

Center ice: where commerce and compassion come together



Foundation Executive Director Nathasha Guillot, Jon Dick and Mark Stiles, Director of Sponsorship Sales, make plans for the new season.

Jon Dick and Associates Realty is partnering with the Calgary Flames Hockey Club for a third season to give back to the team's charitable arm – the Flames Foundation for Life.

"There's a lot going on during 60 minutes of hockey, and not just on the ice," laughs Silvana Dick, marketing manager for Jon Dick and Associates Realty. "From Beasley to the ice girls and Harvey the Hound, the Flames organization brilliantly captures everyone's attention. I remember being really worried we were missing out on an opportunity to get our name out into the building somehow."

Her husband, prominent Calgary realtor Jon Dick, agrees. "The Saddledome is electrically charged, like nowhere else in the NHL," says Jon. "Flames hockey is the place where 19,000 noisy fans gather over 40 times a year to have fun, watch some great hockey and cheer on their team." He adds, "What a great place to market your business to."

With that in mind, in 2007 the couple began initiatives to partner with the Calgary Flames on some of their most successful and enterprising projects to date. The process began with a review of available sponsorship opportunities including rink boards, backlit signage

and game-day programs. Nothing however seemed to stand out more than that familiar little tradition played out in hockey rinks all over the country – the simplest of all fundraisers – the 50/50 raffle.

Citing their ongoing relationships with existing charitable organizations, Silvana became fixated on an opportunity to become the sponsor of the Calgary Flames 50/50 draw. A basic concept, half of the ticket sale proceeds go to the holder of the winning ticket and the other half goes directly to the Flames' charitable arm, the Flames Foundation for Life. Through various initiatives over the past 29 years, the foundation has directed more than \$32 million to education, medical research, health, amateur sports and recreation, almost \$1 million of which was from last season's 50/50 proceeds.

The executive director of the foundation, Natasha Guillot, explains that the funds raised through the 50/50 program are instrumental in funding their Four Pillars of Investment – Rotary/Flames House, Rotary/Flames Park at Ronald McDonald House, Flames for Medical Advancement (R.E.A.C.H) and minor hockey and grassroots sports. "Without the raffle, we would not be able to contribute to as many projects," says Guillot. "As the

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- Mark Stiles

recipient of the proceeds from the program for many years now, it has helped us further our vision and commitment to improving the lives of southern Albertans.”

Jon calls it a perfect fit. “We believe it’s important to support as many fundraising endeavours as possible and the 50/50 sponsorship allows us to support a phenomenal charitable organization as well as raise our profile in the community.”

Supporting charities is a theme that has remained constant throughout 20 years of marketing their real estate business. Two of their past initiatives include CJAY 92’s Secret Wish Program as well as the Crestwood Affordable Housing Development of the Calgary Real Estate Board’s Charitable Foundation. Both projects assist less fortunate families and their children, be it through Christmas gift giving or providing affordable housing throughout the year. As founder of the Calgary Real Estate Board’s Critical Illness Benefit Society, Jon believes there’s a responsibility that comes with success and it’s clear to that end the Flames Foundation for Life more than meets the couple’s criteria. The foundation’s Four Pillars initiatives touch a significant number of lives so fans are happy to buy tickets from yellow-aproned volunteers in the hopes they’ll win the game-day prize

while simultaneously supporting such goodwill.

Flames fan Dan Melody buys 50/50 tickets every time he’s lucky enough to take in a game knowing that even if he doesn’t win the pay-out, he’s contributing to a worthwhile cause, particularly the Rotary/Flames House. “I realize that there are many children who have to endure medical procedures and to have their families nearby can only make this easier,” says Melody. His wife Cheryl, a survivor of childhood cancer, agrees, “The home away from home for children and their families is pretty special. I’m pleased the 50/50 draw helps as many things as it does.”

In a dynamic win-win scenario, sellers are volunteers from youth sports organizations who receive a certain percentage of the total sales to put towards their own fundraising initiative. The owner of the winning ticket, drawn live on the Enmax Energy Board during the third period, has 30 days to claim their prize. While the prize can be anywhere from \$21,000 to \$37,000 the largest pay-out to date was from last season’s winning ticket that paid out a whopping \$70,000.

“It’s full circle,” says Jon. “Sports teams raise money for themselves, the foundation raises money for their initiatives and someone in the crowd walks away with a



Enmax Energy Board.



50/50 ticket seller.



In the Control Room Corey Myke and Silvana Dick discuss logo placement on the LED rings.

heavier wallet and an even bigger smile. It's pretty much a win-win for everyone involved, including ourselves."

The Flames organization works very closely with their advertising partners and as such Jon's company logo graces the back of each ticket. With help from Mark Stiles, the director of sponsorship sales, they've been able to expand their exposure to include appearances in Blaze Magazine, on the Enmax Energy Board, the LED rings and even inviting Jon to perform the draw live alongside Flames in-house announcer Steve Strachan.

"We are entering our third season working with Jon and Silvana," says Stiles. "Quite frankly, we couldn't say enough nice things about how easy and accommodating they are to work with." Stiles, the host of Flames Pay-Per-View from 2003 to 2006, was also the radio voice of the Calgary Hitmen for eight seasons from 1997 to 2005 and has seen his share of excitement around the rink. "Any time you get to work with numerous Flames partners and create programs with them it is hard to find anything that isn't fun about that process."

The couple credits Stiles with helping them find new ways of promoting themselves to fans of both the Flames and the Calgary Hitmen, whose 50/50 program Jon Dick and Associates Realty also sponsors and whose proceeds go to the Tier One Hitmen Education Association.

"We're thrilled to have so many longtime and loyal partners. It is certainly our goal to exceed their expectations," says Stiles. "I think for Jon and Silvana they are particularly proud of the fact they know their partnership helps with the Flames Foundation for Life. It is clear they like to give back to the community when possible."

Firmly entrenched in this desire to give back to the community, Jon Dick and Associates Realty extended their sponsorship last season to include the Flames

Better Halves Ultimate Ladies Night Out during which the players' wives raised over \$80,000 in support of the foundation. The sold-out event hosted at Flames Central was attended by over 600 women and included the chance to bid on baskets filled with "favourite things" courtesy of Flames players and their Better Halves.

"Not only did we partner with the Flames Better Halves in support of the event, we were also the highest bidder for Elisha Cuthbert and Dion Phaneuf's basket," smiles Silvana. "As well as being a really fun evening, it was a great opportunity to raise funds for the foundation. We're looking forward to doing it again this season."

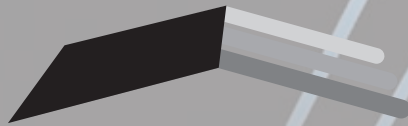
While Jon says he can't imagine aligning his business with a more remarkable organization than the Calgary Flames and its charitable arm, Guillot is quick to say it's a two-way street. "The Flames Foundation for Life is able to contribute to important projects in our community thanks to the support of incredible partners such as Jon Dick and Associates Realty." She adds, "Although their financial support reduces the overall cost of running the 50/50 program, this relationship means much more. It is about the common belief in giving back to the community that supports us!"

Photos courtesy of the Calgary Flames Hockey Club.

For more information, contact Jon or Silvana Dick at 403-238-3113.


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