



**Bright people. Bright futures.**

## **A Day to Make a Difference**

## **A day of golf can change lives**

In 2000, a small golf event was started to honour Shannon Bowen-Smed and Peter Smed's son Scott, who passed away at birth. Since then, the tournament has evolved into an incredible day of laughter, tears and giving that unites golfers, sponsors, volunteers and donors. Over \$640,000 has been raised to help families experiencing the pain of infancy and pregnancy loss, as well as provide care for abandoned children in babies' orphanages in Uganda. Together, we've created a sanctuary of comfort and care — and a legacy of hope — through the Scott Smed Rooms at the Rockyview General Hospital, Foothills Medical Centre and the Peter Lougheed Hospital, as well as the Scott Smed Centre of Excellence planned for the South Health Campus.

## **BOWEN Workforce Solutions Presents The 11th Annual Scott Smed Invitational**

**Monday, September 19, 2011**

Cottonwood Golf & Country Club

### **Now... a new chapter of giving begins**

This year, the Scott Smed Invitational will raise funds for three great causes making a difference to families in the Calgary community. In celebration of Scott Smed's memory and the 11-year-old boy he would be today, we will feed hungry school children, give a needy neighbourhood a brand new playground, and continue with the legacy of supporting infancy and pregnancy loss. Money raised at the 2011 tournament will go towards:

#### **Community Kitchen of Calgary**

Dedicated to taking a bite out of hunger, the Community Kitchen Souper Stars program feeds school age kids and teaches them about nutrition. Thousands of Calgary kids go to school hungry every day, making it hard to concentrate and learn. Let's change it so that every child has a chance.



#### **Parks Foundation Calgary**

Through the Parks Foundation, we are building an incredible playground in the community of Albert Park in honour of Scott, that will give kids the gift of play.



Infancy and  
Pregnancy Loss

#### **Infancy and Pregnancy Loss Programs**

A portion of the funds raised will continue to support local infancy and pregnancy loss programs and ensure the Scott Smed Rooms remain a sanctuary for grieving families.

### **Please show your support**

On behalf of BOWEN Workforce Solutions, I sincerely hope that you will consider joining us for a day that will change lives. We cannot do it alone and this extraordinary tournament would not happen without the generous support of like-minded companies and individuals who believe in making Calgary a great place for all families. I look forward to seeing you on the links on September 19th.

### **Thank you,**

Shannon Bowen-Smed  
President & CEO  
BOWEN Workforce Solutions

### **Tournament information**

For tournament information please contact:  
Melissa Pope, Tournament Chair  
p: 403-540-8999  
e: [mpope@bowenworks.ca](mailto:mpope@bowenworks.ca)



# BOWEN Workforce Solutions Presents

## The 11th Annual Scott Smed Invitational

In support of three great causes making a difference to families in the Calgary community:

Community Kitchen of Calgary  
Parks Foundation Calgary  
Infancy and Pregnancy Loss Programs



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## sponsorship opportunities



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## **Years of Caring Sponsor** **\$10,000**

- 4 complimentary player entries into the golf tournament
- Banner display at the entrance of the golf course
- Sponsorship recognition at the awards banquet
- Logo on back of volunteer shirt
- Link on the Scott Smed website
- Logo recognition in the tournament program
- Prominent signage placed in Cottonwood driveway viewed upon entry and exit
- Company logo recognition in newspaper thank-you ad

## **Platinum Sponsors (4) \$5,000**

2 complimentary player entries into the golf tournament

Logo on back of volunteer shirt

Link on the Scott Smed website

Logo recognition in the tournament program

Prominent signage placed in Cottonwood driveway viewed upon entry and exit

Company logo recognition in newspaper thank-you ad

### **Awards Banquet Sponsor**

Company banner displayed at the awards banquet

### **Chip to Win Sponsor**

Company logo and mention in all promotions of the Chip to Win contest

### **Gift of Food Sponsor**

Sponsorship recognition at the awards banquet

### **Gift of Play Sponsor**

Sponsorship recognition at the awards banquet

## **Gold Sponsors (5) \$3,500**

1 complimentary player entry into the golf tournament

Logo on back of volunteer shirt

Logo recognition in the tournament program

Prominent signage placed in Cottonwood driveway viewed upon entry and exit

Company logo recognition in newspaper thank-you ad

### **Teddy Bear Sponsor**

Company display during reception

### **Pin Flag Sponsor**

Company logo on all pin flags

### **Golf Cart Sponsor**

Company logo on entire fleet of golf carts

### **Celebrity Hole Sponsor**

Company logo and mention in all promotions of the Celebrity Hole

### **Breakfast Sponsor**

Sponsor signage at breakfast



### **Silver Sponsors (4)** **\$2,500**

1 complimentary player entry into the golf tournament

Logo recognition in the tournament program

Prominent signage placed in Cottonwood driveway viewed upon entry and exit

Company logo recognition in newspaper thank-you ad

#### **Signage Sponsor**

Signage at registration table

#### **Volunteer Sponsor**

Prominent placement of logo on volunteer t-shirt

#### **Beverage Cart Sponsor**

Sponsor signage on beverage cart

#### **Live Auction Sponsor**

Sponsor signage and recognition during the live auction

### **Bronze Sponsors (4)** **\$2,000**

1 complimentary player entry into the golf tournament

Logo recognition in the tournament program

Prominent signage placed in Cottonwood driveway viewed upon entry and exit

Company logo recognition in newspaper thank-you ad

#### **Survival Ball Sponsor**

Company logo and mention in all promotions of the Survival Ball Challenge

#### **Putting Challenge Sponsor**

Company signage on putting green

#### **Team Picture Sponsor**

Company logo displayed on each photo frame

#### **Entertainment/ Reception Sponsor**

Company signage and recognition during the reception

### **Hole Sponsors** **\$1,250**

1 complimentary player entry into the golf tournament

Signage at tee box of sponsored hole

Logo recognition in the tournament program

Prominent signage placed in Cottonwood driveway viewed upon entry and exit

Company logo recognition in newspaper thank-you ad

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### BOWEN Corporate Social Responsibility Statement

BOWEN Workforce Solutions is committed to making our community a better place. Whether it is linking great employers with talented employees, incorporating sustainable practices into our day-to-day business, giving of our time to worthwhile organizations or donating funds to causes we care deeply about, we take our corporate citizenship seriously. We care about our environment and incorporate sustainable practices into our day-to-day business routines. We believe in sharing our financial success with the community where we live, work and play by helping families who need it most. Our desired legacy is a caring, successful company that truly makes a difference for our community.



**S**upport, **H**elp, **I**mplement, **N**urture and **E**ngage  
vulnerable families in our community

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