antigen receptors onto them. This acts as a new barcode reader, helping the T-cell recognize cancer and activating the T-cell. Once the immune system can identify cancer cells again, the host has a better chance of fighting the disease.

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

"CAR T-cell therapy has been able to cure roughly half of the patients that we've been able to give it to, in patients that have no chemotherapy or other treatments available to them," explains Dr. Chu.



80%

The response rate of Car T-cell therapies is 80%.

12x

More patients treated: current systems only treat one patient per month. Your support will enable us to treat at least 12 patients a month.

90%

Existing commercial and cellular therapy product costs are high. In-house manufacturing reduces the cost of each treatment by 90%.

120

We have an opportunity to treat approximately 120 patients every year that wouldn't otherwise have access to this treatment.

What We Do Today Changes Lives Tomorrow

Advances in cellular therapy are evolving quickly, and investment in the proper infrastructure is needed for Alberta to remain leaders in this area, creating more therapies for more patients. The goal is to help fund rapid, high-quality, nimble, safe and cost-effective manufacturing of cell therapies right here in Edmonton.

With your support, funding will go toward:

- ▶ Developing a GMP (Good Manufacturing Practice) in-house lab for manufacturing CAR T-cell therapies. This will bring manufacturing closer to the Cross Cancer Institute patients and across Alberta.
- ▶ Developing a comprehensive research lab to support ongoing provincial innovation and cellular therapy clinical trials.

PARTNERSHIP OPPORTUNITIES

SOLD

Venue Partner-River Cree Hotel and Casino

\$15,000

Original Edmonton Investors Group Partner

- ✦ Pre-Vip: Early access to the VIP Alumni Reception
- ✦ Eight reserved Toast of the Town seats
- ✦ Preferred Seating
- ✦ Eight tickets to VIP Alumni Reception
- ✦ Four Passes to the Alumni Lounge during an Oilers Game
- ✦ Opportunity to attend an Oilers Alumni Luncheon
- ✦ Prominent Signage in the VIP area
- ✦ Prominent Signage in the main room
- ✦ Prominent logo recognition on event collateral materials
- ✦ Four seats at a private dinner with Cal Nichols

\$15,000

Honouree Partner

- ✦ Pre-Vip: Early access to the VIP Alumni Reception
- ✦ Eight reserved Toast of the Town seats
- ✦ Preferred Seating
- ✦ Eight tickets to VIP Alumni Reception
- ✦ Four Passes to the Alumni Lounge during an Oilers Game
- ✦ Opportunity to attend an Oilers Alumni Luncheon
- ✦ Prominent Signage in the VIP area
- ✦ Prominent Signage in the main room
- ✦ Prominent logo recognition on event collateral materials
- ✦ Four seats at a private dinner with Cal Nichols

SOLD

Presenting Partner Prism Flow Products

\$10,000

Queens Jubilee Partner

- ✦ Eight reserved Toast of the Town seats
- ✦ Preferred Seating
- ✦ Eight tickets to VIP Alumni Reception
- ✦ Prominent Signage in the main room
- ✦ Prominent logo recognition on event collateral materials

\$10,000

Dinner Partner

- ✦ Eight reserved Toast of the Town seats
- ✦ Preferred Seating
- ✦ Eight tickets to VIP Alumni Reception
- ✦ Prominent Signage in the main room
- ✦ Prominent logo recognition on event collateral materials

Contact John Liston for more information at
John@Newcastlewestpartners.com or 780-934-3716

PARTNERSHIP OPPORTUNITIES

Continued

\$5,000

Hall of Fame Partner *(1 Available)*

- ✦ Four reserved Toast of the Town seats
- ✦ Prominent logo recognition on event collateral materials
- ✦ Four invitations to an Oilers dressing room tour

\$5,000

Gasland Photo Partner *(1 Available)*

- ✦ Four reserved Toast of the Town seats
- ✦ Logo placement on photo printed on-site
- ✦ Prominent logo recognition on event collateral materials
- ✦ Four invitations to an Oilers dressing room tour

\$5,000

Order of Canada Partner *(1 Available)*

- ✦ Four reserved Toast of the Town seats
- ✦ Opportunity to host Will Call area
- ✦ Prominent logo recognition on event collateral materials
- ✦ Four invitations to an Oilers dressing room tour

\$5,000

Volunteer Partner *(1 Available)*

- ✦ Four reserved Toast of the Town seats
- ✦ Opportunity to provide volunteers with branded wearable
- ✦ Prominent logo recognition on event collateral materials
- ✦ Four invitations to an Oilers dressing room tour

\$5,000 *Minimum (in kind)*

Live Auction Partner *(5 Available)*

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

\$2,500

Entertainment Partner

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

\$2,500

Celebrity Partner

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

\$1,500

"Friends of Cal" Partner

- ✦ Two reserved Toast of the Town seats

Contact John Liston for more information at
John@Newcastlewestpartners.com or 780-934-3716

PARTNERSHIP OPPORTUNITIES

Continued

Customized Partnerships are available upon request. Please get in touch

Board Members

Brian Anstice

Brendan Connolly

Barrie Stafford

Darin Stuckey

Committee Members

Bob Sproule

Blaine MacMillan

Clayton Cassidy

Dean Heuman

Ken Nichols

Linda Carstairs

Renee MacTavish

Robert Bray

Kevin Lowe

Patrick Laforge

John Sexsmith

Chris Hayden

John Liston

Lindsay Gilbert

Railene Hooper

Help us find a cure

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In support of the

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FOUNDATION

Finding a cure for blood cancers

"What we do today saves lives tomorrow"

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

Customized partnerships are available upon request

toastofthetownccf.com | curecancerfoundation.ca