



The Big Ball

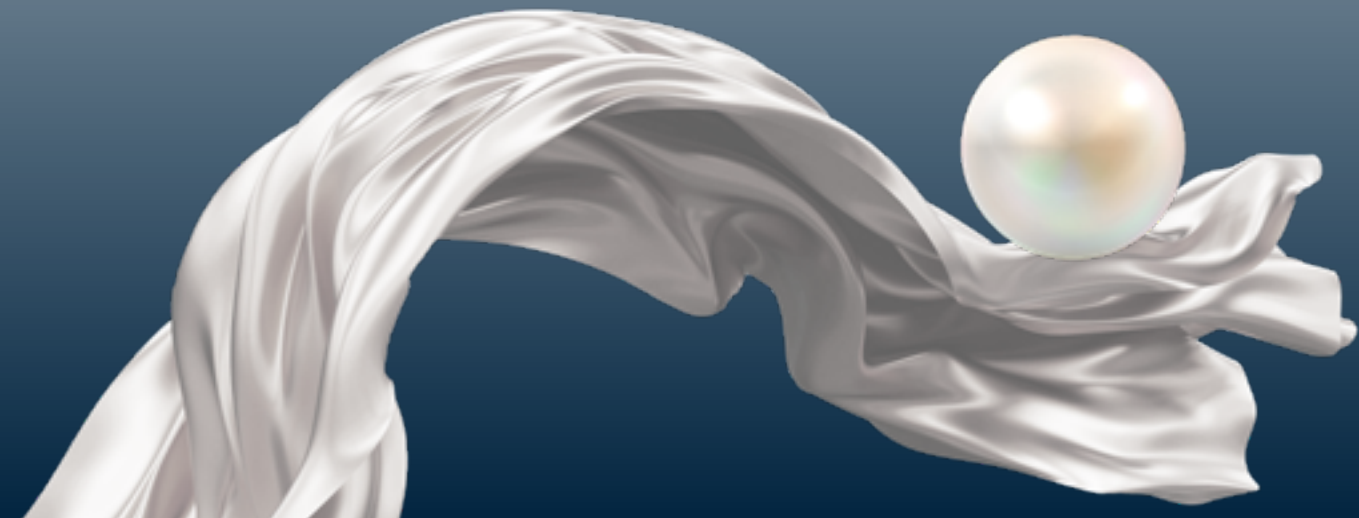
Sponsorship Package

Friday, March 20, 2026
Hotel Arts, 119 12 Ave SW
Calgary, AB



Table of Contents

<i>A Pearl Anniversary: Celebrating 30 Years of Impact.....</i>	<i>3</i>
<i>The Big Ball: Transforming Health, Together.....</i>	<i>4</i>
<i>Why Partner with Calgary Health Foundation.....</i>	<i>5</i>
<i>A Party with a Cause.....</i>	<i>7</i>
<i>Support The Big Ball and Help Shape the Future of Healthcare.....</i>	<i>8</i>
<i>Our 2026 Co-Chairs</i>	<i>10</i>
<i>2026 Sponsorship Opportunities.....</i>	<i>12</i>



A Pearl Anniversary: Celebrating 30 Years of Impact

In 2026, we honour Calgary Health Foundation's 30 years of advancing care, innovation, and community well-being. This Pearl Anniversary becomes the heart of our creative story: reflecting resilience, transformation, and the beauty that emerges under pressure. Just as a pearl forms through time and intention, so has Calgary Health Foundation's legacy: three decades of supporting breakthroughs, elevating patient care, and strengthening the health of our city.

Next year's event weaves that symbolism into every detail—a luminous tribute to the past and an inspired call to shape the next 30 years.



The Big Ball: Transforming Health, Together

This year marks a meaningful return to The Big Ball's roots: uniting our community in support of better health for everyone. This milestone celebration will bring together business leaders, philanthropists, and changemakers for an unforgettable evening of purpose, connection, and celebration — all in support of advancing world-class health care right here in Calgary.

Hosted at **Hotel Arts**, where the very first gala began in support of Calgary Health Foundation, *The Big Ball 2026* will come full circle — supporting our past and moving us forward into the future.






Why Partner with Calgary Health Foundation

As one of Calgary's largest health-focused charities, **Calgary Health Foundation** invests in innovative solutions that advance patient care, accelerate research, and improve health outcomes for Southern Albertans. Your partnership fuels impact across:

- » **Innovation & Research** – Driving discoveries from bench to bedside.
- » **Patient Care Excellence** – Supporting leading-edge technologies, programs, and spaces across our hospitals.
- » **Education & Training** – Empowering health care professionals to deliver the best care possible.

Together, we've invested **over \$600 million** in the last 30 years to transform healthcare in our city — and we're just getting started.





*The Big Ball, formerly
known as the Bill Brooks
Prostate Cancer Benefit,
has raised over \$12 M
since 1999*

A Party with a Cause

The Big Ball has always been more than a great party—it's been a cornerstone of community spirit, connection, and meaningful support for nearly twenty years. As we revisit that legacy in 2026, the celebration rises to meet the moment. With elevated culinary experiences, crafted cocktails, and a vibrant atmosphere, this is the kind of night where every toast, every cheer, and every guest contributes to something bigger.

It's also an opportunity to place your brand in front of Calgary's most engaged and thoughtful community members.



Grab your tickets and join a night where legacy, connection, and recognition come together effortlessly.


Support The Big Ball and Help Shape the Future of Healthcare

Join Calgary Health Foundation for The Big Ball 2026 and be part of a milestone moment — celebrating the past, advancing the present, and investing in the future of healthcare.

With your support, we aim to raise \$150,000, strengthening the health of our community and carrying forward the spirit that inspired The Big Ball from the beginning.

Together, we make extraordinary possible.



A group of five people in formal attire are celebrating at a party. They are surrounded by falling confetti and blue stage lights. The group includes a woman on the far left in a black dress, a man in a brown patterned blazer and glasses, a woman in a long white dress with a necklace, a man in a dark tuxedo with a bow tie holding a glass, and a woman on the far right in a black dress. They are all smiling and looking upwards.

*2,747,269
media impressions
in 2025*

Our 2026 Co-Chairs

Mr. Bill Brooks

Brooks' fundraising efforts began decades ago after a luncheon with his good friend Mark Wilson, who suggested they should host a fundraiser—Mark would handle the event logistics, and Bill was to choose a charity. As life would have it, Bill's dear uncle had just passed from prostate cancer.

And so it began. Over the next 19 years, they raised nearly \$10 million for prostate cancer research, education, and treatment. The annual Bill Brooks Prostate Cancer Benefit embraced themes ranging from Billy Poppins to Billy in Wonderland, to name only a few. The Brooks Benefit transitioned into The Big Ball. The success of those years would not have been possible without the incredible generosity of donors. And of course, the wonderful attendees who gave so generously of their time and treasure.



M. Ann McCaig, CM, AOE, LL.D.

For over 30 years Ann McCaig has served as a strong and unwavering advocate for the advancement of world class health care and medical research in Calgary. She is the Chair Emeritus of the Calgary Health Foundation and her tireless efforts to build relationships that improve the quality of life in our city have contributed to the success of everything from annual fundraising events to major fundraising campaigns. Born and raised in Tisdale, Saskatchewan, Ann attributes her strong community values to the influence of her parents and the experience of growing up in a rural community setting. When she moved to Calgary in 1970, Ann immediately embraced the city's can do, entrepreneurial spirit and devoted herself to what would become a lifetime of community service.



Ann's strongest interests have been in the areas of health care, research, education, community development, and western heritage and the arts. She is the Honourary Chair of the Alberta Bone and Joint Health Institute (now known as the Institute for Improved Health Outcomes). She is Chancellor Emeritus at the University of Calgary and a former member of the Board of Governors. She is also Director Emeritus of the Gairdner Foundation and a former, long-serving Trustee of the Killam Trusts. Ann's many contributions have been recognized at local, provincial, and national levels. She is the recipient of the Order of Canada, the Alberta Order of Excellence, and two honorary degrees. She has also received the Generosity of Spirit Award for Outstanding Lifetime Philanthropist. Ann was given the name 'White Wolf Woman' in recognition of her support for Alberta's First Nations people. Ann always makes time for travel, especially with her children and grandchildren.

2026 Sponsorship Opportunities

	Platinum <i>\$15,000</i>	Gold <i>\$10,000</i>	Silver <i>\$5,000</i>	Bronze <i>\$2,500</i>
Tickets to the event	10	8	4	2
VIP Reception - hosted prior to the event	★	★	★	
Promo code to get discounted tickets (\$275) - Platinum: 10 Gold: 8 Silver: 4 Bronze: 2	★	★	★	★
Logo/name recognition on Big Ball website	★	★	★	★
Logo/name recognition on media wall	★	★	★	
Logo/name recognition on large TV screens in the ballroom	★	★	★	
Logo/name recognition in the final report	★	★	★	★
Logo/name placement on all print ads - if applicable	★			
Logo/name recognition on ticket web page	★	★		
Logo/name recognition in pre- and post-event social media thank you	★	★	★	★

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bigball.ca