

# SPONSORSHIP OPPORTUNITIES



## 2016

INDUCTION WEEKEND CELEBRATION

## Become part of the Induction Weekend Celebration and Support a Worthy Cause

Once a year, the Hockey Hall of Fame writes history and inducts a new class of hockey legends – a tradition dating back to 1945.

Today the Hockey Hall of Fame Induction has grown into a four-day celebration of festivities, attracting over 1,500 hockey dignitaries and guests for Monday night's Induction Gala and well over 10,000 fans throughout Induction Weekend.

Participate by supporting the Hagggar HOF Legends Classic Game on Sunday, Nov. 13 at Air Canada Centre and experience the Hockey "Hall-of-a-nite" Schmooze and Celebrity Auction on Saturday, Nov. 12 at the Hockey Hall of Fame featuring appearances by Honoured Members and hockey legends and a live broadcast of the Pittsburgh Penguins vs. Toronto Maple Leafs NHL game.

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A HOCKEY HALL OF FAME PRODUCTION



— TEAM —

— TEAM —

# LINDROS VS SALMING

NHL LEGENDS LEAFS LEGENDS

CELEBRATING THE TORONTO MAPLE LEAFS CENTENNIAL SEASON

FESTIVITIES LEAD OFF WITH A PRE-GAME CEREMONY FEATURING THIS YEAR'S INDUCTION CLASS

LINDROS • MAKAROV • QUINN • VACHON

### TEAM LINDROS\*

Dino Ciccarelli (HHOF 2010)  
Paul Coffey (HHOF 2004)  
Dale Hawerchuk (HHOF 2001)  
Igor Larionov (HHOF 2008)  
Eric Lindros "C" (HHOF 2016)  
Larry Murphy (HHOF 2004)  
Jason Arnott  
Patrice Brisebois  
Terry Carkner  
Ron Duguay  
J. S. Giguère (Goalie)  
Adam Graves  
John LeClair  
Mikael Renberg  
Honorary Coach, Sergei Makarov

### TEAM SALMING\*

Mike Gartner (HHOF 2001)  
Doug Gilmour (HHOF 2011)  
Börje Salming "C" (HHOF 1996)  
Darryl Sittler (HHOF 1989)  
Martin Biron (Goalie)  
Wendel Clark  
Shayne Corson  
Tomáš Kaberle  
Bryan McCabe  
Luke Richardson  
Gary Roberts  
Darcy Tucker  
Rick Vaive  
Dave "Tiger" Williams  
Honorary Coach, Rogie Vachon

HAGGAR.  
HOCKEY HALL OF FAME  
*Legends*  
CLASSIC

Presented By CANADA POST POSTES CANADA TISSOT SUN Reebok

SUNDAY, NOVEMBER 13, 2016 @ 3:00PM  
AIR CANADA CENTRE, TORONTO

\* (players subject to change)

# SPONSORSHIP OPPORTUNITIES



**2016**  
INDUCTION  
WEEKEND  
CELEBRATION



HAGGAR HOCKEY HALL OF FAME LEGENDS CLASSIC



HONoured MEMBERS BLAZER CEREMONY

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## HOCKEY "Hall-of-a-nite"

**Saturday evening, November 12th, 2016 from 7:30 pm - 10:30 pm**  
**at the Hockey Hall of Fame, Brookfield Place (Lower Concourse)**

- Live Broadcast of the Toronto Maple Leafs NHL game in the TSN Theatre at the Hockey Hall of Fame (Pittsburgh Penguins vs. Toronto Maple Leafs)
- Private CATERED Event includes Canapés & Hors-d'Oeuvres
- Cash Bar
- Roam the Hallowed Halls
- Relive Hockey History with Honoured Members and hockey legends present
- **BONUS:** Includes a Return Engagement Admission Pass to the Hockey Hall of Fame valid through 2017

## THE MAIN EVENT

**Haggag Hockey Hall of Fame Legends Classic**

**Sunday afternoon, November 13th, 2016 from 3:00 pm - 5:30 pm**  
**at Air Canada Centre**

- Honoured Members Blazer Ceremony
- Team Lindros / NHL Legends vs. Team Salming / Leafs Legends
- 28 hockey legends on ice
- EXCLUSIVE Platinum and Gold Seats included in advertising sponsorship packages
- **BONUS:** Limited Edition Collector Series Souvenir Program
- **ADDED BONUS:** Includes 2 Complimentary Admission Passes to the Hockey Hall of Fame valid through 2017

## HISTORY IN THE MAKING

**Hockey Hall of Fame Induction Gala Celebration**

**Monday evening, November 14th, 2016 from 5:30 pm - 10:30 pm**  
**at the Hockey Hall of Fame, Brookfield Place (Lower Concourse)**

- Be there and witness as 4 new legends are inducted into the Hockey Hall of Fame
- Value \$375 per ticket, included with double rink board + 2016 HHOF Induction Gala Celebration package only

# SPONSORSHIP OPPORTUNITIES



**2016**  
INDUCTION  
WEEKEND  
CELEBRATION



THE HOCKEY HALL OF FAME

SCHEDULE SPONSORSHIP PARTICIPANTS		
NOV 12 -1 4	INDUCTION WEEKEND	
Saturday, NOV 12	7:30 - 10:30 pm	<b>Hockey "Hall-of-a-nite"</b> Schmooze at the Hockey Hall of Fame
Sunday, NOV 13	3:00 - 5:30 pm	<b>Haggar Hockey Hall of Fame Legends Classic</b> at Air Canada Centre
Monday, NOV 14	5:30 - 10:30 pm	<b>Induction Ceremony</b> at the Hockey Hall of Fame

## 2016 Premium\*\* Corporate Sponsors Packages for the Haggar Hockey Hall of Fame Legends Classic Game at Air Canada Centre, from festivalXpress Ltd.

See 2016 HHOF Inductees and Hockey's Greatest Legends play in a match to remember:  
Team Lindros / NHL Legends vs. Team Salming / Leafs Legends - at Air Canada Centre  
Sunday, November 13th, 2016 @ 3:00 pm

### OFFER DETAILS

- Join in the festivities with a special Hockey Hall of Fame Induction Weekend package
- Toronto's Hockey Hall of Fame celebrates the greatest players and moments in hockey history
- Highlights of the Induction Weekend - **November 12th-14th, 2016**
- Very limited quantity of platinum and gold seats available with these packages.... sold exclusively through festivalXpress Ltd.

### EACH CORPORATE PACKAGE (AS LITTLE AS \$ 250) INCLUDES:

- A minimum of 2 Platinum or Gold admission tickets to the 2016 Haggar HHOF Legends Classic at Air Canada Centre, featuring the traditional pre-induction on-ice ceremony for the 2016 Induction Class (4 inductees this year), Sunday, November 13th @ 3:00 pm (Value \$100 - \$150).
- Complimentary return engagement admission passes to the Hockey Hall of Fame - valid through 2017 (Value \$36).
- A minimum of 2 tickets to the Saturday night *Schmooze* and Celebrity Auction - Hockey "Hall-of-a-nite" at the Hockey Hall of Fame, a chance to rub shoulders with Hockey's Greatest Legends, Saturday, November 12th @ 7:30 pm - 10:30 pm. This is a private catered event with cash bar (Value \$200).
- One 2016 collector's edition, 11" x 17" lithograph, autographed by the Player Inductees (Value \$150).
- Corporate or personal recognition listing on the Gold or Platinum "Tribute" pages in the official Haggar HHOF Legends Classic souvenir program (10,000 copies distributed) (Value \$150).

100% tax deductible as a business expense (please consult your accountants)

### AND MORE....

Packages range from \$250 - \$5000; we have something for every budget. ALL packages are in very limited supply!

\*\*Premium advertising packages include single or double rink board(s) and /or half page in the official Haggar HHOF Legends Classic souvenir program (plus/minus 10,000 in attendance - Value up to \$3000)

NOTE: Ad copy & Advertisers subject to final approval by Hockey Hall of Fame

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# SPONSORSHIP OPPORTUNITIES



AIR CANADA CENTRE



RINK BOARDS

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## #1 "THE DOUBLE RINK BOARD & INDUCTION GALA" \$3250

- 2 - 2'5"x11' full colour rink boards
- 1 - 1/2 page full colour ad in the Haggar HHOF Legends Classic souvenir program
- 1 - platinum business listing, "Tribute" page in the Haggar HHOF Legends Classic souvenir program
- 2 - platinum seats 2016 Haggar HHOF Legends Classic, Air Canada Centre, Nov 13th
- 2 - 2016 HHOF Induction Official Souvenir Programs
- 1 - 2016 collector's edition, 11" x 17" lithograph, autographed by the Player Inductees
- 4 - admissions to Saturday Nite at the Hall of Fame - Hockey "Hall-of-a-nite", Nov 12th, 7:30 - 10:30 pm
- 4 - return engagement admission passes to the Hockey Hall of Fame valid through 2017
- 2 - \$375 passes to the Monday, Nov 14th HHOF Induction Gala Celebration

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**~~"SOLD OUT"~~**

## #2 "THE RINK BOARD" \$1650

- 1 - 2'5"x11' full colour rink board
- 1 - 1/2 page full colour ad in the Haggar HHOF Legends Classic souvenir program
- 1 - platinum business listing, "Tribute" page in the Haggar HHOF Legends Classic souvenir program
- 2 - platinum seats 2016 Haggar HHOF Legends Classic, Air Canada Centre, Nov 13th
- 2 - 2016 HHOF Induction Official Souvenir Programs
- 1 - 2016 collector's edition, 11" x 17" lithograph, autographed by the Player Inductees
- 4 - admissions to Saturday Nite at the Hall of Fame - Hockey "Hall-of-a-nite", Nov 12th, 7:30 - 10:30 pm
- 4 - return engagement admission passes to the Hockey Hall of Fame valid through 2017

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**~~"SOLD OUT"~~**

# SPONSORSHIP OPPORTUNITIES



ERIC LINDROS



CLASS OF 2016

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## #3 "THE HALF PAGER" \$850

**~~"SOLD OUT"~~**

- 1 - 1/2 page full colour ad in the Haggar HHOF Legends Classic souvenir program
- 1 - platinum business listing, "Tribute" page in the Haggar HHOF Legends Classic souvenir program
- 2 - platinum seats, 2016 Haggar HHOF Legends Classic, Air Canada Centre, Nov 13th
- 2 - 2016 HHOF Induction Official Souvenir Programs
- 2 - 2016 collectible edition, 11" x 17" lithograph, autographed by the Player Inductees
- 4 - admissions to Saturday Nite at the Hall of Fame - Hockey "Hall-of-a-nite", Nov 12th, 7:30 - 10:30 pm
- 4 - return engagement admission passes to the Hockey Hall of Fame valid through 2017

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## "THE 2016 INDUCTEES"

In the Builder Category, **PAT QUINN** (posthumous) was elected. After nine seasons in the NHL, Pat joined the Philadelphia Flyers as an assistant coach in 1977. Over the next almost 40 years, he held coaching, managing and President positions, both in the NHL and with Team Canada. At the time of his death in November, 2014, he was Chair of the Hockey Hall of Fame.

*"Being recognized by Pat's hockey peers is truly a great honour," said his wife, Sandra Quinn. "I'm proud of Pat and what he accomplished."*

**ERIC LINDROS** exemplified the power forward position throughout his 14 year NHL career. He won gold for Canada both at the Olympic Games and the Canada Cup and also averaged over a point a game in the NHL.

*"I was very fortunate to have coaches, teammates, billets and parents who supported me throughout my career." said Lindros. "It also takes a lot of luck to get to the NHL."*

**SERGEI MAKAROV** led the Soviet League in scoring for nine seasons, while also winning eight World Championship gold medals and two Olympic gold medals. He later joined the NHL as a member of the Calgary Flames in 1989 and went on to play in over 400 NHL games.

*"For everyone who plays the game, this is the top place," said Markarov. "It will be so nice to join all of those great players."*

**ROGIE VACHON** joined the Montreal Canadiens in 1966 and won three Stanley Cups in his first six NHL seasons. After being traded to the LA Kings in 1971, he continued his stellar career for 11 more seasons before retiring to become an NHL coach and executive.

*"I was very lucky to play for the Montreal Canadiens at the start of my career," said Vachon. "My first shot on net was a breakaway by Gordie Howe. I stopped it and it kept me in the league for 16 more years."*

# SPONSORSHIP OPPORTUNITIES



HOCKEY HALL OF FAME - SPIRIT OF HOCKEY



BØRJE SALMING

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## #4 "PLATINUM FRIENDS OF THE HOCKEY HALL OF FAME" \$375

~~"SOLD OUT"~~

- 1 - platinum business listing, "Tribute" page in the Hagggar HHOF Legends Classic souvenir program
- 2 - platinum seats 2016 Hagggar HHOF Legends Classic, Air Canada Centre, Nov 13th
- 2 - 2016 HHOF Inclusion Official Souvenir Programs
- 1 - 2016 collector's edition, 11" x 17" lithograph, autographed by the Player Inductees
- 4 - admissions to Saturday Nite at the Hall of Fame - Hockey "Hall-of-a-nite", Nov 12th, 7:30 - 10:30 pm
- 2 - return engagement admission passes to the Hockey Hall of Fame valid through 2017

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## #5 "GOLD FRIENDS OF THE HOCKEY HALL OF FAME" \$275

~~"SOLD OUT"~~

- 1 - gold business listing, "Tribute" page in the Hagggar HHOF Legends Classic souvenir program
- 2 - gold seats 2016 Hagggar HHOF Legends Classic, Air Canada Centre, Nov 13th
- 2 - 2016 HHOF Inclusion Official Souvenir Programs
- 1 - 2016 collector's edition, 11" x 17" lithograph, autographed by the Player Inductees
- 2 - admissions to Saturday Nite at the Hall of Fame - Hockey "Hall-of-a-nite", Nov 12th, 7:30 - 10:30 pm
- 2 - return engagement admission passes to the Hockey Hall of Fame valid through 2017

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# SPONSORSHIP OPPORTUNITIES



HOCKEY HALL OF FAME - ESSO GREAT HALL



FACE OFF

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## #6 "FLEX PACKAGE" \$199

- 4 - red seats, 2016 Hagggar HHOF Legends Classic, Air Canada Centre, Nov 13th
- OR
- 2 - gold seats, 2016 Hagggar HHOF Legends Classic, Air Canada Centre, Nov 13th

plus for each package

- 2 - admissions to Saturday Nite at the Hall of Fame - Hockey "Hall-of-a-nite", Nov 12th, 7:30 - 10:30 pm
- 2 - return engagement admission passes to the Hockey Hall of Fame valid through 2017



**2016**  
INDUCTION  
WEEKEND  
CELEBRATION

Established in 1943, the Hockey Hall of Fame's ("HHOF") mandate is to recognize and honour the achievements of players, builders and officials who bring special distinction to the game of hockey, and to collect, preserve, research and exhibit objects, images and resource materials connected with the game as it is played in Canada and throughout the world.

# YOUR RINK BOARD



HAGGAR.  
HOCKEY HALL OF FAME  
*Legends*  
CLASSIC

2016  
INDUCTION  
WEEKEND  
CELEBRATION

Presented By CANADA POST, HONOLULU, TISSOT, SUN, Reebok

## #7 "RINK BOARD SPECIAL" \$1000

- 1 - 2'5" x 11' full colour rink board
- 4 - gold tickets, 2016 Haggart HHOFF Legends Classic, Air Canada Centre, Nov 13th
- 4 - 2016 HHOFF Induction Official Souvenir Programs
- 1 - 2016 collector's edition, 11" x 17" lithograph, autographed by the Player Inductees
- 4 - admissions to Saturday Nite at the Hall of Fame - Hockey "Hall-of-a-nite", Nov 12th, 7:30 - 10:30 pm
- 4 - return engagement admission passes to the Hockey Hall of Fame valid through 2017

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**YOUR RINK BOARD**

— TEAM —  
**LINDROS** **V** **SALMING**  
NHL LEGENDS LEAFS LEGENDS

CELEBRATING THE TORONTO MAPLE LEAFS CENTENNIAL SEASON

**SUNDAY, NOVEMBER 13, 2016 @ 3:00PM**  
**AIR CANADA CENTRE, TORONTO**



# TEAM LINDROS (NHL LEGENDS)\*



Eric Lindros



Dino Ciccarelli



Paul Coffey



Dale Hawerchuk



Igor Larionov



Larry Murphy



Sergei Makarov



Jason Arnott



Patrice Brisebois



Terry Carkner



Ron Duguay



J. S. Giguère



Adam Graves



John LeClair



Mikael Renberg

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Team Captain, #88, **HOF Eric Lindros**, Forward, born Feb 28, 1973, London, ON

Inducted into the Hockey Hall of Fame in 2016

Played in the NHL from 1992-2007 with Philadelphia Flyers (8 years), NY Rangers, Toronto Maple Leafs and Dallas Stars

Won NHL All-Rookie (1992), Hart Memorial Trophy (1995), Lester B. Pearson Trophy (1995), NHL First All-Star (1996), Bobby Clarke Trophy - 4 times, NHL All-Star - 7 times

1 Olympic Gold Medal (2002) and 1 Olympic Silver Medal (1992) when he played for Team Canada

#20, **HOF Dino Ciccarelli**, Forward, born Feb 8, 1960, Sarnia, ON

Played in the NHL for 19 seasons from 1980-1999 with primarily Minnesota North Stars, then the Detroit Red Wings, Tampa Bay and Florida Panthers

Inducted into the Hockey Hall of Fame in 2010

1230 career points, 608 goals

#77, **HOF Paul Coffey**, Defense, born June 1, 1961, Weston, ON

Played in NHL from 1980-2001 with Edmonton, Pittsburgh, Los Angeles, Detroit, Hartford, Philadelphia, Chicago, Caroline and Boston

Inducted into the Hockey Hall of Fame in 2004

Won 4 Stanley Cups with Edmonton (3) and Pittsburgh (1)

Was on the Legendary Edmonton Oilers dynasty team with Wayne Gretzky, Mark Messier, Jari Kurri and Glenn Anderson

NHL Defencemen - All-Time Points Leader recording 346 goals, 1531 points and 1035 assists

Won the James Norris Memorial Trophy (3) and Canada Cup (3)

#10, **HOF Dale Hawerchuk**, Forward, born April 4, 1963, Toronto, ON

Played for 16 seasons in the NHL from 1981-1997 with the Winnipeg, Buffalo and Philadelphia

Inducted into the Hockey Hall of Fame in 2001

Captain for the Winnipeg Jets where he played for 9 years

In 1188 NHL games he scored 518 goals and 891 assists

Has won numerous NHL Awards

Also Inducted into the Buffalo Sabres Hall of Fame and the Manitoba Sports Hall of Fame

#8, **HOF Igor Larionov**, nicknamed "The Professor", Defense, born Dec 3, 1960, Voskresensk, Russia

Played in the NHL from 1989-2003 with Vancouver, San Jose, Detroit, Florida and New Jersey

Inducted into the Hockey Hall of Fame in 2008

Won 3 Stanley Cups with the Detroit Red Wings (1997, 1998, 2002)

For Russia (USSR): Winter Olympics - won 2 Golds (1984, 1988) & 1 Bronze - World Cups - won 4 Golds, 1 Silver and 1 Bronze

Was instrumental (1997-1998) in breaking the barrier that kept the Soviet players from joining the NHL

#55, **HOF Larry Murphy**, Defense, born March 8, 1961, Scarborough, ON

Played in the NHL from 1980 till 2001 with Los Angeles, Washington, Minnesota, Pittsburgh, Toronto, and Detroit

Inducted into the Hockey Hall of Fame in 2004

Won 2 Stanley Cup Championships with the Pittsburgh Penguins, where he played for 4 years, and won 2 Stanley Cups with the Detroit Red Wings, where he played for 5 years

Was a 1st round draft choice with the LA Kings in 1980

Selected to the NHL All-Star team numerous times

**Honorary Coach, Sergei Makarov**, Forward, born June 19, 1958, Chelyabinsk, USSR

Inducted into the Hockey Hall of Fame in 2016

Starred on the famed Soviet KLM Line (with Valdimir Krutov and Igor Larionov)

Won 10 World Championships with the CKSA Moscow Team from 1978-1990

Won 2 Olympic Golds (1984 & 1988) as a member of the USSR Team

In the 1980 Olympics, at the famed "Miracle On Ice" game against the USA, Sergei scored the 2nd of 3 goals for Russia to win the Bronze

Was one of the first Soviet stars to play in the NHL when he signed with Calgary Flames in 1989

Played in the NHL from 1989 - 1997 with Calgary, San Jose and Dallas

*Other Players on Team Lindros:*

Jason Arnott, Patrice Brisebois, Terry Carkner, Ron Duguay, J. S. Giguère (Goalie), Adam Graves, John LeClair, Mikael Renberg

# TEAM SALMING (LEAFS LEGENDS)\*

Team Captain, **#21, HOF Börje Salming**, nicknamed "*The King*", Defense, born April 17, 1951, Kiruna, Sweden  
 Played 17 years in the NHL from 1973-1990  
 Toronto Maple Leafs (16 years) and Detroit Red Wings (1 year)  
 Inducted into the Hockey Hall of Fame in 1990  
 Holds numerous franchise records with the Toronto Maple Leafs (including most assists)  
 Is still one of the most cherished Leafs players of all time  
 He was one of the first Europeans to make an impact in the NHL, paving the way for generations of players

**#27 HOF Darryl Sittler**, Forward, born Sept 15, 1951, Kitchener-Waterloo, ON  
 Played 15 years in the NHL from 1979-1985

Toronto Maple Leafs (12 years), Philadelphia & Detroit  
 Captain – Toronto Maple Leafs 1975-79 & 1980-82  
 Played 1148 regular season games  
 Inducted into the Hockey Hall of Fame in 1989  
 On Feb 7, 1976 he set an NHL record that still stands today for points scored in one game, recording 10 points (6 goals & 4 assists) against the Boston Bruins  
 Inducted into the Canadian Walk of Fame in 2016

**#93 HOF Doug Gilmour**, nicknamed "*Killer*", Forward, born June 25, 1963, Kingston, ON  
 Played 20 years in the NHL from 1983 to 2003 with St. Louis, Calgary, Toronto, New Jersey, Chicago, Boston, and Montreal  
 Inducted into the Hockey Hall of Fame in 2011  
 Captain – Toronto Maple Leafs in 1994  
 Most popular player in the Leafs franchise during his 6 years with the Team (1991-1997)  
 Won 1 Stanley Cup with the Calgary Flames in 1989, the Frank J. Selke Trophy and Canada Cup in 1987. Recorded 1414 points in 474 games

**#11 HOF Mike Gartner**, Forward, born Oct 29, 1959, Ottawa, ON  
 Played 19 years in the NHL with Washington, Minnesota, NY Rangers, Toronto Maple Leafs and Phoenix  
 Inducted into the Hockey Hall of Fame in 2001  
 Played for the Toronto Maple Leafs from 1993-96  
 Scored 708 career goals

**#17 Wendel Clark**, Forward, born Oct 25, 1966, Kelvington, SK  
 Played in the NHL from 1985-2000 with Toronto, Quebec, NY Islanders, Tampa Bay, Detroit, and Chicago  
 Was chosen 1st overall in the 1985 NHL Entry Draft by the Toronto Maple Leafs (the team he played on 3 separate occasions for 13 years)  
 Career – 888 games, 367 goals, 266 assists  
 Former captain of the Maple Leafs, one of the most sought after retired players in the Toronto area

**#22 Rick Vaive**, Forward, born May 14, 1959, Ottawa, ON  
 Played 15 years in the NHL from 1979 to 1992 with Vancouver, Toronto, Chicago and Buffalo  
 Played 8 years with the Toronto Maple Leafs from 1979-87  
 Captain – Toronto Maple Leafs from 1982-86  
 First 50-goal scorer in Toronto Maple Leafs franchise history

**Honorary Coach, Rogie Vachon**, born Sept 8, 1945, Palmarolle, QC  
 Inducted into the Hockey Hall of Fame in 2016  
 Played in Goal in the NHL from 1965-1987 with Montreal, LA Kings, Detroit  
 Won 3 Stanley Cup Championships with the Montreal Canadiens in 1968, 1969 and 1971  
 Winner of the Vezina Trophy in 1968  
 First Red Wing to break \$1 million/year  
 Vachon served as general manager of the Kings from 1984 to 1992  
 He also served as interim head coach of the Kings on three separate occasions

*Other Players on Team Salming:*  
 Martin Biron (Goalie), Shayne Corson, Tomáš Kaberle, Bryan McCabe, Luke Richardson, Gary Roberts, Darcy Tucker, Dave "Tiger" Williams

Börje Salming

Darryl Sittler

Doug Gilmour

Mike Gartner

Wendel Clark

Rick Vaive

Rogie Vachon

Martin Biron

Shayne Corson

Tomáš Kaberle

Bryan McCabe

Luke Richardson

Gary Roberts

Darcy Tucker

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