



EDMONTON  
GARRISON MEMORIAL  

---

GOLF & CC

*Where History is Par for the Course*





National Defence

Défense nationale

3rd Canadian Division Support Base

Base de soutien de la 3e Division du Canada

PO Box 10500 Stn Forces  
Edmonton AB T5J 4J5

CP 10500 Succ Forces  
Edmonton AB T5J 4J5

7331-1 (PSP)

14 March 2014

Dear friends of CFB Edmonton:

One of my goals as Base Commander is to develop strong relationships between the military and the larger community, and I have had the distinct pleasure of meeting many government and business leaders, as well as numerous citizens throughout the Capital Region. I would like to take this opportunity to tell you about an exciting new initiative. As you know, we have a variety of recreational facilities on our Base that are also open to the community at large, including our 18-hole golf course. We are embarking on a major campaign to establish a one-of-a-kind golf course that will memorialize the great contribution our military has made to Canada. The Edmonton Garrison Memorial Golf Course will be both a recreational and educational tribute to those who have served.

Each of the 18 holes will have a plinth to feature a significant military battle or campaign of importance to Canada. For example, one hole will recognize the Battle of Ortona, where many Albertans fought and many made the ultimate sacrifice. As the Memorial Campaign develops, other features of the course will eventually include prominent displays of historical military equipment, interactive displays of our military past and a variety of other special elements including a Memorial Path and Memorial Woods.

We have limited resources to undertake such a project and can only proceed by partnering with the business community and individuals who recognize the potential and value of this project. This year is timely, given that 2014 marks the 100<sup>th</sup> Anniversary of the start of the First World War. This Memorial Campaign is an opportune way to recognize the significance of the contribution of Canadians in that historic conflict and throughout our history, including our most recent mission in Afghanistan.

Enclosed you will find a package which provides more detail about the vision and how you could become involved. As Base Commander, I am honoured to support this initiative, and hope that you will join us in this endeavour. Soldiers serving at our Base have been fortunate to feel welcomed throughout the Capital Region, regardless of the community in which they live. Thank you for the support that you provide to our military community.

Yours sincerely,

D.A. Macaulay  
Colonel  
Base Commander

Enclosure: 1

Canada 





*Where History is Par for the Course*

EDMONTON  
GARRISON MEMORIAL  
GOLF & CC

**Support our Troops: Edmonton Garrison Memorial Golf and Curling Club - *Allies of the Memorial Golf Campaign***

Canada has a proud military history and the contributions and sacrifices of Canadians, from all walks of life, have brought great credit to our nation. Now you can recognize these sacrifices through the Edmonton Garrison Memorial Golf and Curling Club's innovative *Allies of the Memorial Golf Campaign*.

A living memorial, recognizing the sacrifices made by Canadians and Albertans throughout our history, is being created on the golf course located at Canadian Forces Base Edmonton. Formerly known as Lancaster Park, the golf course, which is open to the public, is undergoing dramatic changes to both improve the quality of the course and to introduce players to defining events in Canada's military history.

Each hole will be dedicated to a significant military event starting at the Boer War (1899-1902), Canada's first military activity outside of our borders, up to the Afghanistan conflict (2001 to 2014). Specially commissioned tee-box markers will recognize various significant military events in our nation's history. Also a brief description of the event will be displayed on an accompanying monument. The intent is that an embedded QR code on the hole-memorial will enable smartphones to connect with The Military Museums of Calgary which will provide an audio, video, or text elaboration of the military event and its significance to Canada.

In addition to the individual hole-memorials a series of Memorial Woods will be planted throughout the course recognizing other significant military events within the historical time frame associated with each hole. Future plans envision a Memorial Path (cart path) with additional memorial tributes that will emphasize the sacrifices and contributions of Albertans.

Over time, as the course is developed, a variety of historical military displays will be placed throughout the course to add to the historical experience and complement the *Allies of the Memorial Golf Campaign* vision. Other features such as memorial benches and camo-decorated golf carts will further complement the experience.

The vision of creating a living military memorial and outdoor museum will only be realized with the help of corporate and individual patrons. We ask for your support in making this a reality.





## *Where History is Par for the Course*

### EDMONTON GARRISON MEMORIAL GOLF & CC

#### **Edmonton Garrison Memorial Golf & CC-Allies of the Memorial Golf Campaign**

It's an amazing opportunity to show appreciation and support for our military while recognizing the contributions of those who came before - many of whom paid the ultimate sacrifice. This year, marks the 100th anniversary of the First World War. Only 18 corporate patrons will have the opportunity to purchase a "memorial hole package" and become the first *Allies of the Memorial Golf Campaign*. A special monument will be located near the first hole on the golf course recognizing all of the hole Patrons. They will also be recognized on the unique memorial wall in the club house. Patrons may choose to select a specific hole, on a first-come-first choice basis, as an additional advertising opportunity. Each Patron will receive advertising recognition on their hole for the duration of their agreement with the EGM G&CC (minimum five-years and for further five-year intervals).

#### **The Holes:**

- Boer War
- Ypres
- Vimy Ridge
- Battle of Britain
- Hong Kong
- Dieppe
- Sicily & Italy
- Ortona
- D-Day
- Liberation
- Battle of Atlantic
- Home Front
- Kapyong/Korea
- Women and War
- Peacekeeping
- Cold War
- The Balkans
- Afghanistan

#### **The investment:**

Initial patrons will pay \$50,000 for a five-year advertising relationship with the Edmonton Garrison Memorial Golf and Curling Club. Those fees will be used to develop the memorial tee markers, memorial features on each tee box, and to improve the course amenities.

#### **The Return:**\* (see terms and conditions for complete outline of benefits and obligations)

- Recognition on Hole 1
- Recognition on the *Allies of the Memorial Golf Campaign* Wall in the Club House
- Exclusive access to the golf course for one tournament for 144 golfers each year for five years (includes golf carts, driving range and after golf meal) fully transferable
- Exclusive advertising on the tee-box of their hole and the course website
- Exclusive use of the curling rink for a one-day bonspiel for 96 curlers for each year for five years fully transferable
- Exclusive use of a mess facility/room for one day for each year for five years
- A Commander's "Meet and Greet" reception for each of five years

*\*Estimated commercial value of return for five-year term: \$75,000 plus advertising benefit (estimate based upon comparative costs at other facilities in Capital Region)*





EDMONTON  
GARRISON MEMORIAL  
GOLF & CC

*Where History is Par for the Course*

**18**  
PAR 4

**Battle of the Atlantic**

Black		370
Blue		328
White		284
Gold		244

HOLE SPONSOR  
**TaylorMade**

**18**  
PAR 4

**Battle of the Atlantic**

Black		370
Blue		328
White		284
Gold		244

**Battle of the Atlantic**

**EDMONTON  
GARRISON  
MEMORIAL**  
GOLF & CC

## ***Terms and Conditions***

### ***Edmonton Garrison Memorial Golf & CC—Initial Patrons***

The following terms and conditions are exclusive to the initial 18 Patrons who purchase a “Memorial Hole Package” as part of the *Allies of the Memorial Golf Campaign*.

#### **General Provisions**

- Patrons will receive an invoice for the full amount of their agreement. The invoice will be subject to GST.
- The entire amount of the invoice must be paid in full, including sales tax, within thirty (30) days of signing the agreement.
- Once the invoice is signed and payment is received the Patron can choose to select a specific hole they wish to have their name associated with on a ‘first come first served’ basis.
- Patrons will receive permanent recognition on the *Allies of the Memorial Golf Campaign Wall* in the clubhouse and near the first tee box on the golf course.
- Patrons will have an exclusive right to renew at the end of their five-year term as detailed in ‘Renewal Provisions’ below.
- Events are not cumulative. Events not used within one year will not be carried over to the next year.

**If for whatever reason the EGM G&CC is unable to provide any part of the above deliverables due to operational military requirements the Patron will be entitled to reimbursement based on a prorated annual basis for the unused portion(s) of their package.**

#### **Specific Annual Provisions**

Each year, throughout the term of the five-year Patron agreement, the following will be provided to each of the 18 Patrons.

- A golf tournament for a maximum of 144 golfers (additional golfers may be negotiated) with carts, range passes and meals
- A 96 person curling bonspiel
- Use of a mess facility/room
- Commander’s ‘Meet and Greet’
- Additional Advertising—recognition on tee box of the Patron’s chosen hole and on the course website.

#### **Golf Tournament Provisions**

- During the inaugural season of the Patron’s Agreement tournament dates will be selected on a ‘first come first served’ basis, based on the date of purchase
- For the remaining four (4) years of the agreement the selection of tournament dates will be open to all Patrons as of January 1 of the year in question. All tournaments must be booked by April 1 of the same year. Later bookings may be considered but will be subject to date availability.
- The EGM G&CC reserves the right, after fair and equitable negotiations with the Patron, to resolve conflicts with military tournaments or military activities on the base.
- A Patron may choose to transfer their tournament date to a charity or other organization for one or more years of the five-year agreement. The Patron agrees to advise the EGM G&CC of the transfer at least thirty (30) days prior to the golf tournament. All golf tournament conditions will apply to the transferee.
- In cases where there are two or more purchasers sharing the purchase or where a Patron may choose to share their tournament date with another organization the arrangements will be recognized providing the EGM G&CC is advised accordingly. The EGM G&CC will not become involved in any disputes between sharing organizations.
- Tournaments must be scheduled for a Monday, Tuesday or Thursday – 6 hour tournament with a negotiable start time but must be clear of the course by 1600 MDT (no exceptions).
- Weekend tournaments may be arranged in exceptional circumstances but will be subject to additional costs as negotiated by the Patron and EGM G&CC (weekends include Friday, Saturday, Sunday and statutory holidays)
- Meals consist of a steak, potatoes, a vegetable dish, salad and coffee. Additional menu items can be requested at an additional cost as negotiated by the Patron and EGM G&CC. Breakfasts may be arranged but will be at additional cost.



- Rental of additional carts to accommodate up to 144 golfers over and above the EGM G&CC fleet are a responsibility of the course. Additional carts (over 144) booked by the course for the Patron which go unused due to players not showing up, will be charged to the Patron at the same rate as charged to the EGM G&CC.
- Confirmation of number of players attending must be provided to the EGM G&CC a minimum of seven days prior to the tournament date by the Patron to facilitate the booking of additional fleet carts and for the purpose of ordering the appropriate number of meals. Additional meals for non-playing guests may be arranged at an additional cost.
- The Patron is required to provide a list of names of players attending three days in advance of their tournament date in order for the EGM G&CC to;
  - Produce individualized golf cart signage,
  - Develop the tournament draw (if required)
  - Develop customized score cards
  - Input names and teams into our tournament software to provide real time results throughout the event (leader board).
- The Patron can organize hole sponsors, hole-in-one contests, silent auctions etc. after negotiation and in conjunction with the EGM G&CC. AGLC regulations will apply and all alcohol must be purchased from the EGM G&CC.
- The EGM G&CC will assist the Patron with any matter that may contribute to making the golf tournament more successful (prizes, hole sponsorship signage, snacks, hot dogs, etc.). These services will entail an additional cost.

### **Curling Bonspiel Provisions**

- During the inaugural season of the Patron's agreement bonspiel dates will be selected on a 'first come first served' basis, based on the date of purchase (seniority).
- For the remaining four (4) years of the agreement the selection of bonspiel dates will be open to all Patrons as of September 1 of the year in question. All tournaments must be booked by October 1 of the same year. Later bookings may be considered but will be subject to date availability.
- The EGM G&CC reserves the right, after fair and equitable negotiations with the Patron, to resolve conflicts with military bonspiels or military activities on the base.
- A Patron may choose to transfer their bonspiel date to a charity or other organization for one or more years of the five-year agreement. The Patron agrees to advise the EGM G&CC of the transfer at least thirty (30) days prior to the bonspiel. All bonspiel conditions will apply to the transferee.
- In cases where there are two or more purchasers sharing the purchase or where a Patron may choose to share their bonspiel date with another organization the arrangements will be recognized providing the EGM G&CC is advised accordingly. The EGM G&CC will not become involved in any disputes between sharing organizations.
- The Patron will be provided with 6 sheets of ice and the equipment (brooms and sliders) to enable 96 players to play in a bonspiel (48 players on the ice at one time). Additional players over and above the 96 must be negotiated by the Patron and the EGM G&CC and will entail an additional fee.
- A four (4) hour ice time is available on Monday or Thursday afternoon and Tuesday or Friday all day. Additional ice time, if required, is to be negotiated between the Patron and the EGM G&CC and will entail an additional cost. Weekends ( Saturday, Sunday and statutory holidays) and dates other than those listed as the available options are to be negotiated between the Patron and the EGM G&CC and will, in the case of weekends, entail an additional cost.
- No meals are included in this package. The Patron can make separate arrangements with the EGM G&CC at an additional cost as negotiated between the two parties. Food/meal orders must be made seven (7) days in advance and prepaid three (3) days in advance. Participants in the bonspiel will have access to the food and beverage services in the clubhouse.
- The Patron must provide a list of names or teams three (3) days prior to their event to the EGM G&CC so that a tournament draw can be developed.
- The EGM G&CC will assist the Patron with any matter that may contribute to making the bonspiel more successful. These services may entail an additional cost.

### **Mess Facility Provisions**

- The use of a mess or area within a mess in either the Officers' Mess, Warrant Officer and Sergeants' Mess or the Junior Ranks' Mess for one day (8 hrs) each year

- The booking of mess facilities must be closely coordinated by the EGM G&CC management and the management of the specific mess. Official military activities will have priority. In some instances, when booking just a room in a mess for a specific time frame (example – professional development for staff or a presentation to customers) there may be other military members/event within the same facility. All mess bookings require a member of the mess to ‘sponsor’ the event. These arrangements will be coordinated by the EGM G&CC.
- Meals, beverages and additional requirements outside of what are normally provided by the messes are the Patron’s responsibility after negotiations with the mess management.

#### **Commander’s ‘Meet and Greet’ Provisions**

- The Patron is entitled to have up to four (4) persons attend the annual Commander’s ‘Meet and Greet’ to be held at the EGM G&CC.
- Appetizers will be provided for the four (4) guests representing the Patron. Beverages are not included but may be purchased separately by individuals in attendance.
- Additional guests may be invited as negotiated with the EGM G&CC and will entail an additional cost prorated to the total number of persons in attendance.
- Patrons must provide a list of names and total number of persons attending five (5) days in advance of the event to the EGM G&CC.
- The EGM G&CC will provide an update to Patrons of the status of the *Allies of the Memorial Golf Campaign*.

#### **Advertising Provisions**

- Patrons are to provide the exact spelling and punctuation of the wording to be used on tee markers, the Memorial Wall and website.
- Logos may be accommodated but must meet artwork production requirements of signage manufacturers.
- Any name or logo changes during the five-year agreement will incur an additional cost.

#### **Renewal Provisions**

Patrons will have an exclusive right to renew their commitment for a further five-year term. At the commencement of the fourth year of the five-year term, Patrons will receive notification of their option to renew.

- The notification will include information about costs, benefits and terms and conditions based upon the situation at the time.
- Patrons must advise The EGM G&CC that they wish to exercise their right to renew no later than six months prior to the expiration of their five-year agreement.

#### **Correspondence Provisions**

- Notices from EGM G&CC will be sent by mail to the address on the signed agreement unless other means are requested by the Patron. Patrons must notify EGM G&CC of any address or contact changes.
- Notices to EGM G&CC must be mailed to:  
Edmonton Garrison Memorial Golf and CC  
Box 359  
Lancaster Park, AB T0A 2H0

#### **Purchaser**

Name \_\_\_\_\_

Signature \_\_\_\_\_

#### **EGM G&CC**

Name \_\_\_\_\_

Signature \_\_\_\_\_

#### **Witness**

Name \_\_\_\_\_

Signature \_\_\_\_\_

Date: \_\_\_\_\_

Signature signifies complete acceptance of the invoice agreement and the terms and conditions.





# EDMONTON GARRISON MEMORIAL GOLF & CC



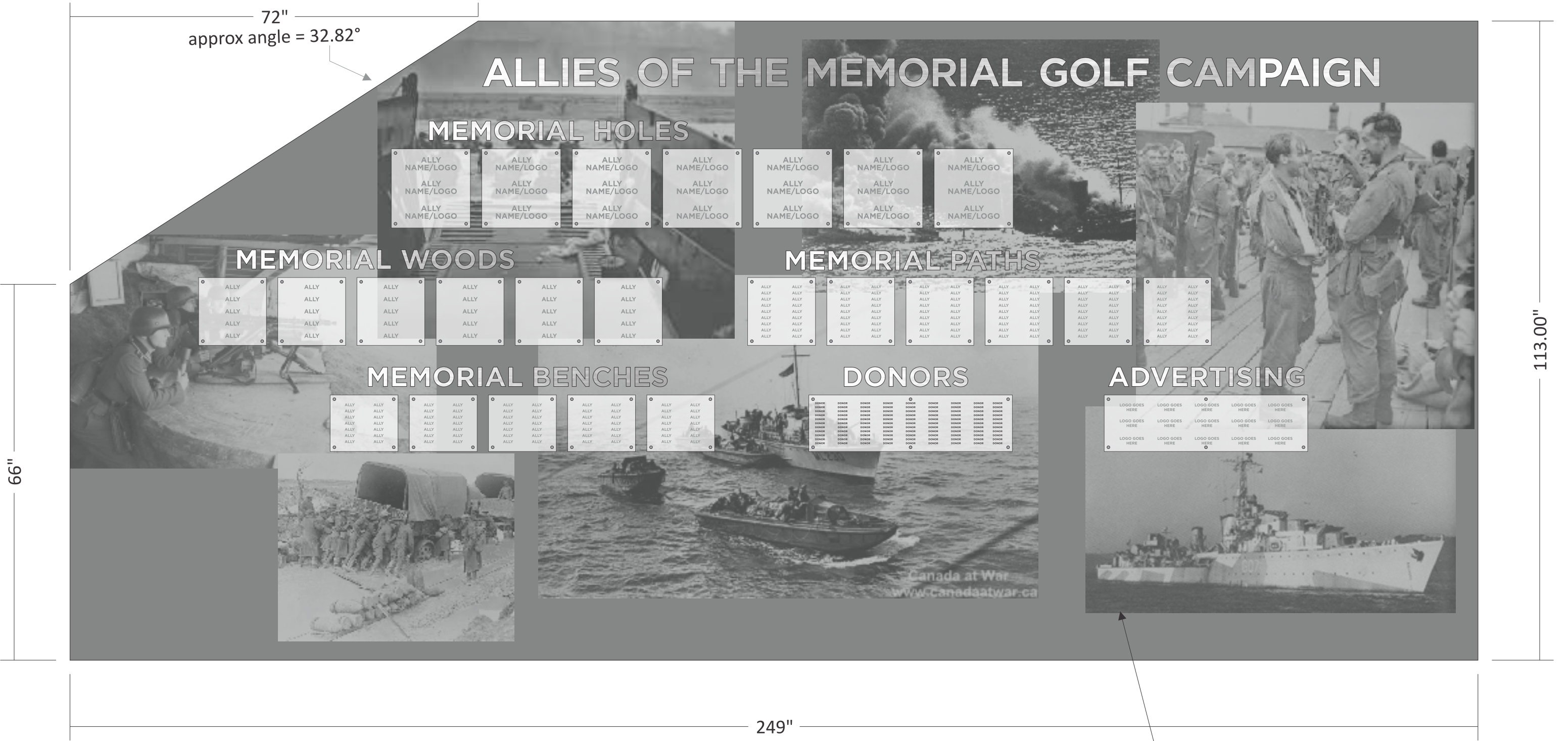
1. Boer War (4) 319  
2. Ypres (3) 152  
3. Vimy Ridge (4) 390  
4. Battle of Britain (4) 390  
5. Hong Kong (5) 510  
6. Dieppe (3) 168

7. Sicily & Italy (5) 513  
8. Ortona (4) 385  
9. D-Day (4) 349  
10. Liberation (4) 370  
11. Battle of Atlantic (3) 181  
12. Home Front (5) 580

13. Kapyong/Korea (4) 363  
14. Women of War (4) 363  
15. Peacekeeping (4) 345  
16. Cold War (3) 173  
17. The Balkans (5) 485  
18. Afghanistan (4) 328

\*BLUE TEES 6384 YDS





Photocollage using high quality military historical photos from archives