





JULY 15, 2023

In support of:

Kids with  
Cancer Society



WE'RE MAKING A REAL DIFFERENCE

After only 4 years, the generous drivers, sponsors and donors behind Horsepower for Hope have raised a *combined* total of over \$1,500,000 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 4 years, and we've got big plans for 2023! Be a part of something special...bring your car, and come help us support the KWCS!

H4H V: THE FIFTH YEAR OF HOPE

Support the Kids with Cancer Society with our next event: H4H V! An amazing morning rally across our beautiful City of Edmonton, an afternoon of fun 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



ABOUT THE EVENT

WHERE: Edmonton, Alberta **WHEN:** Saturday, July 15, 2023 **EVENT TIME:** 9 AM – 5 PM



CAR RALLY: 9 AM – 1 PM

Meet up at 8:30 with your car and navigator at the kickoff point, 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.

EPS TRACK EVENT

SHOW AND SHINE: 1 PM – 5 PM


Join us in the afternoon for relaxing 4 hours of great music, Autocross, food trucks and family fun activities!

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



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.

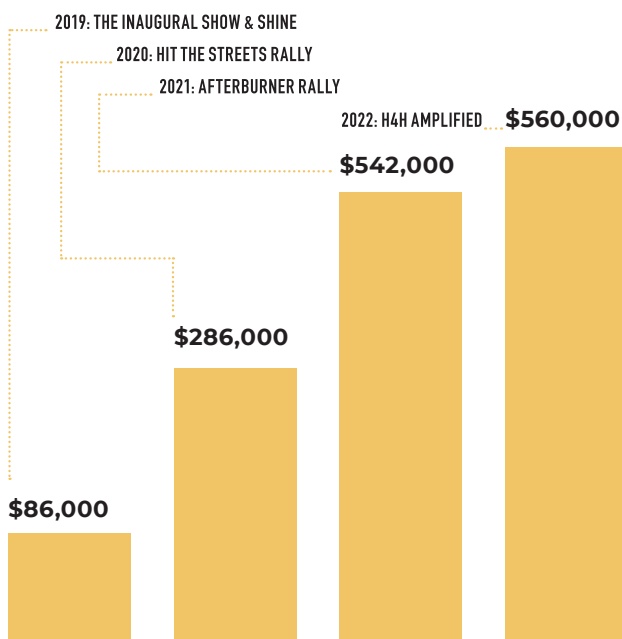
KIDS WITH CANCER SOCIETY

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-Premiere** 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 social media posts, H4H and KWCS website, event signage and driver's lanyards
- **Premiere logo presence** at afternoon show & shine

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

REDLINE SPONSOR

\$15,000

- Opportunity to host a **Triple-Booth** / activity at the show & shine event
- One (1) Customized social media posts that will be circulated prior to the event
- **Three (3) complimentary H4H Rally car registrations**
- Opportunity to display your company logo and promotional material at stop location
- Your company logo will be included in select social media posts, H4H and KWCS website, driver's lanyards and event signage
- **Premiere logo presence** at afternoon show & shine

****This sponsorship level will support our Newly Diagnosed Program that helps families right at the time of diagnosis****

LAUNCH CONTROL SPONSOR

\$10,000

- Opportunity to host a **Double-Booth** / activity at the show & shine event
- Your company logo will be included in select social media posts, H4H and KWCS website, and event signage
- **Two (2) complimentary H4H Rally car registrations**

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

IGNITION SPONSOR

\$5,000

- Opportunity to host a **Single-Booth** / activity at the show & shine event
- Your company logo will be included in select social media posts, H4H and KWCS website, and event signage
- **One (1) complimentary H4H Rally car registration**

****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****

PIT CREW SPONSOR

\$2,500

- **One (1) complimentary H4H Rally car registration**
- Your company represented on select social media posts, H4H and KWCS website, and event signage.
- Additional decal set for (1) car / storefront

GIFT IN KIND RECOGNITION

The success of the Horsepower for Hope 2023 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*