



# **WORLD'S LONGEST** **HOCKEY GAME**

**FEBRUARY 5TH-16TH • 2026**





## EVENT OVERVIEW



On Thursday, February 5th, join us for the opening face-off of a Guinness World Record-breaking hockey game. Forty players, hundreds of volunteers, and countless fans will come together at centre ice to prove they have fire in their hearts and ice in their veins, with one shared goal: a future free of cancer.

Best of all, every dollar raised will help bring cutting-edge immunotherapy equipment to the Cross Cancer Institute.

These players need your support. Please join us day or night to cheer on forty brave men and women as they battle the elements and play more than 11 days' worth of hockey in Alberta's blistering outdoors.







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## OUR STORY

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### 10 GAMES. OVER \$8.1 MILLION RAISED TO DATE.

With 1 in 4 Albertans being diagnosed with cancer and 1 in 2 passing away from their diagnosis, it seems that everyone has a cancer story. Dr. Brent Saik, the organizer of the World's Longest Games, is no different.



Brent's relationship with the Cross Cancer Institute began in 1994 when he lost his father, Terry Saik, to cancer. One of Terry's wishes was that Brent would carry on the Saik legacy of community support and continue raising funds for the Cross Cancer Institute. Brent made good on his promise and, in 1996, he began the annual Terry Saik Memorial Golf Tournament, which raised nearly \$35,000. But he didn't stop there. He wanted to do something bigger.

In 2003, Brent hosted the inaugural World's Longest Hockey Game, which featured 40 players playing for 80 consecutive hours. This event raised \$150,000, but that still wasn't enough for Brent. He wanted to do more. And, after losing his wife, Susan, to cancer shortly after the first World's Longest Hockey Game, he knew what he had to do.

With help from countless volunteers, donors, players and committee members, Brent has now organized seven World's Longest Hockey Games and two World's Longest Baseball Games, which have raised over \$8.1 million for the Cross Cancer Institute in support of leading-edge equipment and life-saving research.

## WHY WE ARE RAISING MONEY: BRINGING LIFE-SAVING IMMUNOTHERAPY EQUIPMENT HOME TO ALBERTA

Cancer treatment is undergoing a breakneck transformation—and immunotherapy is at the forefront of this change. Unlike chemotherapy, radiation, or surgery, which have been the standard options for nearly half a century, immunotherapy takes a bold, innovative approach: it empowers the body's own immune system to recognize and destroy cancer cells.

As Dr. Chu, clinician scientist at the Cross Cancer Institute, explains, "Immunotherapy is a new way of attacking cancer." Cancer occurs when malignant cells learn to evade and disable the immune system. Immunotherapy essentially reawakens that system, giving it the tools it needs to fight back. A promising form of immunotherapy is Chimeric Antigen Receptor (CAR) T-cell therapy. This revolutionary treatment takes a patient's own T-cells and genetically modifies them by adding special receptors—like a new barcode reader—that allow the T-cells to recognize cancer again. Once activated, these engineered cells can track down and destroy cancer cells with remarkable precision.



## WHY WE NEED YOUR HELP

Right now, CAR T-cell therapy isn't fully available in Alberta. Patients must have their cells sent out of province, and out of the country for processing—a slow, costly, and complex journey that limits access to this life-saving treatment.

With your support, the Cure Cancer Foundation aims to raise \$2.5 million by fall 2026 to bring this technology home. The funds will purchase the specialized equipment needed to build a state-of-the-art immunotherapy lab at the Cross Cancer Institute, allowing scientists and clinicians to engineer these powerful cancer-fighting cells right here in Edmonton.

This will mean faster treatment, safer processes, reduced costs, and better access for Alberta children and adults battling cancer.

## TOGETHER, WE ARE MAKING INCREDIBLE PROGRESS

Thanks to the generosity of donors across our community, over \$900,000 has already been raised through 2025 fundraising efforts, putting us well on the way toward the \$2.5 million goal. Every donation brings us closer to delivering cutting-edge cancer treatment directly to the patients who need it most.

Thank you for helping bring this future to life.

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# *PARTNERSHIP OPPORTUNITIES*

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## **PRESENTING PARTNER**

**\$50,000**

- + Logo as “presented by” in all print materials
- + Prominent signage at game main stage
- + Access to the players during the game
- + Speaking opportunities at the World’s Longest Hockey Game - opening & closing ceremonies
- + Speaking opportunities at the World’s Longest Hockey Game - wrap-up
- + Opportunity to speak during media interviews
- + Company logo on the event website
- + First right of refusal for future games
- + Receive a commemorative jersey autographed by the World’s Longest Hockey Game players

## **RINK HOUSE PARTNER**

**\$25,000**

- + Prominent banner signage on the roof/balcony of rink house
- + Company logo on the event website
- + First right of refusal for future games
- + Receive a commemorative jersey autographed by the World’s Longest Hockey Game players

## **HELMET PARTNER**

**\$10,000**

1 AVAILABLE

- + Logo on the players’ helmets (worn during media interviews)
- + Logo on media banners at the game & wrap-up
- + Company logo on the event website
- + Receive a commemorative helmet autographed by the World’s Longest Hockey Game players



# PARTNERSHIP OPPORTUNITIES

## JERSEY PARTNER

**\$10,000**

2 AVAILABLE

- + Logo on an entire team's jerseys  
- 20 players in total
- + Logo on media banners at the game & wrap-up
- + Company logo on the event website
- + Receive a commemorative jersey autographed by the World's Longest Hockey Game players

## REFEREE PARTNER

**\$10,000**

1 AVAILABLE

- + Logo on chest of all referee jerseys
- + Logo on media banners at the game & wrap up
- + Company logo on the event website

## GOAL ZONE PARTNER

**\$10,000**

2 AVAILABLE

- + Rink board with your company logo behind the goalie
- + Company logo on the event website

## FAN ZONE PARTNER

**\$10,000**

1 AVAILABLE

- + Signage in Fan Zone area
- + Company logo on the event website

## PLAYER EXPERIENCE

**\$5,000**

40 AVAILABLE

- + Company logo on the sleeve of your player's jersey
- + Rink board with logo recognition & the name of your player
- + Company logo on the event website

## RINK BOARD PARTNER

**\$2,500**

18 AVAILABLE

- + Rink board with your company logo
- + Company logo on the event website

## SITTIN' PRETTY PARTNER

**\$2,500**

1 AVAILABLE

- + Company logo on spectator bleachers, hot tub & washrooms
- + Company logo on the event website

## CENTRE ICE PARTNER

**\$1,000 to \$2,500**

- + Company name on on-site donor board

## ZAMBONI PARTNER

**\$2,500**

3 AVAILABLE

- + Magnetic sign with logo on Zamboni
- + Company logo on the event website

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# PARTNERSHIP OPPORTUNITIES

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## BECOME AN IN-KIND PARTNER

We are also looking for in-kind partners to help us keep breaking records and saving lives.

## HOST A COMPANION EVENT

If you raise a minimum of \$10,000, we will travel to your community to play a game of hockey with you and your community. Plus, your group will be recognized and supported in many ways, including **recognition on the World's Longest Hockey Game website with a link to your event.**

The World's Longest Hockey Game players want to meet you... at centre ice!  
All it takes is a passion for the game and some fundraising for a great cause!

Are you up to the challenge or have an idea to raise funds in another fun way?  
Please email [info@worldslongestgame.ca](mailto:info@worldslongestgame.ca) for more information.





# THANK YOU!

## CONTACT US

For more information, please contact:

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PHOTOGRAPHY

**In Support of the**



**ALBERTA  
CANCER  
FOUNDATION**