

7TH ANNUAL MM27 CELEBRITY CHARITY CLASSIC

ALL PROCEEDS IN SUPPORT OF MENTAL HEALTH RESOURCES

GUELPH 2027
COUPE MEMORIAL CUP
Kubota

THE MEMORIAL CUP STARTS HERE.

AN OFFICIAL 2027 MEMORIAL CUP COMMUNITY EVENT

SPONSORSHIP DECK

WWW.MCFADDENSMOVEMENT.COM

MCFADDEN'S MOVEMENT: A DECADE OF IMPACT

Founded in 2016 by former Guelph Storm captain Garrett McFadden, McFadden's Movement began as a personal mission to spark open conversations about mental health among young athletes. Inspired by McFadden's own experiences and the loss of a close friend, the Movement quickly grew into a grassroots non-profit dedicated to reducing stigma, raising awareness, and connecting youth with meaningful mental health resources. Early road hockey tournaments helped establish the organization's presence and community reach before the annual MM27 Celebrity Charity Golf Classic became its flagship event beginning in 2021.

Now in its 11th year, McFadden's Movement has evolved into a leading voice for mental wellness in sport, partnering closely with organizations such as the Canadian Mental Health Association and donating over $235,000 to date. Today, the Movement continues to build on its mission through speaking engagements, community partnerships, and high-impact fundraising initiatives.

ABOUT THE MM27 CELEBRITY CHARITY CLASSIC

The inaugural McFadden's Movement Celebrity Charity Classic teed off in 2021 and has quickly grown into a flagship fundraising event. Since its launch, MM27 has hosted six tournaments, collectively raising more than $171,700 in support of mental health initiatives. Each year, the event draws an impressive roster of former and current Guelph Storm players, NHL players, and other special guests, making it a marquee fundraising opportunity and community celebration.





ALL PROCEEDS FROM THE MM27 CELEBRITY CHARITY CLASSIC ARE IN SUPPORT OF MENTAL HEALTH RESOURCES, THE CANADIAN MENTAL HEALTH ASSOCIATION (CMHA) WATERLOO-WELLINGTON BRANCH AND CMHA GREY BRUCE.

2027 TOURNAMENT DETAILS

RETURNING TO:

VICTORIA PARK EAST GOLF CLUB

MONDAY, MAY 17, 2027
SHOTGUN: 12:30PM

NOTE: RAIN DATE (IF NEEDED) WILL BE FRIDAY, JULY 16, 2027

LEARN MORE ABOUT WAYS TO SUPPORT



PRESENTING SPONSOR

SOLD!

- Presenting partner + category exclusivity
- Premier logo placement on all event materials, website, and communications
- Golf Tournament: Two golf threesomes with celebrity or foursomes
- Signage and set-up opportunity at designated hole
- Speaking opportunity at tournament dinner
- Opportunity to provide branded items in Golfer Registration Kit
- Recognition in all post-event communications





MM27

SOLD!

SILVER SPONSOR

- Company logo on tournament hats, gifted to each golfer in the Golfer Registration Kit
- Designated Registration Sponsor
- Includes foursome or threesome with celebrity golf registration
- Signage and set-up opportunity at designated hole
- Company logo and link on website and tournament banner
- Recognition at dinner
- Opportunity to include item in Golfer Registration Kit



CELEBRITY SPONSOR – $3,000



- Designated sponsor of all celebrities in attendance
- Logo on tournament polos worn by celebrities
- 1 x foursome or threesome with celebrity golfer
- Logo on website, banner, and marketing materials, including all celebrity announcement social media posts
- Recognition at dinner
- Opportunity to include item in Golfer Registration Kit



GOLFER PACKAGE SPONSOR – $3,000

- Logo on custom golf balls, ball markers, and tees
- Direct exposure through golf ball, ball marker, and tee gifting direct to participating golfers
- Logo on website, banner, and corresponding marketing materials
- Recognition at dinner



GOLF CART SPONSOR – $2,500

- Logo on all golf carts
- Foursome or threesome with celebrity golfer
- Logo on website, banner, and marketing materials
- Recognition at dinner
- Opportunity to include item in Golfer Registration Kit



FLAG SPONSOR – $2,500

- Custom made flags for each hole, complete with logo
- Logo on website, banner, and marketing materials
- Recognition at dinner
- Opportunity to include item in Golfer Registration Kit



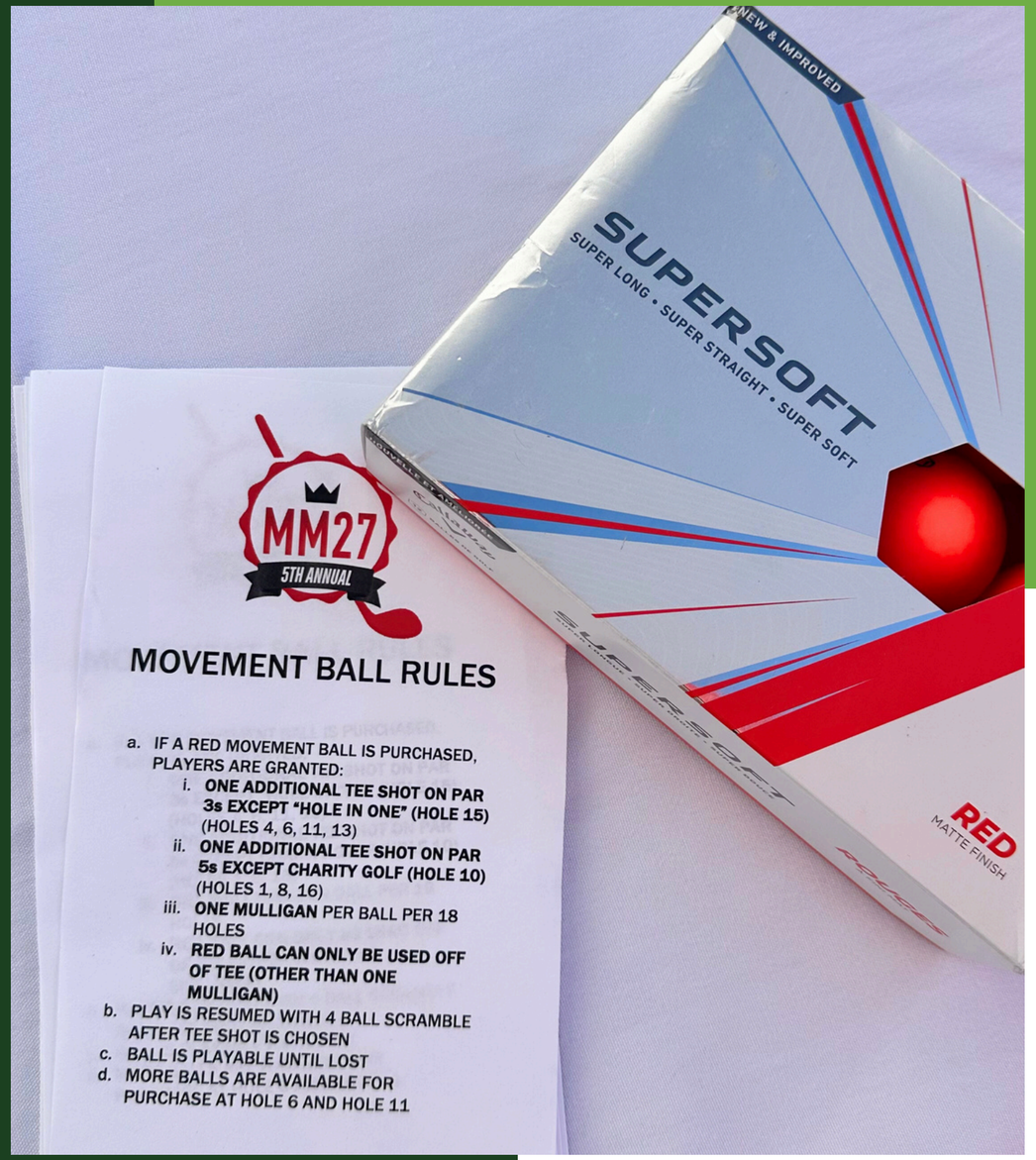
TEE BLOCK SPONSOR – $2,500

- Logo on all tee blocks (men’s) at each hole
- Logo on website, banner, and marketing materials
- Recognition at dinner
- Opportunity to include item in Golfer Registration Kit



TOWEL SPONSOR – $2,000

- Custom made golf towels with logo for each golfer
- Logo on website, banner, and marketing materials
- Recognition at dinner



MOVEMENT BALL SPONSOR – $2,000

- Designated Movement Ball Sponsor
- Logo on custom, red Movement Balls and all Movement Ball materials
- Logo on website, tournament banner, and marketing materials
- Recognition at dinner
- Opportunity to include item in Golfer Registration Kit

SOLD!

DINNER SPONSOR

- Logo on all dinner tables and materials
- Foursome or threesome with celebrity golfer
- Logo on website, tournament banner, and marketing materials
- Recognition at dinner
- Opportunity to include item in Golfer Registration Kit



LUNCH SPONSOR – $1,000

- Logo at all lunch counters/stations
- Logo on website, tournament banner, and marketing materials
- Recognition at dinner
- Opportunity to include item in Golfer Registration Kit





RED CARPET SPONSOR – $1,200

- Designated Red Carpet Sponsor
- Logo on Red Carpet backdrop where all golfers get photos taken
- All photos to appear on Guelph Today album + recap
- Logo on website, tournament banner, and marketing materials

SILENT AUCTION SPONSOR – $750

- Designated Silent Auction Sponsor
- Logo on website and tournament banner
- Signage at Silent Auction
- Opportunity to include item in Golfer Registration Kit
- Opportunity to announce and present winners during dinner



BEVERAGE CART SPONSOR – $700

- Designated Beverage Cart Sponsor
- Logo on all Beverage Carts
- Logo on website and tournament banner
- Opportunity to include item in Golfer Registration Kit





DRAW SPONSOR – $700

- Designated Draw Sponsor
- Logo on website and tournament banner
- Opportunity to donate prizing for draw winners



PUTTING CONTEST SPONSOR

SOLD!

- Designated Putting Contest Sponsor
- Logo on website and tournament banner
- Signage and set-up opportunity at Putting Contest
- Opportunity to include item in Golfer Registration Kit



DRIVING RANGE SPONSOR – $500

- Designated Driving Range Sponsor
- Signage with logo at Driving Range
- Logo on website and tournament banner
- Recognition at dinner
- Opportunity to include item in Golfer Registration Kit



VOLUNTEER SPONSOR

SOLD!

- Designated Volunteer Sponsor
- Logo on Volunteer shirts
- Logo on website and tournament banner
- Recognition at dinner
- Opportunity to include item in Golfer Registration Kit



HOLE SPONSOR: STANDARD – $500

- Shared hole sponsor
- Logo on website and tournament banner
- Signage at designated hole
- Opportunity to include item in Golfer Registration Kit



HOLE IN ONE SPONSOR – $1,000

- Exclusive hole sponsor for $10,000 hole in one giveaway
- Logo on website, tournament banner, and marketing materials
- Signage and set-up opportunity at designated hole

CANNON SPONSOR – $1,500

- Exclusive sponsor for CMGolf Events ‘Golf Ball Cannon’ Hole
- Logo displayed on cannon
- Logo on website, banner, and corresponding marketing materials
- Signage and set-up opportunity at designated hole





CLOSEST TO THE PIN SPONSOR

SOLD!

- Exclusive sponsor of a competition hole (Closest to the Pin)
- Logo on website and tournament banner
- Signage and set-up opportunity at designated hole
- Opportunity to include item in Golfer Registration Kit
- Opportunity to present winner at dinner

LONGEST DRIVE SPONSOR – $750

- Exclusive sponsor of a competition hole (Longest Drive)
- Logo on website and tournament banner
- Signage and set-up opportunity at designated hole
- Opportunity to include item in Golfer Registration Kit
- Opportunity to present winner at dinner



BEAT THE PRO SPONSOR – $750

- Exclusive sponsor of a competition hole (Beat the Pro)
- Logo on website and tournament banner
- Signage and set-up opportunity at designated hole
- Opportunity to include item in Golfer
- Registration Kit Opportunity to present winner at dinner





HOLE SPONSOR: PREMIUM – $750

- Exclusive hole sponsor
- Logo on website and tournament banner
- Signage and set-up opportunity at designated hole
- Opportunity to include item in Golfer Registration Kit



IN-KIND DONATIONS

In-kind donations including **silent auction items, tournament prizing, golfer kit registration items, and more** are incredibly appreciated and welcomed in making the MM27 Celebrity Charity Classic tournament a possibility and a success!



THANK YOU

LEARN MORE ABOUT MCFADDEN'S MOVEMENT AT
WWW.MCFADDENSMOVEMENT.COM