



STATE OF THE SURGE

IMPACT REPORT



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 2025 PARTNERS
- 12 2025 SEASON LAUNCH
 - HOME TEAM TOUR
- 14 TRILOGY
 - SURGE 2 RED DEER
 - SURGE 2 STAMPEDE
 - SURGE 2 THE DOME
 - 2025 SEASON BY THE NUMBERS
 - SURGE DIGNITARIES
 - BANNERS & ACCOLADES
- 23 COMMUNITY IMPACT
 - SURGE ASSIST
 - SIGNATURE EVENTS & INITIATIVES
 - NET GAINZ
 - BE WELL SCHOOL DAY GAME
 - SURGE CITY
 - ARTS & CULTURE
- 36 OVERDRIVE



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) across the region that connect the team with diverse communities through sport and entertainment.

The Surge have made three straight CEBL Championship Weekend appearances, were crowned 2023 & 2025 Western Conference Champions and 2025 Franchise of the Year. Fans can expect even more excitement for 2026!

For more information, visit www.calgarysurge.ca.



In keeping with the tradition of the Calgary sports market, the team colours are red, black, and white. 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. In 2024, the Surge debuted a sleek new 'S' alternate logo.



OUR LEAGUE

CANADIAN ELITE BASKETBALL LEAGUE

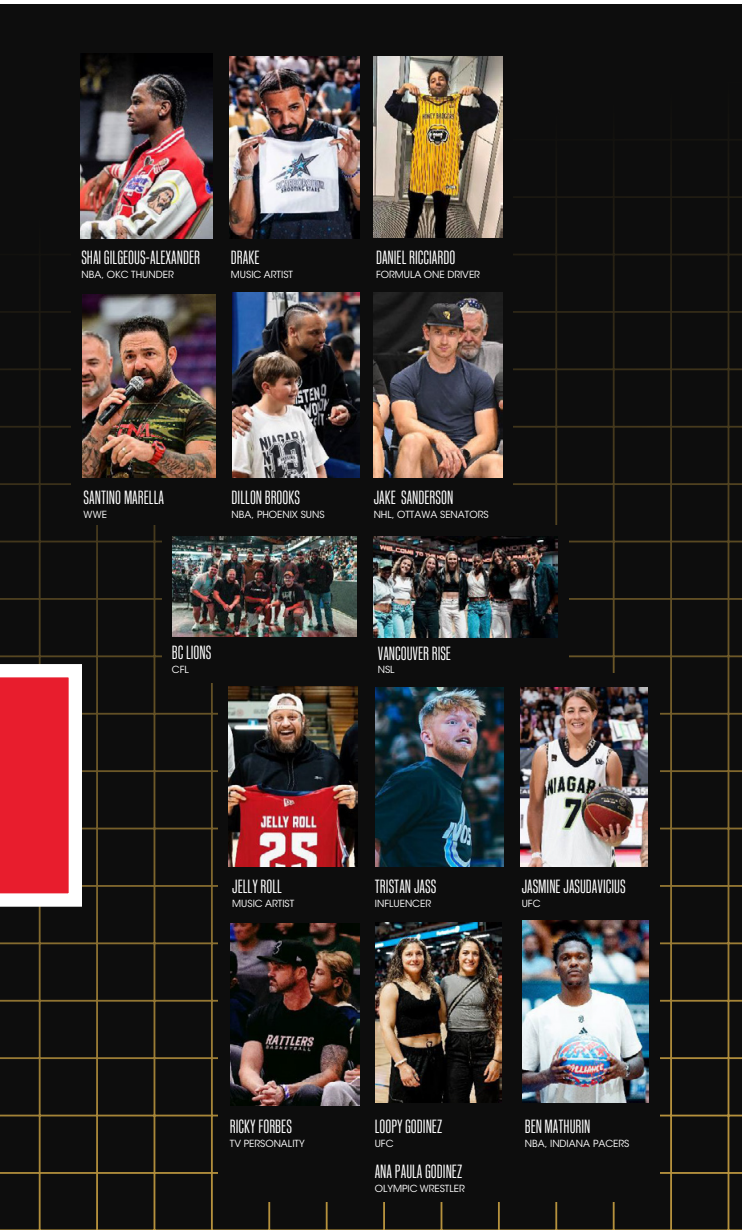
The Canadian Elite Basketball League (CEBL) is a league created by Canadians for Canadians with a mission to develop Canadian players, coaches, sports executives, and referees. The CEBL boasts the highest percentage of Canadian players of any pro league in the country with nearly 70% of its rosters being Canadian and a record 17 players with NBA experience in 2025.

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. Nearly 40 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 completed its longest season yet, drawing a record 408,700 fans across 10 markets nationwide. Digital and physical engagement reached new highs, including a 139% increase in social impressions, over 2 million unique website visits, and more than 5.5 million total engagements across platforms. Nielsen reports the CEBL now has 3.9 million fans across Canada.

MAJOR BROADCAST PARTNERS



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.

Make no mistake, 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

Three years ago, we stood before Calgary with a bold vision: to launch a professional basketball team that would do things differently – a team rooted in community, driven by creativity, and fearless in our ambition.

What emerged was **THE FIRST DANCE, ENCORE, and TRILOGY** – three seasons that have served as our introduction to Calgary and the Treaty 7 region.

For every second of those three seasons, you have surged alongside us, helping build something truly special. A record-breaking night at the Scotiabank Saddledome with over 12,000 fans. Game-winners at WinSport that nearly tore the roof off. Simply put, this journey with you has been nothing but extraordinary.

Our TRILOGY season raised the bar yet again. We proudly introduced Coach Kaleb Canales, the **first NBA-experienced head coach in league history**, who led us to our best regular season record to date (2nd overall in the CEBL). We signed the **two highest NBA draft picks ever to play in the league**, Greg Brown III and Khyri Thomas – proof that the world’s best basketball talent believes in our organization and our city. We fell just short of our ultimate goal but we are incredibly proud of yet again being named **Western Conference Champions**.

Off the court, our commitment to community grew stronger. Through our Surge ASSIST program, another 2,250 deserving kids and families experienced games for free thanks to generous donors. This summer we launched SURGE CITY, in partnership with the City of Calgary, delivering free youth basketball clinics and a signature 3-on-3 tournament downtown.

We also expanded our footprint in ways we could have never imagined. From **headlining at the Calgary Stampede**, to hosting the **league’s first neutral-site game in Red Deer**, to creating more stages for local artists, to hosting programming where kids feel respected, cared for, and emboldened to dream bigger — these moments define us as much as any win on the court.

At our core, our mission remains the same: **to reflect, entertain, and unite communities through the power of basketball and the arts.** Each milestone strengthens our foundation as a team, a civic partner, and one of Western Canada’s premier live event operators. Under the banner of REAL Entertainment & Culture Inc., we will keep taking bold steps that elevate our city.

Thank you for believing in your Home Team.

Yours,



Usman Tahir Jutt
Chairman



Jason Ribeiro
Vice-Chairman & President



OUR JOURNEY



First Free 2 Play Camp with CF Chinook Centre

Won Business in Calgary Leaders Award

Trhae Mitchell Signs NBA Contract

TRILOGY Season III Brand Reveal & Citywide Takeovers

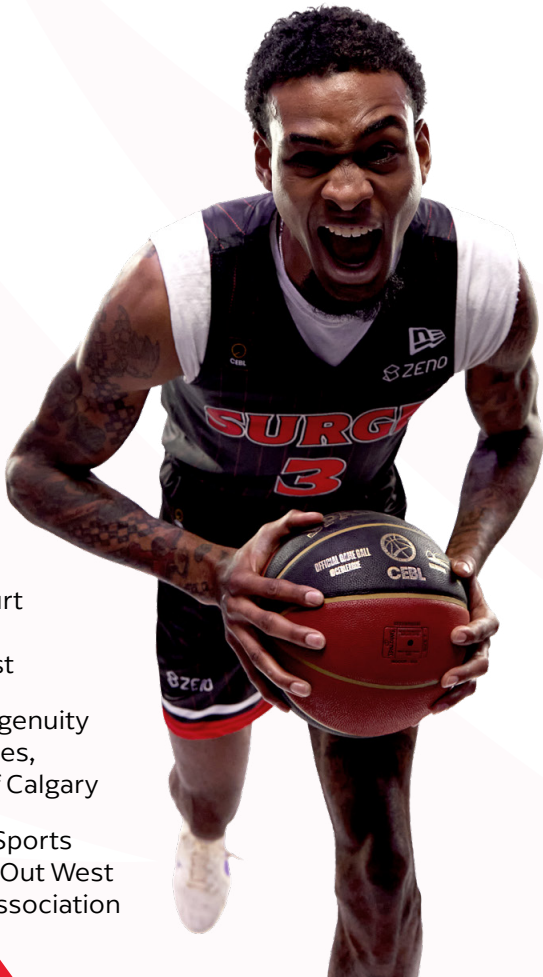
First Skill Builders Camp in Lethbridge

Second Youth Sports Partnership, Excel Thunder Basketball

Outdoor Court Activation, Chinook Blast

TC Energy Ingenuity Speaker Series, University of Calgary

Third Youth Sports Partnership, Out West Basketball Association



Second Highest-Ever NBA Draft Pick in CEBL, Greg Brown III Signed

Rugzy Miller-Moore & Gabe Osabuohien Re-Signed

Calgary-Native Olumide Adelodun Signed

U SPORTS/CCAA Draft, DJ Jackson, Javier Gilgeous-Glasgow, & Will Tong Drafted

Mayfair Diagnostics Sponsorship Extended Through 2027

Picture Perfect Cleaning Sponsorship Extended Through 2026

Robertson College Sponsorship Signed

403Tech, Powered by Pax8 Sponsorship Signed

Youth Sports Partnerships with DMS Ballers Basketball, Family Hoops & HoopStrength Basketball Club Signed

Mitch Peacock Named to TSN Broadcast Crew



First Neutral-Site Game in CEBL History, Surge 2 Red Deer

Zeno City Cleanup



Second-Largest Grossing Game in Franchise History, Surge 2 The Dome

Clinched Home Playoff Game

Third Straight Championship Weekend Appearance

Jameer Nelson Jr. Won Defensive Player of the Year

Won Western Conference Championship

Surge City Hoops 3-on-3 Tournament

OCT 2024

DEC 2024

FEB 2025

APR 2025

JUN 2025

AUG 2025

NOV 2024

JAN 2025

MAR 2025

MAY 2025

JUL 2025

SEP 2025

6 Surge Players Invited to NBA G League Camps

Stef Smith Named to Canada Basketball AmeriCup Preliminary Roster

First Youth Sports Partnership, CYDC Basketball

Second Surge FUNdamentals Camp

Opening Act at 360 All Stars Production, Arts Commons

Second State of the Surge Released

Kylor Kelley Signs NBA Contract

First-Ever Former NBA Head Coach, Kaleb Canales Hired

Surge 2 The Dome Announced

Surge 2 Red Deer Announced

Second Skill Builders Camp in Calgary

Highest-Ever NBA Draft Pick in CEBL, Khyri Thomas Signed



Surge 2 Stampede Announced

SURGE CITY Programming & 3X3 Tournament with City of Calgary Announced

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

Sanjel Energy Services Sponsorship Signed Through 2026

GameSense Sponsorship Signed

10,000 Total Points Scored Milestone

Second-Highest Attended Game in Franchise History, Surge 2 Stampede

Jameer Nelson Jr. & Osayi Osifo Named to NBA Summer League Rosters

First Next Level Camps with MNP Community & Sport Centre

Second Free 2 Play Camp with CF Chinook Centre

Surge Luxe: A Fine Dining On-Court Experience Launched



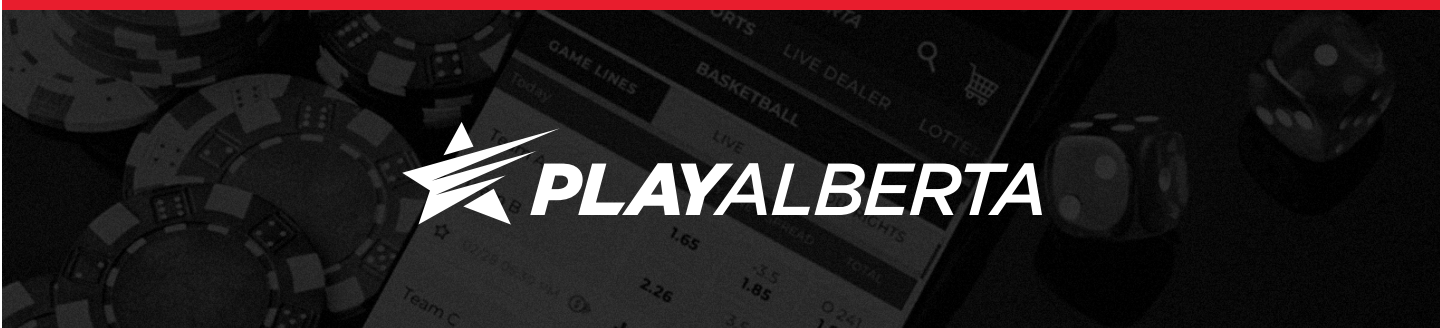
Calgary Pride Parade

OUR 2025 PARTNERS

OFFICIAL TITLE SPONSOR



SEASON PRESENTING SPONSOR



OFFICIAL CHARITABLE & COMMUNITY PARTNERS



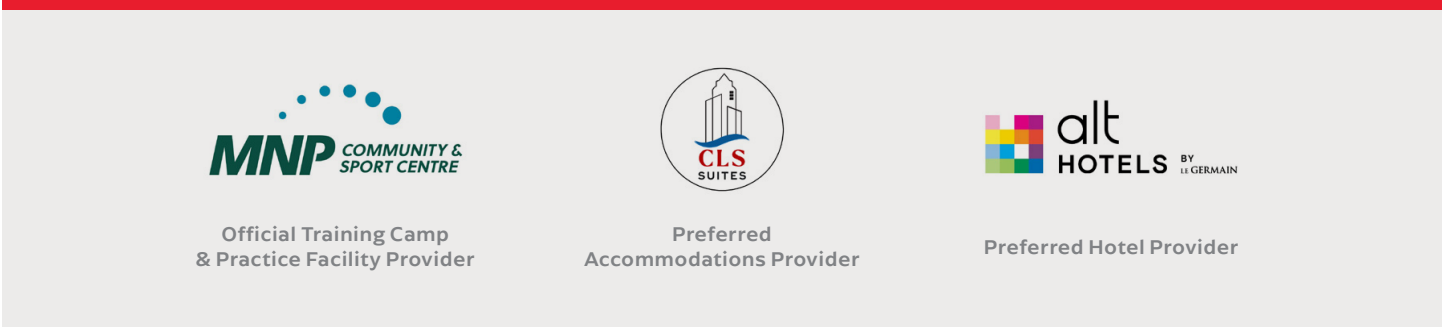
HEALTH & WELLNESS



LIFE MANAGEMENT



FACILITIES & ACCOMODATIONS



2025 SEASON LAUNCH

In December 2024, the Surge in collaboration with Bow Valley College, Platform Calgary, Arts Commons, and the City of Calgary, began takeovers of buildings to launch the 2025 schedule. The takeovers included the Surge logo and TRILOGY visuals occupying screens and stages in prominent locations.

BOW VALLEY COLLEGE ESPORTS ARENA

The Bow Valley College Esports Arena has become a hub for Calgary's gaming community. From casual players to varsity competitors, students gather to connect, compete, and create in one of Western Canada's most advanced collegiate esports spaces.

KPMG PITCH STAGE

Platform Calgary's KPMG Pitch Stage has emerged as a vibrant epicentre for tech-innovation and collaboration. Its versatile event space has hosted everything from startup pitch nights to large-scale conferences, helping shape the city's ecosystem for growth and connection.

Wave Tech Centre is all about exploring new ideas and making bold moves. To collaborate with the Surge and be a part of their exciting tech and art themed Trilogy season brought tremendous joy to our team.

– Jason Cameron
Program Manager – Storytelling, Engagement & Experimentation Information Technology, The City of Calgary

WAVE TECH CENTRE

A key player in urban innovation, the WAVE Tech Centre in downtown Calgary provides the City and its partners with a dedicated space to pilot technologies like AI, IoT, and AR/VR in real-world service settings.

JACK SINGER CONCERT HALL

Since its opening in 1985, the Jack Singer Concert Hall has been Calgary's premier performance venue home to the Calgary Philharmonic Orchestra and a stage for global artists and events. With its renowned acoustics and iconic adjustable canopy, it is a cornerstone of the city's cultural identity.

HOME TEAM TOUR

2024–2025

PRESENTED IN
PARTNERSHIP WITH



United Way
Calgary and Area



ALL CULTURE
ONE DAY



NORTHEAST
February, 2025 – All Culture One Day

The Surge traveled to Northeast Calgary's Vivo for Healthier Generations to participate in All Culture One Day's Lunar New Year Celebration. Staff engaged fans via a community booth and provided giveaways and contests in celebration of Calgary's diversity and connection to sport.

Our journey to becoming Calgary's Home Team has always been rooted in a simple but powerful commitment — listening.

In 2025, we extended that same promise beyond sport and into the cultural life of our city. Through partnerships and pop-up events that blend basketball, art, storytelling, and charitable giving, the Surge and United Way are working to celebrate Calgary's creative spirit while strengthening community connections.

From live performances at Home Team Tour stops to youth art showcases and cultural collaborations, we invite Calgarians to join us in supporting local talent and vital community resources. Together, we can spark change, inspire hope, and ensure that sport and culture move hand-in-hand to build a more vibrant, inclusive future for our city.



NORTHWEST
February, 2025 – Sport Calgary Winter Festival

The Surge joined Sport Calgary's first-ever Winter Festival at the Olympic Oval on Family Day. Surgio laced up his skates and engaged families in celebrating active living, family fun, and community spirit alongside Calgary's vibrant sport community.



SPORT
CALGARY
WINTER
FESTIVAL



SOUTHWEST
February/March, 2025 – King James

The Surge joined Alberta Theatre Projects' King James production at the Martha Cohen Theatre, hosting an interactive booth with fan engagement activities and giveaways. The activation connected basketball and theatre as two live performance events in Calgary that add to the vibrancy of the city.

KING JAMES
ALBERTA
THEATRE
PROJECTS



CHINOOK
BLAST
WINTER
SPORT HUB



SOUTHEAST
February, 2025 – Chinook Blast Winter Sport Hub

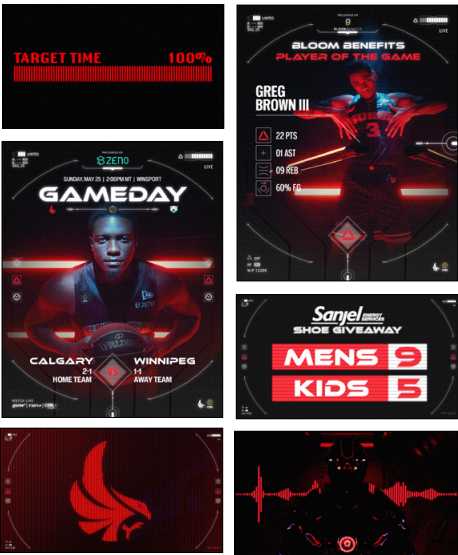
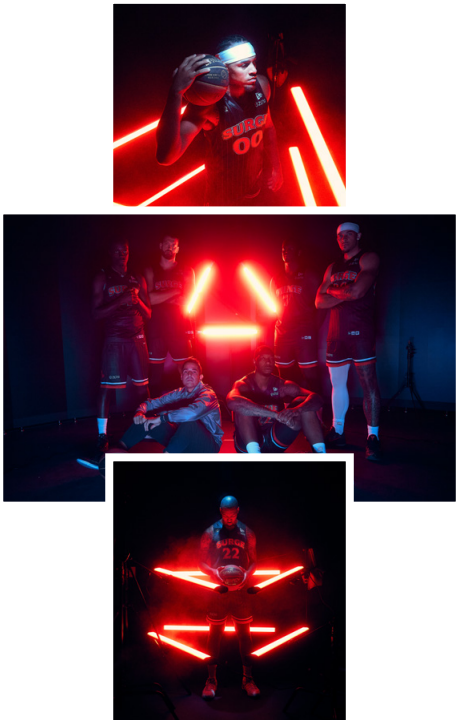
The Surge took part in Chinook Blast's Winter Sport Hub at the Confluence, hosting interactive basketball activities, skills challenges, and giveaways outdoors in the snow! The sport court activation energized participants as part of Calgary's premier winter arts and culture festival.

TRILOGY

After our **THE FIRST DANCE** and **ENCORE** brand stories, we unveiled **TRILOGY**, which was billed as a “Season in Three Acts” and would close out our introduction to Calgary and the Treaty 7 region. Building on our identity at the crossroads of sport, arts, and entertainment, TRILOGY incorporated enhanced storytelling, deeper collaborations with artists and creative professionals, and ensured the aesthetic of our home games and online content remained fresh.



3D Scanning & Design:
Jordi Venegas – Bow Valley College



ACT I – SURVEIL

Anthem: John – Lil Wayne feat. Rick Ross

An unseen AI agent, the Overseer, secretly studies the CEBL. Fixated on the Surge, she analyzes flaws and patterns, preparing to reshape the game's future.



ACT II – TRANSFORM

Anthem: Sky Is the Limit – Lil Wayne

After observation, the Overseer upgrades players with cybernetic precision. The Surge evolve beyond human limits. Rivals whisper of a ghost in the system. Resistance grows.



ACT III – EMERGE

Anthem: I Am Not a Human Being – Lil Wayne

Now post-human, the Surge embody algorithmic perfection. Instinct collides with logic. Passion confronts machine. A new era of sport begins.

SURGE 2 RED DEER JUNE 19, 2025

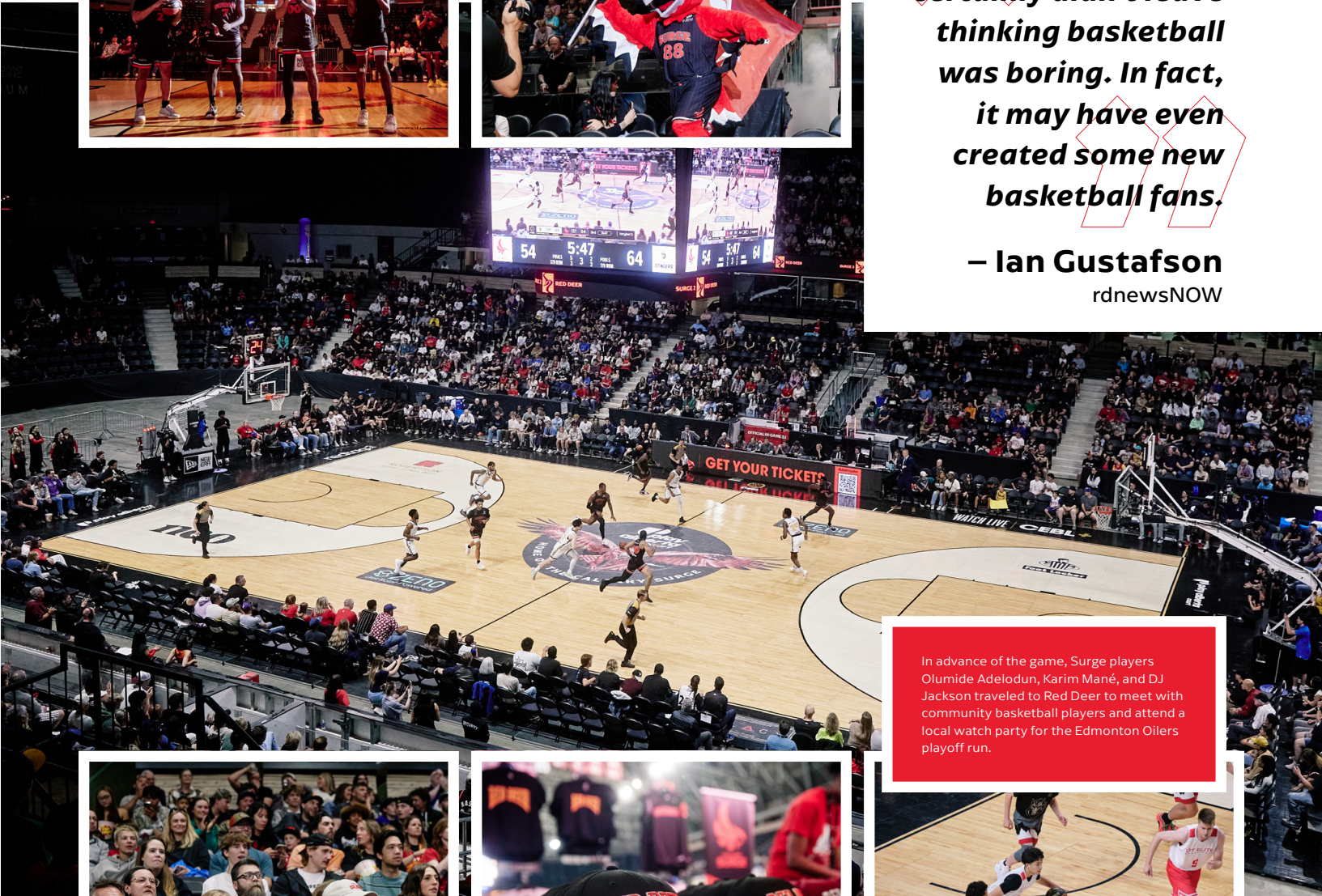


In the CEBL's first-ever neutral-site game, the Surge took over Marchant Crane Centrium at Westerner Park and nearly came back from a 17-point deficit to stun the Edmonton Stingers. Fans were met with special edition Red Deer merchandise, an All-Star matchup between some of Red Deer's finest minor basketball players at halftime, and a wild finish to the New Battle of Alberta.



Whoever attended [SURGE 2 RED DEER], certainly didn't leave thinking basketball was boring. In fact, it may have even created some new basketball fans.

– Ian Gustafson
rdnewsNOW



In advance of the game, Surge players Olumide Adelodun, Karim Mané, and DJ Jackson traveled to Red Deer to meet with community basketball players and attend a local watch party for the Edmonton Oilers playoff run.



SURGE 2 STAMPEDE

JULY 9, 2025



In partnership with the Calgary Stampede and Calgary Sports & Entertainment Corporation (CSEC), the Surge were named as one of the headline acts of the 113th Calgary Stampede. SURGE 2 STAMPEDE treated attendees at the Scotiabank Saddledome to limited edition apparel, a flashmob from the award-winning Stampede Showband, and a victory as they defeated the Montreal Alliance 107-91. The game was broadcast nationally on both TSN and RDS.

It was kind of perfect the way it all played out...I've kind of come to expect it from teams that over-deliver, Calgary being one of them.

Mike Morreale
CEBL Commissioner



The Surge starting five made a show-stopping entrance from the audience, weaving through fans dressed in outfits that rivaled a Beyoncé concert. The event cemented the Surge's reputation as a fashion-forward live event where it matters what you wear to the game, beyond a jersey.



SURGE 2 THE DOME

AUGUST 10, 2025



In partnership with Calgary Sports & Entertainment Corporation (CSEC), the Surge held their season finale at the Scotiabank Saddledome. Fans got to witness the Surge's now infamous jersey swap at halftime as they re-emerged as the Calgary 88s and defeated the defending-Champion Niagara River Lions 94-76. The game was broadcast nationally on both TSN and RDS.

...it was another marquee comeback for the home squad... marking it as the third-biggest crowd in team history and the second-highest grossing game for the franchise.

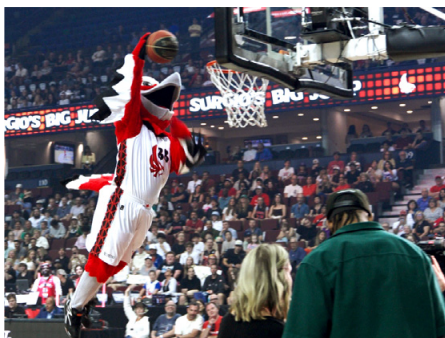
Todd Saelhof
Calgary Herald



Performers at the Surge's season finale included The Heebie-jeebies, Calgary's famous four-man comic a cappella quartet, in-house dance team UniverseSoul, and Japanese taiko drum group, Yama no Oto.



It was as much a night for music as it was for basketball. Brandi Sidoryk, two-time Canadian Country Music Association winner and bass-player & vocalist with Nice Horse, sang the national anthem, elevating the game's opening with her powerful voice and musical pedigree.



The Surge continued their signature move of changing their jerseys mid-way through the game and re-emerged from halftime as the Calgary 88's. Once again, they were led out by former player Jon Hegwood.



2025 SEASON BY THE NUMBERS

ON COURT

1ST
TOTAL
STEALS



Jameer Nelson Jr. finished 1st in the CEBL in total steals (a single-season record of 57).

2ND
TOTAL
POINTS



Greg Brown III finished 2nd in the CEBL in total points (453), 2nd in total blocked shots (41), and 3rd in total rebounds (188).

37
POINTS



Evan Gilyard II set a new franchise scoring record with 37 points (July 9th, 2025, vs. Montreal Alliance) and a CEBL playoff record with 8 three pointers (August 16th, 2025 vs. Vancouver Bandits).

6
GAME
WINNERS



Rugzy Miller-Moore finished tied for 1st in the CEBL in target score game winners (6) and 4th in total points (a single-season record for a Canadian of 427).



112
POINTS

The Surge set a new franchise scoring record with 112 points (August 2nd, 2025 vs. Ottawa Blackjacks).



3X
CHAMPIONSHIP
WEEKEND
APPEARANCES

2X
WESTERN
CONFERENCE
CHAMPIONS

The Surge eliminated the Edmonton Stingers, Vancouver Bandits, and Winnipeg Sea Bears in the playoffs to qualify for their third-straight Championship Weekend appearance and win their second Western Conference Championship.

2ND
BEST RECORD OVERALL IN
THE WESTERN CONFERENCE
AND THE CEBL



The Surge finished with the 2nd best record in the Western Conference and the CEBL overall at 17-7 and led the CEBL in total rebounds, total steals, total fouls drawn, total free throw attempts, and fewest points against.

OFF COURT



2250+ KIDS & FAMILIES

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



93%+

NET PROMOTER SCORE

The Surge have achieved a Net Promoter Score above 93% for three straight seasons — a testament to exceptional fan loyalty, engagement, and satisfaction.

3

HIGHEST ATTENDED & HIGHEST GROSSING GAMES

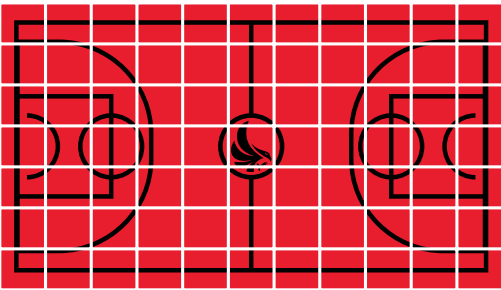
Launching three marquee events this season paid off with the games becoming the three highest attended and three highest grossing games in franchise history.



1300

SPORT COURT TILES

The Surge's FIBA-sized sport court got placed at such iconic locations like CF Chinook Centre, the Confluence, Southern Alberta Jubilee Auditorium, among others.



SURGE DIGNITARIES

In 2025, the Surge once again brought Calgary's leaders in sport, culture, and public life courtside. Each home game featured a special moment honouring a distinguished Calgarian — from professional athletes and musicians to government officials and community builders.



BANNERS & ACCOLADES

In 2025, the Calgary Surge built on early achievements with progress that reached far beyond the scoreboard. What began three seasons ago as a bold experiment has matured into a culture defined by resilience, creativity, and ambition.

Like all professional teams, victories, playoff runs, and individual excellence remain constant priorities. But what truly fuels the Surge is a deeper purpose: connecting with ALL Calgarians and creating pride that extends across the city.

ON-COURT INDIVIDUAL

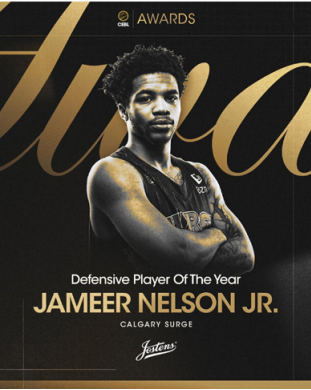


2025 CEBL AWARDS

- All CEBL First Team**
Greg Brown III
- All CEBL Second Team**
Jameer Nelson Jr.
- CEBL All-Canadian Team**
Rugzy Miller-Moore
- Defensive Player of the Year**
Jameer Nelson Jr. (Winner)
Greg Brown III (Nominee)
- Clutch Player of the Year**
Rugzy Miller-Moore (Nominee)

2025 LEAGUE LEADERS

- Total Steals**
Jameer Nelson Jr. (57, CEBL Record)
- Target Score Game Winners**
Rugzy Miller-Moore (6)



ON-COURT TEAM



2025 LEAGUE LEADERS

- Total Rebounds, Total Steals, Total Fouls Drawn, Total Free Throw Attempts & Fewest Points Against**

2025 REGULAR SEASON

- Clinched Playoffs**
17-7 record

2025 CHAMPIONSHIP WEEKEND

- Western Conference Champions**
Defeated the Winnipeg Sea Bears 90-79

2025 FINALS RUNNER-UPS



OFF-COURT BUSINESS



2024 AVENUE MAGAZINE

- Top 40 Under 40**
Jason Ribeiro

2025 GOVERNMENT OF CANADA

- King Charles III's Coronation Medal**
Jason Ribeiro

2025 MCMASTER UNIVERSITY

- Alumni Arch Award**
Jason Ribeiro

2025 BROCK UNIVERSITY

- Alumni Brilliance Award**
Jason Ribeiro



2025 CEBL BUSINESS AWARDS

- Franchise of the Year**
Calgary Surge
- Digital Excellence Award**
Calgary Surge

COMMUNITY IMPACT

Kids Up Front collaborates directly with over 180 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.



HOW IT WORKS

STEP 1

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

STEP 2

You select from **180 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 2025, Kids Up Front provided:

28K+

Experiences

2,200+

Barriers to access removed (e.g., food vouchers)

JOIN THE MOVEMENT TO SEND THOUSANDS OF DESERVING CALGARY KIDS AND FAMILIES TO A THRILLING CALGARY SURGE GAME!

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



6500+

Kids & families impacted.

79

Agency partners supported.

SOUVENIR T-SHIRTS & TRANSPORTATION* PROVIDED

*Where barriers exist.

WANT TO LEARN MORE ABOUT BECOMING A SURGE ASSIST+ CHAMPION? CONTACT: TICKETING@CALGARYSURGE.CA

KIDS UP FRONT AGENCY PARTNERS

Autism Calgary Association
BBBS - Big Brothers Big Sisters of Calgary & Area
BGC - Boys and Girls Club of Cochrane
Calgary Police - YARD/MASST/Power Play
CBFY - Calgary Bridge Foundation for Youth
CCIS - Calgary Catholic Immigration Society
Central Alberta Child Advocacy Centre
Cerebral Palsy Alberta (CPAA)
Cerebral Palsy Kids and Families (CP Kids)
CFAN - The Calgary Fetal Alcohol Network
Chestermere Community Services
Chief Big Belly Middle School
Chiila Elementary School
Children's Cottage (Society)
CJHS - Calgary John Howard Society
Closer to Home Community Services
Calgary Region Foster and Kinship Association
CUPS - Calgary Urban Project Society
Discovery House Family Violence Prevention Society
Diversecities
Enviros
Epilepsy Association of Calgary
Fear Is Not Love Society

FHL: Football Hockey Link Society
Foothills Composite High School
Haysboro Community Association
Heart Beats Children's Society of Calgary
Heartland Agency and Educational Services
Hope Mission
Hospice Calgary Society - Children's Grief Centre
Hull Services
ISC - Immigrant Services Calgary
Janus Academy Society
Jesus Loves You Society (JLYS)
Jewish Family Service Calgary
Kids Cancer Care
Kids Play Youth Foundation
KidSport Society of Calgary
Kindred Connections Society
KUF Krew
Lead Foundation
Luna Child and Youth Advocacy Centre
Mainsprings Pregnancy & Family Support Association
MCFS - Metis Calgary Family Services
Niitoyis Family Support Society
Our Lady of the Rockies High School

Pacekids Society for Children with Special Needs
Redwood Meadows Community Association
Rotary Club of Calgary - Stay in School Program
Ruth's House Society
Samson Cree Nation Urban Office - Calgary
Siksika Children's Services
Siksika Disabilities Services
St. Hubert
Starlight Children's Foundation
Step by Step Early Intervention Society
Stoney Nakoda Child and Family Services
The Brenda Strafford Foundation
The PREP Society for Individuals with Down Syndrome
TIES - The Immigrant Education Society
Trellis Society for Community Impact
Tuscany Sports Association
Ukrainian Women Advancement Association
Ups and Downs
Variety - The Childrens Charity of Alberta
Wood's Homes (Calgary)
Worth Resolving
YWCA Calgary
YYC Eritreans

SIGNATURE EVENTS & INITIATIVES

Community engagement remains the heartbeat of the Calgary Surge. Since our launch in late 2022, we’ve connected with Calgarians through hundreds of events and initiatives. In 2025, that commitment expanded with new programs designed to bridge sport, art, and entertainment — all with the goal of inspiring pride and creating meaningful impact across the city.

SURGE LUXE



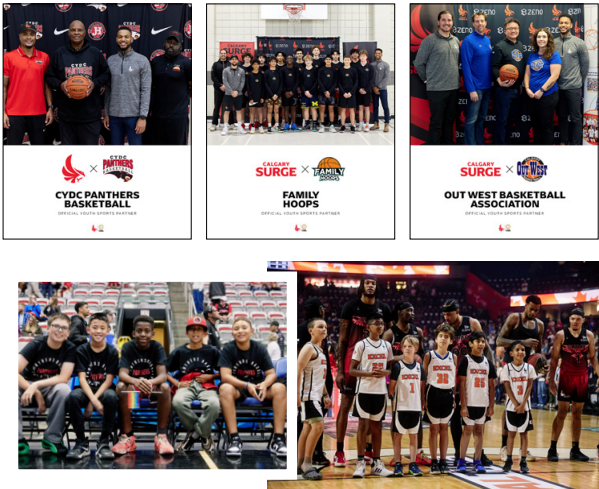
In partnership with WinSport and CSEC, the Surge introduced SURGE LUXE, a signature courtside fine dining experience. For the first time, groups like Entrepreneur's Organization (EO) Calgary and Bloom Benefits Group enjoyed exclusive access to premium seating, personalized service, and private post-game dining directly on centre court. The experience also offered unique opportunities to meet the team, capture professional photos, and engage with Surge ownership and coaching staff in an intimate setting.

SKILL BUILDERS & NEXT LEVEL CAMPS



The Surge launched two new basketball camps this year: Skill Builders in Calgary and Lethbridge and NEXT-LEVEL with MNP Community and Sport Centre. Campers aged 7–17 sharpened their skills through elite coaching, teamwork exercises, and fun activities, while enjoying exclusive perks such as Surge jerseys, game tickets, and player meet-and-greets.

SURGE YOUTH SPORTS PARTNERSHIP PROGRAM



The Surge launched the Youth Sports Partnership Program to support Calgary's growing sports community. The initiative provides youth basketball and sports clubs with exclusive perks, including Surge ticket and apparel discounts, co-branding opportunities, and appearances by players and coaches at training sessions.

FREE 2 PLAY



In collaboration with the Cadillac Fairview Play Makers program, the Surge transformed CF Chinook Centre into a full basketball court on two occasions. Over twenty sessions, 200+ participants aged 7–14 developed key skills in dribbling, shooting, and defence, while also enjoying a meet-and-greet with players and coaches. The events sold out within 12 hours and drew the attention of 6 different media outlets.



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.



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

2025 SNEAKER PROGRAM



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

2

2025 PROGRAM & INFRASTRUCTURE SUPPORT



Throughout the season, Surge fans donated over \$15,000 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 and the Genesis Centre, supported a 12-week mentorship program aimed at connecting Northeast Calgary youth with positive adult role models through sports and meaningful conversations.

SNEAKER INSTALLATION



TELLING OUR CITY’S STORIES THROUGH SNEAKERS AND THE ARTS.

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 and display a collection of nearly 20 one-of-a-kind works of art in athletic and cultural institutions across the region.

BE WELL SCHOOL DAY GAME

MAY 7, 2025



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.

MENTAL HEALTH

DIVERSITY & INCLUSION

PRE-GAME SCHOOL VISITS

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.



REGULATION

SCHOOL CONNECTEDNESS



The game featured customized t-shirts provided by presenting sponsor, Robertson College, designated sections for community building, collaboration between teams, and wellness-themed in-game messaging, creating an immersive and impactful experience for students. Fan favourite Super Dogs and the Nelson Mandela High School Dance Team served as in-game entertainment.



RESILIENCE



SURGE CITY

**SURGE
CITY 3X3
HOOPS**



SURGE CITY is a free youth basketball initiative launched by the Calgary Surge in partnership with the City of Calgary. The weekly programming ran twice a week in downtown Calgary from July 8 to October 4 and provided 400+ unique participants from across the region with access to no cost professional-level basketball training. Designed to activate downtown public spaces and engage the community, SURGE CITY delivered fun and accessible programming, culminating with a signature 3-on-3 tournament in Eau Claire Plaza.



DOWNTOWN STRATEGY

The City of Calgary’s Downtown Strategy aims to transform the downtown into a vibrant, 24/7 destination by diversifying its mix of residential, office, retail, entertainment, tourism, and cultural spaces. With a \$325 million investment, the strategy focuses on reducing office vacancy, enhancing public spaces, and fostering economic growth through collaborative efforts with private partners like the Surge.



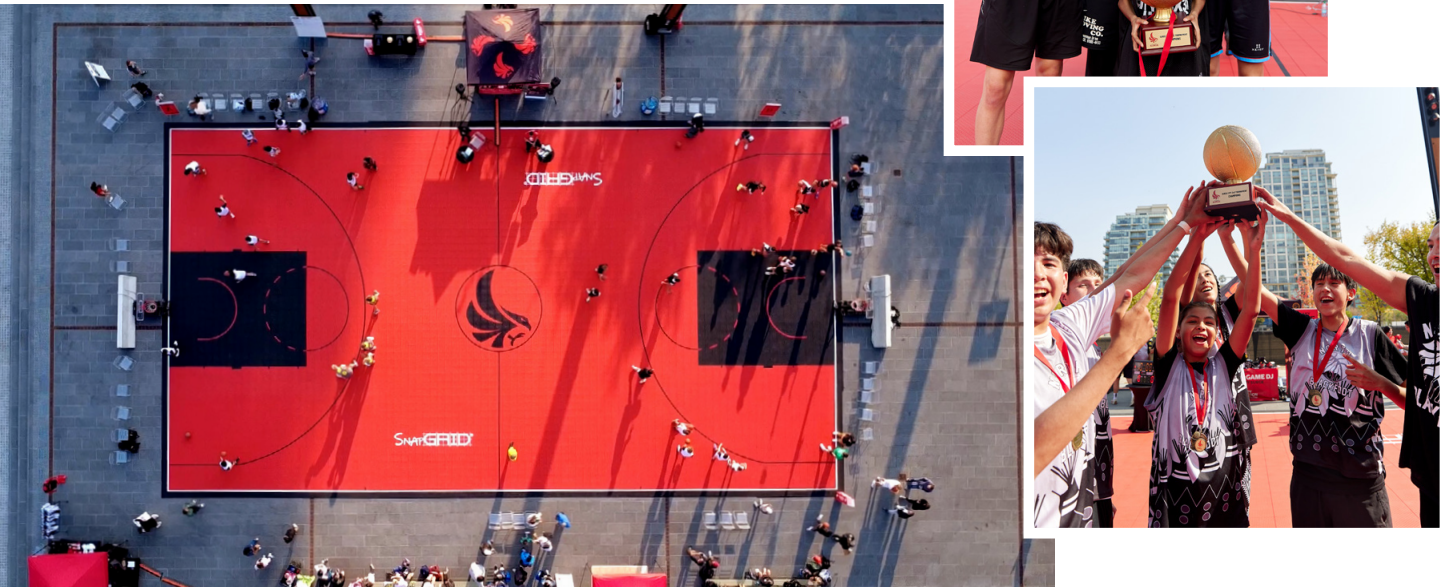
FREE PROGRAMMING

The Surge ran free basketball clinics every Tuesday and Saturday from July through October at Century Gardens Sport Court, which the Surge helped build with the City of Calgary and the Parks Foundation. Open to ages 9–17, programming focused on skill development, confidence, and fun.



3X3 TOURNAMENT

On September 14 at Eau Claire Plaza, 22 teams across co-ed youth and adult divisions competed in 10-minute 3x3 games under modified FIBA rules, with skill contests, DJs, food trucks, Surge merch, and prizes including 2026 tickets and custom shoes. Youth winners were **North Blackfoot** and adult winners were **Bears Basketball**.



ARTS & CULTURE

TELLING CALGARY'S STORY

LANDMARKS



The Surge continued collaborations with two incredible Calgary institutions and landmarks this season: University of Calgary & Arts Commons' Jack Singer Concert Hall. Both our in-game host and mascot served as the Opening Act at the production of 360 All Stars at the iconic venue.

BRIDGE BUILDING



This season, the Surge continued to work with Siksika Health Services in hosting our third Indigenous Heritage game and paying homage to the family of basketball trailblazer and 1996 North American Indigenous Games (NAIG) Gold Medal Winner, Shay Yellow Horn.

In our third season, we've continued to strengthen our bonds with Calgary's vibrant arts community. By honouring the city's diversity, resilience, and unique spirit, the Surge have built meaningful connections with artists from every corner of Calgary.

Through the shared energy of sports, arts, and entertainment, we are helping craft a story for our city that inspires growth, promotes inclusion, and supports a stronger, more connected Calgary for years to come.

MUSIC & STREAMING



With the continued support of the Calgary Foundation, DJ Majesti curated 13 unique Surge Soundtracks – capturing the energy of our home games and sharing it with the wider community. True to our city's diversity, more than 30% of the music featured was non-English, giving fans who couldn't be in the stands a chance to relive the atmosphere and discover new sounds.

MENTORSHIP & FANDOM



This year the Surge united mentorship and fandom like never before. Partnering with Big Brothers Big Sisters Calgary, we welcomed 10 Bigs and 10 Littles to a closed practice, where they got an exclusive opportunity to watch drills and connected directly with players and coaches. The Surge also donated Spalding basketballs to all attendees.

GROWING CALGARY'S STAGE



Basketball and entertainment have always shared a powerful, natural connection. This season, we seized the opportunity to amplify fans' shared love of music, dance, and sport—bringing it to life on the perfect stage.

In continued partnership with the Calgary Foundation, we focused on elevating Calgary's diverse and underrepresented performers. By turning our Plaza and court into dynamic performance spaces, we gave local artists the platform and audience they deserve to shine, celebrating their incredible talents with the city.

CALGARY STAMPEDE SHOWBAND



To 'flash mob' the Saddledome and descend from the bowl at halftime was beyond thrilling for our 150 performers. I want to thank the Surge for their collaboration as we performed both a punk rock medley and Chappell Roan's, 'Pink Pony Club' in front of a raucous crowd and featured on the national television broadcast.

– Josh Malate

Program Coordinator & Strategic Lead



THE CALGARY SURGE

SEASON III | 2024-2025



BACK ROW: Danielle Simon, Dave Bertrand, Vladimir Botez, Moose Haymour, Tyrelle “Bolo” Miller, Will Tong, Angelo Mbituyimana, Benjamin Kamba, Neil Hayes, Wyatt Lukie, Lucas Gomes, Bailey Marsden

MIDDLE ROW: Jesse Tamayo, Jacob Michaud, Xavier Exner, Scott Lahey, Javier Gilgeous-Glasgow, Greg Brown III, Jamorko Pickett, Javonte Brown, Enoch Boakye, Gabe Osabuohien, DJ Jackson, Dr. Cale Moore, Ryan Mohaupt, Connor Gunn, Karina Castellanos-Feijóo

FRONT ROW: Dylan Howe, Jason Ribeiro, Steve Konchalski, Kaleb Canales, Shane James, Jameer Nelson Jr., Khyri Thomas, Rugzy Miller-Moore, Olumide Adelodun, Evan Gilyard II, John Ross, Mike Girling, Tyson Campbell, Kenny Otieno, Dean Haidar

OVERDRIVE

NO LIMITS.



**CONTACT: INFO@CALGARYSURGE.CA
TO EXPLORE PARTNERSHIP OPPORTUNITIES**