



2024
JULY 13

In support of:

Kids with  
Cancer Society



WE'RE MAKING A REAL DIFFERENCE

After only 5 years, the generous drivers, sponsors and donors behind Horsepower for Hope have raised a *combined* total of over \$2,000,000 with less than 5% cost... ALL going DIRECTLY to the children and their families affected by childhood cancer. The Horsepower for Hope community and signature car events have seen tremendous growth and success the past 5 years, and we've got big plans for 2024! Be a part of something special...bring your car, and come help us support the KWCS!

HORSEPOWER FOR HOPE 2024

Support the Kids with Cancer Society with our next event: Horsepower for Hope 2024! An amazing morning rally across our beautiful City of Edmonton, an afternoon of fun at the Edmonton EXPO Centre grounds with a 200+ car show & shine, food trucks, and activities for the whole family. Be a driver, be a sponsor, or be both! This is your opportunity to give back to the community, and have a blast doing it!

Driver Registration is \$250 per car. Sign up today at horsepowerforhope.ca

★ Looking to be a corporate sponsor? See below for packages.

  @horsepower4hope

Kids with 
Cancer Society



HORSEPOWER FOR HOPE 2024

ABOUT THE EVENT

WHERE: Edmonton EXPO Centre

WHEN: Saturday, July 13, 2024

EVENT TIME: 9 AM – 5 PM



CAR RALLY: 9 AM – 1 PM

Meet up at 8AM with your car and navigator at the Edmonton EXPO Centre grounds, and prepare yourself for a morning of driving around our beautiful city. We'll have multiple target locations with activities along the way, contributing to eligibility for prizes later in the day. Visit some of our sponsor locations, our Kids with Cancer families, and some highlight spots in Edmonton throughout the morning.



EPF AUTOCROSS, SHOW AND SHINE: 1 PM – 5 PM

Join us in the afternoon at the Edmonton EXPO Centre grounds for a relaxing 4 hours of great music, autocross, food trucks and family fun activities!

- EPF Autocross Track
- Show and Shine for Registered drivers
- Food trucks
- Kids activities
- Sponsor and Vendor booths



**GOLD RIBBON
COMMUNITY CHAMPION**

The Gold Ribbon Community Champion recognizes an organization that makes continued and substantial contributions to supporting Horsepower for Hope and the Kids with Cancer Society. The Edmonton Police Foundation (EPF) has been a strong supporter and friends of the Kids with Cancer Society for several years, and we are delighted to give them the title of Gold Ribbon Community Champion. Thank you EPF for supporting our children and families!



DRIVER REGISTRATION: \$250

Sign up today at horsepowerforhope.ca

Kids with Cancer Society



Kids with 
Cancer Society

HORSEPOWER FOR HOPE

Horsepower for Hope is a tightly knit community of passionate individuals who share a love of car culture and feel it's the perfect way to raise awareness and donations to support the Kids with Cancer Society, a non-profit organization dedicated to the children and families currently battling cancer. No one person is responsible for the event, but rather a large, caring committee and over 400 car enthusiasts that contribute to it's success. Our goal is to create an inclusive event centered around ensuring the maximum amount of money ends up in the charity's hands, almost our entire events are funded by donations from businesses and individuals.

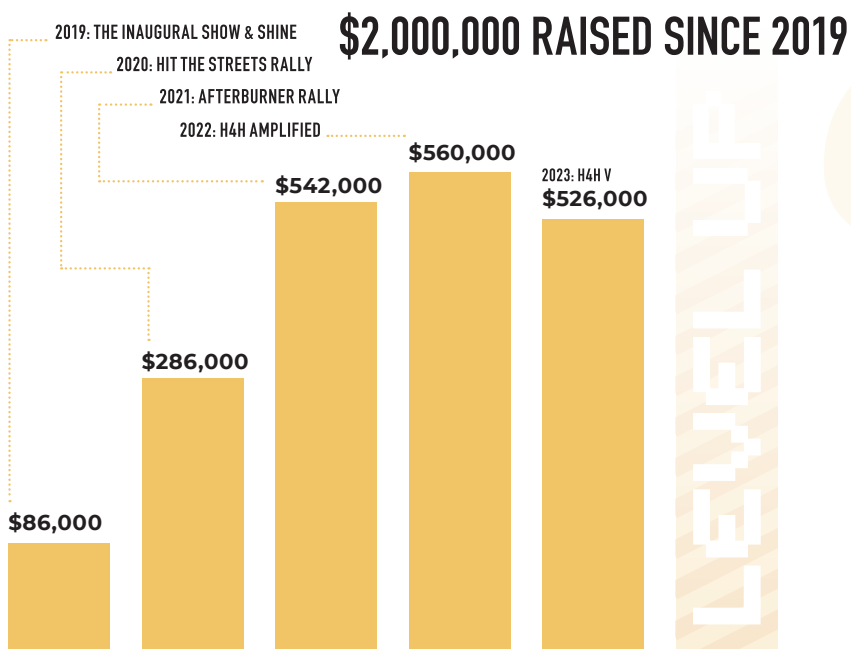
KIDS WITH CANCER SOCIETY

The Kids with Cancer Society has been providing support to children with cancer and their families for 43 years and is completely fueled by philanthropy. From the time a child is diagnosed with cancer, throughout their treatment, into survivorship and beyond, the Kids with Cancer Society ensures the family is not alone in their journey. It offers specialized family and clinical programs, counselling services, financial and education supports, and invests in research - because there must be a better tomorrow for these children. The Kids with Cancer Society serves families from Northern Alberta and Northwest Territories and all programs are provided at no cost.

Be a champion for kids who are in the fight of their lives!

Childhood cancer is terrifying, it is relentless. Many of us have been impacted by cancer but it strikes a deep emotional chord when it touches a child. The Kids with Cancer Society continues to see an increase in the number of children diagnosed. The work continues, and with your support, we will be able to expand critical programs that our families so desperately need.

It is for these children that we hope you will consider becoming a Horsepower For Hope driver or sponsor today! We thank you for your consideration and would be honored to partner with you - to change lives!



A childhood cancer journey is possibly the worst thing any family can go through.

Without the support of the Kids with Cancer Society, I don't know what I would have done. I cannot imagine not having this support, and I cannot imagine how much worse this journey would have been without them.

Ellie's Mom

SPONSORSHIP OPPORTUNITIES



The Impact of your Sponsorship: Joining the Horsepower for Hope community by becoming a sponsor is more than a financial transaction. This event combines incredible recognition opportunities with occasions to see first-hand the difference you are making in children's lives. This is essentially the best of both worlds - you get to invest in children's health while receiving one-of-a-kind, remarkable, exposure!

TOP SPEED SPONSOR

\$25,000

- **H4H Decal Night** at your location prior to event, including food trucks and DJ
- Opportunity to host a **Quad (40'x10')** booth / feature activity at the show & shine event
- Two (2) Customized social media posts that will be circulated prior to the event
- **Corporate profile** on Horsepower for Hope website
- Two (2) large posters for your place of business, advertising your support of KWCS and H4H
- **Four (4) complimentary H4H Rally car registrations**
- Your company logo prominently placed on H4H and KWCS website, event signage and driver's lanyards

****This sponsorship level will support critical Family Programs and Education Support Programs at the Kids with Cancer Society. ****

REVIVING SPONSOR *in loving memory of Ron Edward Volkerink (REV)*

\$10,000

- Opportunity to host a **Double (20'x10')** booth / activity at the show & shine event
- One (1) Customized social media posts that will be circulated prior to the event
- **Two (2) complimentary H4H Rally car registrations**
- Your company logo prominently placed at premier event, on the H4H and KWCS website and event signage

****This sponsorship level will support our specialized Counselling Programs that families rely on to assist them through their child's cancer journey****



Ron has been a supporter of Horsepower for Hope (H4H) and the Kids with Cancer Society (KWCS) since the beginning of H4H. He's driven in the event, gathered his friends to do so, donates, sponsors, bids and offers encouragement. Ron's name, Ronald Edward Volkerink is perfect for him with his love of cars, REV! Revving that engine, the thrill of the ride, appreciating the machine he's driving - this brought him joy. We remember you Ron, and thank you for your kindness and generosity. Thank you Ron & Joan, and your business Goldmark Diesel.

LAUNCH CONTROL SPONSOR

\$5,000

- Opportunity to host a **Single (10'x10')** booth / activity at the show & shine event
- **One (1) complimentary H4H Rally car registration**
- Your company logo will be on the H4H and KWCS website and event signage

****This sponsorship level will go directly to support families who are in financial need and who require assistance with medications, medical supplies, and the necessities like paying for rent and buying food****

IGNITION SPONSOR

\$2,500

- **One (1) complimentary H4H Rally car registration**
- Your company logo on the H4H and KWCS website and event signage

GIFT IN KIND RECOGNITION

The success of the Horsepower for Hope 2024 event would not be possible without our valued gift in kind sponsors. Non-cash contributions will be recognized as gift-in-kind sponsors, based on the documented value of their gift, including but not limited to recognition on H4H and KWCS websites, logo recognition on event signage, and logo recognition on social media. Thank you for your support! **This does not include silent auction items*



horsepowerforhope.ca

