



The Big Ball

Sponsorship Package

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



ONEWEST
EVENT DESIGN & PRODUCTION

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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 MM
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. The scene is filled with confetti and blue lighting. A man in a brown patterned suit and glasses is laughing, looking up. A woman in a light blue dress is also laughing and holding a champagne bottle. A man in a dark tuxedo with a bow tie is holding a glass and looking up. A woman in a black dress is smiling on the left, and another woman in a black dress is smiling on the right. The background is dark with blue spotlights and falling confetti.

*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.



Mrs. M. Ann McCaig

Mrs. M. Ann McCaig is a dedicated volunteer who has made lasting contributions to Calgary, the province and the country. Her strongest accomplishments are seen in her work to strengthen and support post-secondary education and her eloquent advocacy of programs for children and youth.

Ann's small town prairie upbringing lies at the root of her commitment to community service. Her early years in Saskatchewan centered around family, church and community. Ann's mother and father, the local John Deere implement and Chrysler dealer, led by example. It was a world where, as Ann points out, "if you wanted something, you did it yourself. You raised the funds and had fun doing it." This environment provided Ann with a powerful combination of traits – a sense of warmth and compassion for others, tempered with a healthy dose of determination, strength and self-sufficiency.

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