

CALGARY
SURGE



23
24

STATE OF THE SURGE

IMPACT REPORT



REAL
ENTERTAINMENT & CULTURE INC.

TABLE OF CONTENTS

- 04 OUR CLUB
- 05 OUR LEAGUE
- 06 OUR COMMITMENT TO INCLUSION
- 07 A MESSAGE FROM OUR LEADERSHIP
- 08 OUR JOURNEY
- 10 OUR 2024 PARTNERS
- 12 2024 SEASON LAUNCH
 - HOME TEAM TOUR
- 14 ENCORE
 - SURGE 2 THE DOME
 - 2024 SEASON BY THE NUMBERS
 - SURGE DIGNITARIES
 - BANNERS & ACCOLADES
- 21 COMMUNITY IMPACT
 - SURGE ASSIST
 - SIGNATURE EVENTS & INITIATIVES
 - BE WELL SCHOOL DAY GAME
 - SLAM FEST
 - NET GAINZ
 - ARTS & CULTURE
- 30 TRILOGY



OUR CLUB

CALGARY SURGE

The Calgary Surge tipped off their inaugural season at WinSport Event Centre in May 2023, after originating as the Guelph Nighthawks, one of the founding members of the Canadian Elite Basketball League (CEBL).

From day one, the Surge have been committed to being the Home Team for Calgary and a space where everyone is welcome. The Calgary Surge are active members of the community and have participated in hundreds of events (and counting) around the city that connect the team with diverse communities through sport and entertainment.

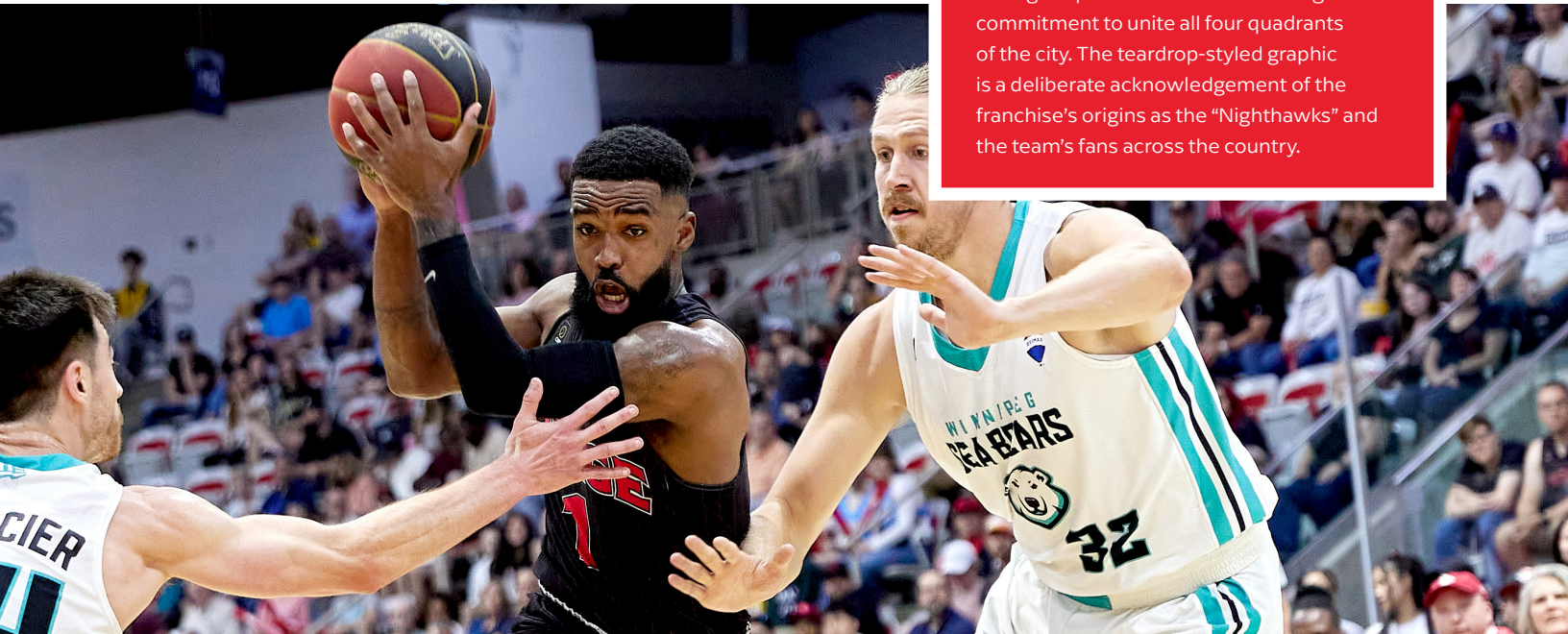
The Surge have made back-to-back CEBL Championship Weekend appearances and were crowned Western Conference Champions in 2023. Fans can expect even more excitement for 2025!

For more information, visit www.calgarysurge.ca.



**CALGARY
SURGE**

In keeping with the tradition of the Calgary sports market, the team colours are red and black and feature grey and white accents. The icon is a menacing hawk with a wing shape that embodies the Surge's commitment to unite all four quadrants of the city. The teardrop-styled graphic is a deliberate acknowledgement of the franchise's origins as the "Nighthawks" and the team's fans across the country.



OUR LEAGUE

CANADIAN ELITE BASKETBALL LEAGUE

The Canadian Elite Basketball League (CEBL) is a league created by Canadians for Canadians with a mission to develop Canadian players, coaches, sports executives, and referees. The CEBL boasts the highest percentage of Canadian players of any pro league in the country with 75% of its rosters being Canadian and a record 10 players with NBA experience in 2024.

Players also bring experience from the NBA, NBA G League, top international pro leagues, the Canadian National team program, NCAA programs, as well as U SPORTS and CCAA. 16 players have signed NBA contracts following a CEBL season, and numerous CEBL players attend NBA G League training camps every year.

We are a nation of passionate sports fans. It makes us proud and ultimately it defines who we are. We are bringing together international pro basketball players with Canadian elite players to form a highly competitive league.

The CEBL set new records in 2024 with a record attendance at the Calgary Surge home opener at the Scotiabank Saddledome with 12,327 fans. Broadcast viewership also increased by 97% since 2022 with 9.6 million social media video views in 2024 and 4.2 million followers in Canada and internationally.



**OFFICIAL
BROADCAST
PARTNER**



OUR COMMITMENT TO INCLUSION



EVERYONE IS WELCOME

Here, **you are welcomed, accepted and respected.** Here, no matter who you are or where you come from, **you are at home**, regardless of your race, marital or family status, gender identity or expression, age, colour, disability, political or religious belief or non-belief.

All that we ask is that **you be ethical, excellent and inclusive in all you do,** and most importantly, **have fun!**

In aspiring to become the Home Team for Calgary, our organization is committed to doing things differently.

Inside WinSport Event Centre, fans can find Sport Calgary’s Declaration of Inclusion posted throughout as a reminder that all are welcome.

Look around and you will see additional signage written in languages many Calgarians speak with their families.

Listen closely and you will hear the music you and your friends listen to in the car.

Simply put, our game is for everyone.

We are thrilled the Surge are echoing our Declaration of Inclusion to their fans and in the community. It is so important that we stand shoulder to shoulder and show our support for respect and inclusiveness in sport.

– Catriona Le May Doan
President & CEO, Sport Calgary



A MESSAGE FROM OUR LEADERSHIP

When we brought professional basketball to our city, we honestly didn’t know what to expect. Would we connect with Calgary’s basketball community? Could we fill seats? Did we even know how to put on games?

Turns out a lot of work goes into putting on a professional basketball game! Our small but mighty front office staff had to learn the ins and outs of ticketing, organizing vendors, crowd management... they even had to learn how to convert an ice hockey rink to a basketball court.

And yet, Calgary’s open embrace of our team completely blew us away.

This season, we welcomed back fans for our “ENCORE” Season II beginning at the Scotiabank Saddledome with a league attendance record and culminating with a second-straight Championship Weekend appearance in Montreal.

None of this would have been possible without the support and passion fans have shown our team. Over the course of two seasons in Calgary, you have helped us define a clear mission that is at the core of all we do.

The Calgary Surge are here to reflect, entertain, and unite our city through the power of basketball and the arts.

Reflecting our city means that everyone, especially our most vulnerable, have a place at our games. This season we ensured that over 3,250 of Calgary’s most deserving kids and families attended our games for free thanks to the generous support of donors. Next season we will welcome thousands more.

Entertaining our city means continuing to invite people to ‘come for the game and stay for the party,’ but going the step further to make the party and the game one and the same. This season we created several new stages for incredibly talented and diverse artists to perform during our games, outside our venue, online, and in the community.

Finally, uniting our city requires taking risks that defy convention and push the sports, arts, and entertainment sectors further. We know this is an audacious goal, but we hope that we can count on your support.

Our work continues in becoming now, and forever more, your Home Team.

Yours,


Usman Tahir Jutt
Chairman


Jason Ribeiro
Vice-Chairman & President



OUR JOURNEY



KidsPlay Foundation Basketball Tournament

OCT 2023

Free Holiday Party at Genesis Centre

First State of the Surge Released

DEC 2023



Surge Experience Hub at CF Chinook Centre Opened

FEB 2024



Signed Corey Davis Jr. & Calgary Local Mathieu Kamba

U SPORTS Draft, Dondre Reddick, Mike Demagus, & Noah Wharton Drafted

HOME TEAM Documentary Released on CEBL+

Head Coach, Tyrell Vernon Hired

Title Sponsor, Zeno Renewables Extended Through 2027

Season Presenting Sponsor, Play Alberta Signed

APR 2024



First "SLAM FEST" Event with University of Calgary

RED-TAILED HAWK Jersey Unveiled

Surgio Artwork & Brand Unveiled

Guelph Nighthawks Honoured

JUN 2024



Second Straight Championship Weekend Appearance

Stef Smith Won Co-Clutch Player of the Year

AUG 2024

NOV 2023

First CSBA Camp

5 Surge Players Invited to NBA G League Camps

Surge 2 The Dome Announced



JAN 2024

First Surge Elite Camp

First Surge Playbook Coaches Clinic

Pixel Park Court Opened

Season Schedule Unveiled at The GRAND

MAR 2024

First Surge FUNdamentals Camp

Won UW Culbert Family Award for Philanthropy

Official Automotive Partner, Prairie Toyota Dealers Signed



MAY 2024

Surge in the City Podcast Series Launched

Player Arrival with YYC Calgary International Airport

First "Be Well" School Day Game with Calgary Board of Education

Official Financial Partner, Calgary-Based Neo Financial Signed

Surge 2 The Dome Record Attendance of 12,327

JUL 2024

Zeno City Cleanup

Centre for Newcomers 3-on-3 Tournament

Season Ticket Holder Exclusive Event

100 CEBL Games Played Milestone

Clinched Playoffs & Home Playoff Game



SEP 2024

Calgary Pride Parade

UW Kickoff

Won South Asian Inspiration Award – Outstanding Achievement in Sports

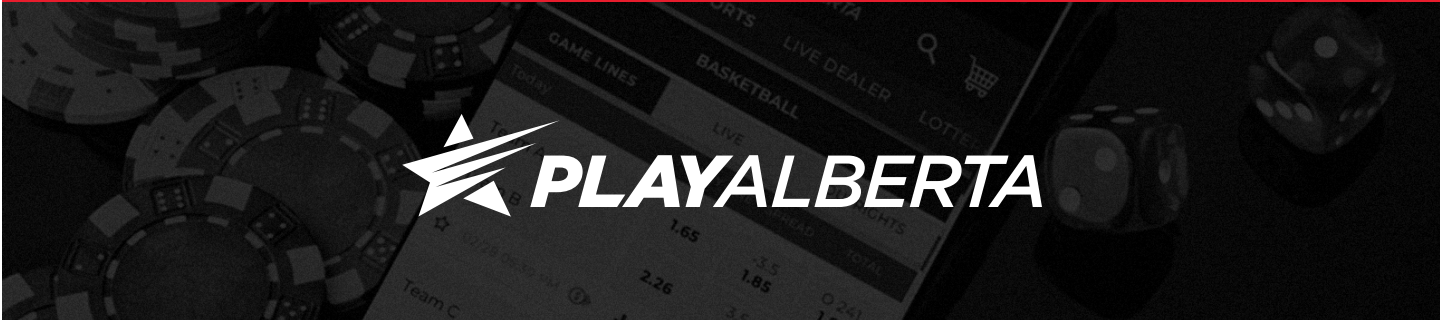


OUR 2024 PARTNERS

OFFICIAL TITLE SPONSOR



SEASON PRESENTING SPONSOR



OFFICIAL CHARITABLE & COMMUNITY PARTNERS



HEALTH & WELLNESS



Official Diagnostic Imaging Provider



Official Medical Team Partner



Official Dental Group



Official Meal Provider



Official Benefits Provider

LIFE MANAGEMENT



Official Wealth Management Partner



Official Real Estate Partner



Official Vehicle Partner



Official Home Furniture Provider



Official Printing Partner



FACILITIES & ACCOMODATIONS



Official Training Camp & Practice Facility Provider



Preferred Accommodations Provider



Preferred Hotel Provider

SURGE ADVANTAGE



2024 SEASON LAUNCH

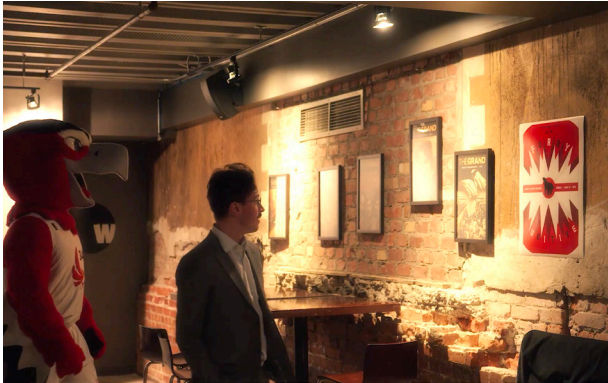
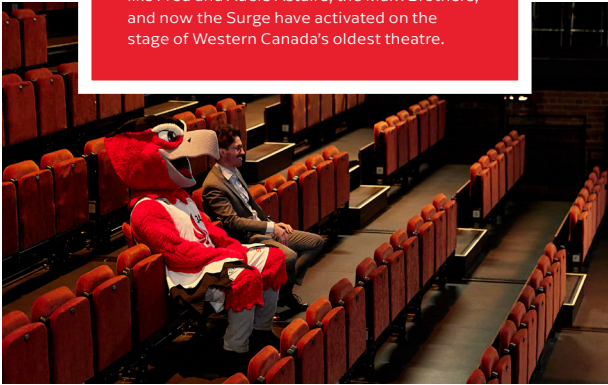
JANUARY 24, 2024,
FLANAGAN THEATRE THE GRAND



Inspired by the archives of the Calgary-based Canadian Museum of Recorded Music & Culture, Surge Manager of Creative & Brand, Jesse Tamayo created 9 movie-style posters highlighting each matchup of the 2024 season. The posters were hung in The GRAND for filming.

On January 24, the Surge in collaboration with The GRAND Theatre, orchestrated a takeover of the building to promote the arts institution and its performing community and launch the 2024 schedule. The takeover included Surgio the mascot and Surge visuals occupying the front marquee, artwork, and the Flanagan Theatre.

Since 1912, The GRAND Theatre has been an important landmark shaping Calgary's cultural and architectural evolution. Visionary artists like Fred and Adele Astaire, the Marx Brothers, and now the Surge have activated on the stage of Western Canada's oldest theatre.



We were honoured to be such a central part of the Surge's 2024 season launch. To see our marquee and spaces transformed into the beautiful blend between basketball and the arts was a real treat for our staff and theatre supporters!

– Meredith Blackburn
Director of Events & Marketing

HOME TEAM TOUR 2023–2024

PRESENTED IN PARTNERSHIP WITH
 United Way
Calgary and Area



NORTHWEST
January 12, 2024 – Knights of Columbus Free Throw Championship

Since 1972, councils have sponsored the Knights of Columbus Free Throw Championship for boys and girls from the ages of 9 to 14 to provide an athletic outlet and encourage the values of sportsmanship and healthy competition. The Surge rewarded the winners with prize packs.

**ST. VINCENT DE PAUL SCHOOL
FREE THROW CHAMPIONSHIP**



SOUTHWEST
December 12, 2023 – Central Memorial High School Tournament

At this high school tournament we launched the Surge MVP Award and handed out a prize pack to the tournament winning team's best player.

CENTRAL MEMORIAL HIGH SCHOOL TOURNAMENT



NORTHEAST
April 26, 2024 – Forest Lawn Basketball Court Revitalization

Karma, a young leader in Forest Lawn led the call to action to create a place where he and his peers could play, learn, create and excel. We teamed up with the United Way of Calgary and Area to help launch the project to the public.

FOREST LAWN PARK BASKETBALL COURT REVITALIZATION

Our journey to becoming the Home Team for Calgary began with a simple but powerful commitment. We did the one thing every new pro sports team pledges to fans but rarely follows through on — listening.

Through the power of sport, inclusion, and pop-up events, the Surge and United Way are dedicated to enriching and strengthening Calgarians and our community. By joining us at stops along the Home Team Tour, you can become engaged and donate to help individuals and families in Calgary access vital resources from basic needs to mental health support.

As we visit communities across Calgary, we invite you to come out, spark change and inspire hope — because united, we hold the future of our community in our hands.



PIXEL PARK GRAND OPENING



SOUTHEAST
January 27, 2024 – Pixel Park Grand Opening

We worked with Calgary Municipal Land Corporation and Zeno Renewables to help launch Pixel Park in downtown Calgary. Attendees met with the Surge Head Coach, staff, mascot, and were able to participate in different drills to win tickets and merchandise.

ENCORE

After our inaugural season's, The First Dance brand story, we had lots to build on heading into our second season. Given our fast-developing and interconnected relationship with Calgary's arts community, we decided on ENCORE (double entendre intended). This single word would create an organizing philosophy for all our brand activities and help us fulfill our promise to intentionally tell our city's story in new and unique ways.



To celebrate Calgary's basketball history, the Surge acquired the trademark to the Calgary 88's and integrated the vintage aesthetic into team apparel and gameday visuals.



The Surge worked with Canada's most graphic designer, Calgary-based Cam Hoff to animate Surgio the mascot. Surgio illustrations now appear on vehicles, team apparel, etc.



The Surge tapped Calgary-based visual artist Keith Andrews to use his expertise in painting wildlife to create a hyperrealist red-tailed hawk for the team's alternate jersey.

SURGE 2 THE DOME

MAY 21, 2024

After months of anticipation, the Calgary Surge and Edmonton Stingers launched the CEBL's sixth season in front of the largest single-game crowd in league history as 12,327 fans filed into Scotiabank Saddledome. The game was televised nationally on TSN and featured a live orchestra, pyrotechnics, diverse performers, and even a jersey change at halftime.





The Surge became one of the first teams on record to change their jerseys mid-way through the season opener. Capturing the broadcast and in-arena audiences by surprise, the Surge returned to the floor as the Calgary 88's, led by former player Jon Hegwood.



...the Surge pulled it off. They proved they could put-on a successful show at the Saddledome, complete with a symphony and pyrotechnics and everything else you'd want from a big-time pro game.

— Daniel Austin
Calgary Herald



Performers at the one-night only event included in-house dance team UniverseSoul, award-winning songstress Yolanda Sargeant, Rocky Mountain Symphony Orchestra, and Nachda Punjab Bhangra Academy (NPBA).



CEBL Commissioner, Mike Morreale was on-hand at the game, announcing to the crowd that they had broken the league's all-time attendance record.



2024 SEASON BY THE NUMBERS

ON COURT

126
ASSISTS



Corey Davis Jr. finished 1st in the CEBL in total assists (a single-season record of 126) and tied for 2nd in steals (30).

46
PERCENT



Mathieu Kamba finished 1st in the CEBL in 3-point percentage (46.3%) and tied for 2nd in steals (30).

4
GAME
WINNERS



Stef Smith finished tied for 1st in the CEBL in target score game winners (4) and 5th in free throw percentage (81.9%).



CEBL LEADERS IN TOTAL ASSISTS & 3-POINT %

The Surge finished 1st in the CEBL in total assists (427) and three-point percentage (37.9%).



The Surge eliminated both the Winnipeg Sea Bears and Edmonton Stingers in the playoffs to earn a second-straight trip to Championship Weekend.

OFF COURT



3250+ **KIDS & FAMILIES**

Surge *ASSIST* donors sent over three thousand deserving kids and families to Surge games for free.



24,300+ **KMS**

Surge players and basketball operations staff racked up the kilometres via car, bus, and plane.

700+

BASKETBALL GAMES

The Surge partnered with 24 different high schools to activate at over 700 basketball games and award prizes to the tournament championship-winning teams' MVPs.



75%+

INCREASE IN SPONSORSHIP

The Surge continue to set record numbers in sponsorship with new signings in areas like dental care, post-secondary education, and residential development.

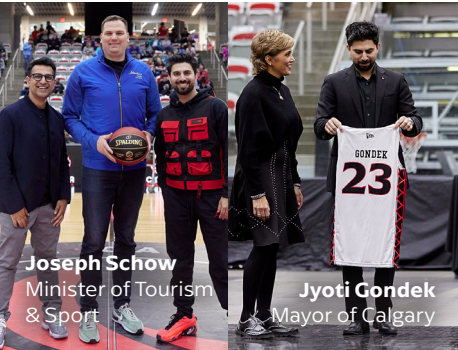


SURGE DIGNITARIES

This season, the Surge continued to welcome influential sports and entertainment figures and collaborate with key government officials at all levels.

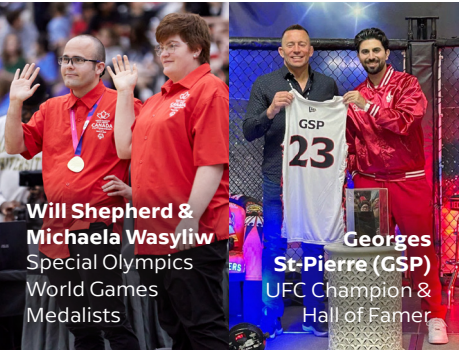
At each home game, we create a moment where fans can join the organization in celebrating a notable Calgarian as they take their seats courtside. These dignitaries span the realms of film and television, professional sports, and the music business.

The Surge continued to run a contest from its inaugural season providing one lucky father and their child the opportunity to be celebrated in front of a raucous crowd.



Joseph Schow
Minister of Tourism & Sport

Jyoti Gondek
Mayor of Calgary



Will Shepherd & Michaela Wasyliv
Special Olympics World Games Medalists

Georges St-Pierre (GSP)
UFC Champion & Hall of Famer



Tatiana Straathof
Professional Circus Artist

Grace Dafoe
2x North American Cup Gold Medal Winner (Skeleton)



GAME 1
Malik Henry
Calgary Stampeders



GAME 2
Cabbie Richards
Canadian TV Personality



GAME 3
Jake Peacock
MMA Fighter



GAME 5
Catriona Le May Doan
Olympic Gold Medal Winner



GAME 6
Andrew Phung
Canadian Actor



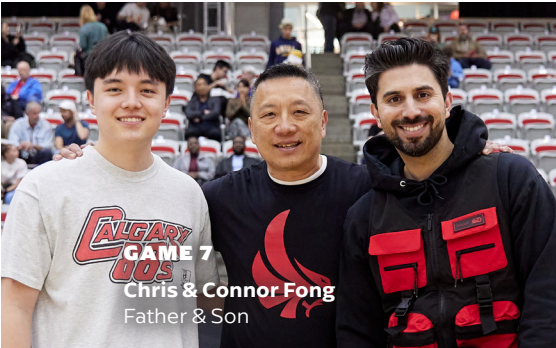
GAME 4
Harlon McMaster
Siksika Basketball Legend



GAME 8
Hayden Mayeur
2x World Championship Medalist (Speed Skating)



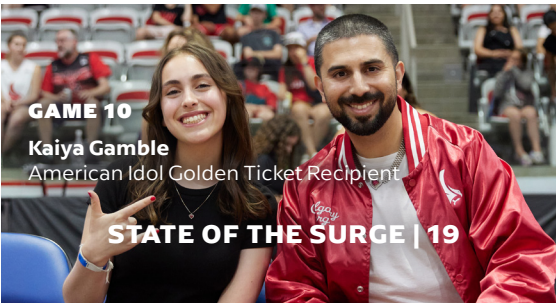
GAME 9
Jon Cornish
Calgary Stampeders & CFL Hall of Famer



GAME 7
Chris & Connor Fong
Father & Son



GAME 10
Sam Morton, Dustin Wolf, & Artem Grushnikov
Calgary Flames & Wranglers



GAME 10
Kaiya Gamble
American Idol Golden Ticket Recipient

BANNERS & ACCOLADES

The entire Calgary Surge organization continued its run of success on the court, off the court, and in the office.

From day one, a unique organizational culture of winning was established. Certainly, in keeping with most professional sports teams, the goals of having a winning record, winning a championship, and performing at personal best-levels were emphasized. However, the organization was even more fervent in its desire to win over the hearts and minds of ALL Calgarians. The work continues.

ON-COURT INDIVIDUAL



2024 CEBL AWARDS

CEBL All-Canadian Team

Mathieu Kamba
Rugzy Miller-Moore

Co-Clutch Player of the Year

Stefan Smith

Sixth Man of the Year (Nominee)

Stefan Smith

2024 LEAGUE LEADERS

Total Assists

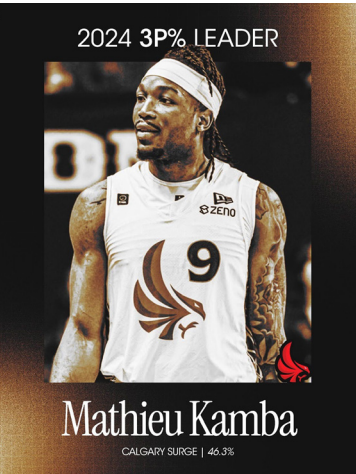
Corey Davis Jr., 126 (CEBL Record)

3-Point Percentage

Mathieu Kamba, 46.3%

Target Score Game Winners

Stefan Smith (4)



ON-COURT TEAM



2024 LEAGUE LEADERS

Total Assists & 3-Point Percentage

2024 REGULAR SEASON

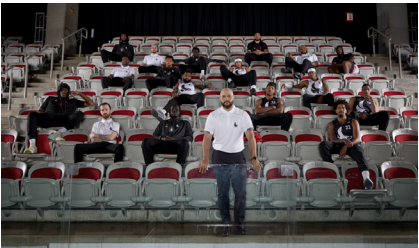
Clinched Playoffs

11-9 record

2024 CHAMPIONSHIP WEEKEND

Western Conference Finals

Lost to Vancouver Bandits 99-97



OFF-COURT BUSINESS



2023 UNITED WAY OF CALGARY AND AREA'S COMMUNITY IMPACT AWARDS

Culbert Family Award for Philanthropy

2024 SOUTH ASIAN INSPIRATION AWARDS

Outstanding Achievement In Sports



2024 BUSINESS IN CALGARY LEADERS AWARDS

Jason Ribeiro



COMMUNITY IMPACT

Kids Up Front collaborates directly with over 150 community social service agencies to provide FREE opportunities for recreation, participation in arts and cultural activities, sporting events, and educational experiences for the most vulnerable citizens of Calgary. They serve children under 18 years of age and their families.

Having access to role models can encourage kids' participation, enhance their experience, increase relevance, and create a more welcoming and accepting environment for all.

SURGE | ASSIST



HOW IT WORKS

STEP 1

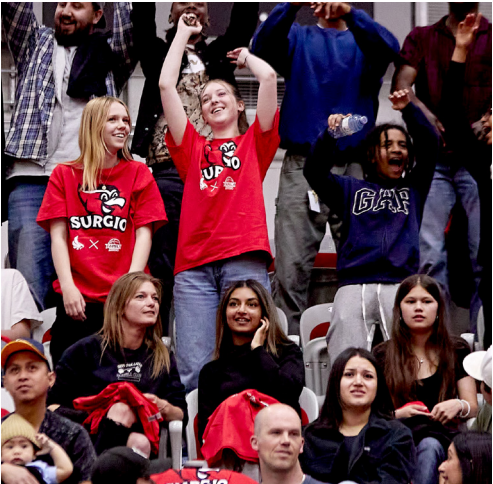
You purchase tickets and then the tickets are **donated** to Kids Up Front.

STEP 2

You select from **150 non-profit, education, and charitable agencies to support.**

STEP 3

We take care of the rest and Kids Up Front issues you a **tax receipt** at the end of the season.



In 2023, Kids Up Front provided:

23K+

Experiences

1,438

Experiences in lacrosse, soccer, basketball, and other sports

MAY 21, 2024

SURGE HOME OPENER

LARGEST GROUP OF KIDS EVER SENT TO A SINGLE EVENT IN KIDS UP FRONT CALGARY'S HISTORY

2,885

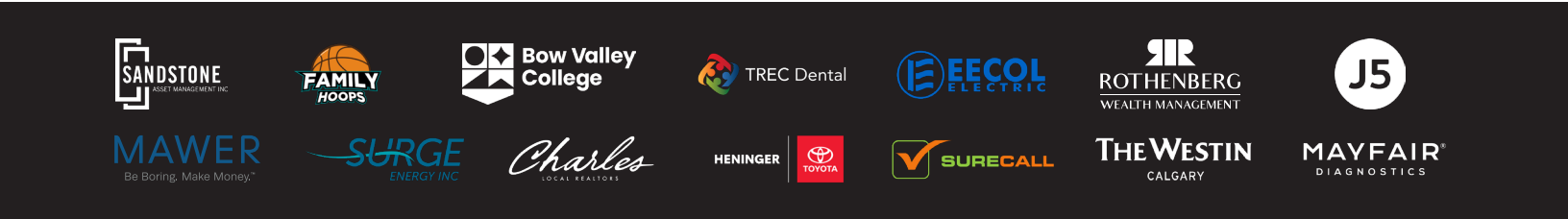
TOTAL SURGE ASSIST KIDS

LEAD CHAMPION

SANDSTONE is recognized as one of Canada's leaders in community investment and social responsibility and is the Lead Champion of the Surge ASSIST+ program.



CHAMPIONS



WANT TO LEARN MORE ABOUT BECOMING A SURGE ASSIST+ CHAMPION? CONTACT: [TICKETING@CALGARYSURGE.CA](mailto:ticketing@calgarysurge.ca)

KIDS UP FRONT AGENCY PARTNERS
AAFS - Autism Aspergers Friendship Society of Calgary
Above and Beyond Care Services
Action Dignity Society
AHS - Unit 23
All Saints High School
Autism Calgary Association
BBBS - Big Brothers Big Sisters of Calgary & Area
Calgary Police - YARD/MASST/Power Play
Carya Society of Calgary
CBFY - Calgary Bridge Foundation for Youth
CCIS - Calgary Catholic Immigration Society
Centre for Newcomers
Cerebral Palsy Alberta (CPAA)
CFPA - Calgary & District Foster Parent Association
Champion School
Children's Cottage Society
Circle of Wisdom
CJHS - Calgary John Howard Society
Closer to Home Community Services
COPE - Community Outreach of Pediatrics and Psychiatry in Education

CUPS - Calgary Urban Project Society
Diversities
Enviros
Father Scollen School
FHL: Football Hockey Link Society
Haysboro Community Association
Heart Beats Children's Society of Calgary
Heartland Agency and Educational Services
Hull Services
Janus Academy
JDRF - Juvenile Diabetes Research Foundation
Jesus Loves You Society
Kids Play Youth Foundation
Kindred Connections Society
MCFS - Metis Calgary Family Services
Miskanawah Community Services Association
Napi Friendship Association
Nisa Foundation
Our Lady of the Rockies High School
Pacekids Society for Children with Special Needs (Pacekids Programs)
PIA - Portail de L'immigrant Association

Renfrew Educational Services
Rotary Club of Calgary - Stay In School Program
SE Calgary Community Resource Centre (Millican-Ogden Community)
Siksika Health Services
St. Hubert
St. Kateri Tekakwitha School
Starlight Children's Foundation
Summit West Independent School
The Brenda Stratford Foundation
The Women's Centre of Calgary
TIES - The Immigrant Education Society
Treillis Society for Community Impact
TsuuT'ina Recreation
Umoja Community Mosaic
Ups and Downs
URSA - Universal Rehabilitation Service Agency
Variety - The Childrens Charity of Alberta
Worth Resolving
Young Life Canada
YWCA Calgary
YYC Eritreans

SIGNATURE EVENTS & INITIATIVES

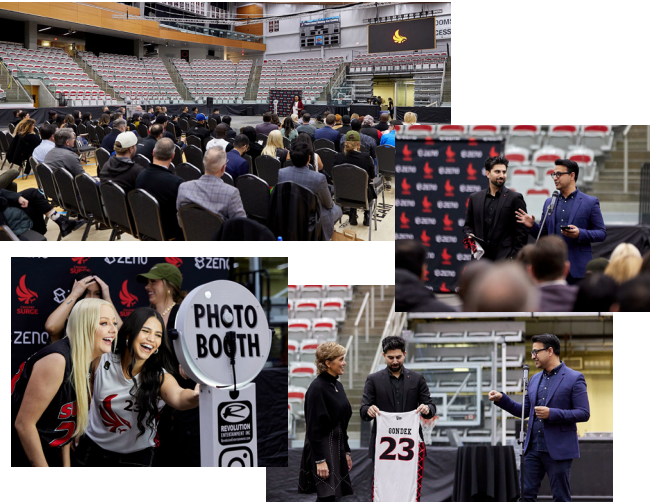
Community engagement is at the core of the Calgary Surge's work. Since launching in late 2022, the Surge have participated in hundreds of community events and initiatives. This year, we developed a slew of new events and projects to grow our influence in the realms of sport, art, and entertainment and to make an impact in the lives of Calgarians.

HOLIDAY PARTY



The Surge hosted a free to the public, Holiday Pajama Party at the Genesis Centre to bring the community together. This event built off our free in-season watch parties for away games, held at Genesis Centre throughout the 2023 season. We worked in partnership with Calgary Meals on Wheels, Siksika Health Services, Parachutes For Pets, and Calgary Fire and Police.

DOCUMENTARY SCREENING



The Surge welcomed the community, VIPs, and the media to two separate screenings at WinSport of "Home Team: The Inaugural Season of the Calgary Surge," produced internally in collaboration with LazyBoy Media. The event featured live entertainment, food and beverage, a photo booth station, and served as the public launch for Surge 2 The Dome.

SURGE EXPERIENCE HUB



In collaboration with Cadillac Fairview (CF) and CF Chinook Centre, the Surge developed the Surge Experience Hub, a pop-up retail and community engagement space on the second level of the shopping centre. For nearly half the year, the space would host player appearances, contesting, sneaker and apparel showcases, and collaborations with Sport Calgary members.

SURGE MVP PROGRAM



This past school year, the Surge partnered with 24 different high schools to showcase all the great basketball played in our city. This led us to be part of 46 different high school basketball tournaments and nearly 700 individual basketball games. At each of these tournaments, we named a Surge MVP from the championship-winning team and awarded them a prize pack.



CALGARY SURGE BASKETBALL ACADEMY

The Calgary Surge Basketball Academy (CSBA) is the umbrella initiative for all of the Surge's basketball camp offerings. Youth basketball players can begin programming at the entry level and progress through the ranks, while building their skills. All Surge camps and clinics maintain an appropriate coach-to-participant ratio ensuring repetition and opportunity for all involved.

SURGE FUNDAMENTALS

Surge FUNdamentals is a 4-week-long camp that is focused on showcasing the joy and fun of being a part of a team. Led by our experienced coaches, participants engage in a variety of different skill-building drills and activities. The camp emphasizes the practical application of the key areas of basketball.



SURGE PLAYBOOK

In partnership with the Alberta Basketball Association, the Surge have hosted two Surge Playbook Coaches Clinics. These clinics provide coaches of all levels with unique opportunities to learn from our experienced NBA and NBA G-League affiliated coaches.



We recognize the impact youth coaches have on their players, their livelihoods, and their community. The goal of these clinics was to help motivate coaches and give them an exclusive opportunity to experience Calgary Surge coaching.

SURGE ELITE

Surge Elite enables players to showcase their newly acquired skills at the FUNdamentals level on the hardwood. The camp is led by the Surge's Head Coach/players and focuses on player development, typically emphasizing the post and guard positions.



BE WELL SCHOOL DAY GAME

MAY 15, 2024



The "Be Well" School Day Game is a collaborative initiative aimed to support the Calgary Board of Education's (CBE's) Junior High Program, focused on well-being principles crucial for academic and athletic success. This exhibition game and overall program were built specifically for the CBE in support of its Student Well-Being Framework.

STUDENT WELL-BEING FRAMEWORK



Student-driven initiatives with themes like Diversity and Inclusion, School Connectedness, Regulation, Resilience, and Mental Health were embedded into our event planning.

PRE-GAME SCHOOL VISITS



Fresh off the plane landing in Calgary, Surge players and coaches began leading wellness sessions at schools (in-person and remote) that included both interactive activities and collaborations with team partners.

GAME



The game featured designated sections for community building, collaboration between teams, wellness-themed entertainment/public speaking offerings, and educational in-game messaging, creating an immersive and impactful experience for students. Chestemere High School musicians were given the opportunity to perform as the Surge House Band.



SLAM FEST is a festival-style event designed to engage Calgarians, University of Calgary alumni families and members of the Surge in celebrating basketball and community spirit. The event aims to unite the community through sport, offering a unique blend of athletic excellence and community celebration. To support students, \$1.50 from each ticket was donated to the UCalgary Student Food Security Fund.

DINOS ATHLETICS



The event showcased the athletic achievements of several Dinos athletes who compete in basketball, track and field, volleyball, etc. Having Noah Wharton represent both the Dinos and the Surge (as our U SPORTS draft pick) was incredibly special.

CONTESTS



Dinos athletes and alumni competed with and against the Surge in contests like the relay race, three-point competition, and slam dunk contest, while fans were given a chance to heave up a half-court shot.

FAN EXPERIENCE



Complete with pyrotechnics and live entertainment, the Surge and the University of Calgary put on a one-of-a-kind production complete with unprecedented court access, player autographs, selfie stations, and much more!

NET GAINZ

NET GAINZ serves as an umbrella initiative for much of the Surge's community impact work, with an aim of growing the game of basketball in and around Calgary. The initiative revolves around three primary areas of impact and would not be possible without the support of donors and community partners.



1

2024 SNEAKER PROGRAM



The Surge and their partners collected dozens of gently used and new sneakers for donation to the Sports Bank at each home game.

2

2024 PROGRAM & INFRASTRUCTURE SUPPORT

\$20K+
RAISED FOR
 So **ALL** Kids Can Play!

Throughout the season, Surge fans donated over \$20,000 as part of KidSport's 50/50 Draw to support low-income families register their kids in basketball programming.

3

2024 KNOWLEDGE SUPPORT



To grow the game of basketball in the city, the Surge supported clinics and camps hosted by community partners like Alberta Basketball, MNP Community & Sport Centre, and others to help youth foster a lifelong passion for the sport.

2024 SNEAKER PROGRAM



Maddie Customs



Custom Sneaker Queen



Benjamin Dyck



Trey Madsen



Vanja Kragulj



Maui Lucero



Chauncey Burrey



Sydonne Warren

Could we make affordable basketball sneakers cool?

CHALLENGE

KidSport Calgary flagged that one of the biggest barriers to young Calgarians participating in basketball is access to proper footwear.

SOLUTION

Surge used the unique connections between sneaker culture and basketball to create one-of-a-kind works of art to be auctioned off to raise funds for the NET GAINZ program and reduce the social stigma of wearing affordable sneakers.

PIVOT

Instead of auctioning off the sneakers as planned, the Surge will steward and maintain this artwork collection for display and storytelling opportunities in sports and arts locations across the city, and eventually, country.

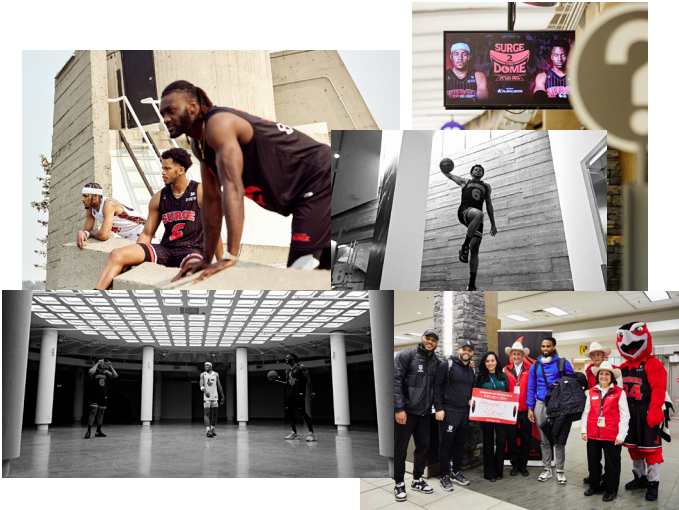
ARTS & CULTURE

TELLING CALGARY'S STORY

In our second season, we deepened our relationship with Calgary's arts community. By celebrating Calgary's diversity, resilience, and character, the Surge have forged meaningful connections with artists from every corner of our city.

Through the unifying power of sports, arts, and entertainment, we are shaping a narrative for Calgary that inspires growth, fosters inclusion, and hopefully strengthens our city for years to come.

LANDMARKS



The Surge collaborated with two incredible Calgary institutions and landmarks this season: YYC International Airport & Contemporary Calgary. Players and staff had exclusive access to Contemporary Calgary and filmed the Season II teaser, "ENCORE" within the walls and on the roof of the brutalist building.

BRIDGE BUILDING



This season, the Surge continued to work with Siksika Health Services in developing an updated land acknowledgment, hosting our second Indigenous Heritage game, and receiving a full organization-blessing from Siksika elders. We also paid homage to the people of Guelph (home of the CEBL franchise prior to Calgary) alongside Mayor Cam Guthrie.

MUSIC & STREAMING



Our organization dove into audio media this season by launching two exciting initiatives for Calgarians: Surge Soundtracks & the Surge in the City Podcast. Surge Soundtracks, empowered by the Calgary Foundation, ensured that the music played at each Surge game (at least 30% non-English) was captured for the broader public to enjoy.

TECHNOLOGY & FANDOM



In 2024 the Surge took fandom to new heights. The Surge worked with augmented reality (AR) company simpleAR to develop a branded AR selfie filter for our mascot Surgio. We also saw fans make their relationship with the team permanent when Season Ticket Member, Jeremy Hensel visited Wonderland Micropigment to tattoo the Surge icon on his body.



GROWING CALGARY'S STAGE

Basketball and entertainment share a unique and deeply rooted connection. We saw an opportunity to amplify fans' shared passion for music, dance, and sport—all we needed was the right stage.

In collaboration with the Calgary Foundation, we prioritized supporting underrepresented and diverse Calgary performers. By transforming our Plaza and court into vibrant performance spaces, we provided local artists with the platform and audience they deserve to showcase their incredible talents.

ROCKY MOUNTAIN SYMPHONY ORCHESTRA



It was wonderful to compose this JAY-Z arrangement in collaboration with the Calgary Surge. So much intention went into the song selection, recording, and performance, and to perform for over 12,000 people at the Saddledome was thrilling for all of RMSO.

– Dr. Kristin Flores
Composer



THE CALGARY SURGE

SEASON II | 2023–2024



BACK ROW: Aaron Ashe, Jacob Michaud, Max Kohar, Kyler Edwards, Gatluak James, Mike Demagus, Noah Wharton, Adam Wsylyshyn, Dave Bertrand, Lucas Gomes

MIDDLE ROW: Marielle Capuno, Hilary Fontus, McKenna Ryan, Jamie Lalor, Leo Karembere, Xavier Exner, Ryan Mohaupt, Cale Moore, Justin Jackson, Jordy Tshimanga, Marlon Johnson Jr., Gabe Osabuohien, Joshua Idoko, Jackson Earle, Nick Berezowski, Daniel Ince, Jennifer Elias, Maggie Hsu, Prapti Patel, Jesse Tamayo

FRONT ROW: Dylan Howe, Brittany Easton, Jason Ribeiro, Steve Konchalski, Shane James, Stef Smith, Rugzy Miller-Moore, Mathieu Kamba, Malcolm Duvivier, Corey Davis Jr., Mike Girling, Tyrell Vernon, Will Rooney, Tyrone Watson, Awet Abraha, Dean Haidar

NOT PICTURED: Trhae Mitchell, David Francis

BRACE YOURSELF FOR THE



CONTACT: INFO@CALGARYSURGE.CA
TO EXPLORE PARTNERSHIP OPPORTUNITIES