



Kinsmen

Ride for a Lifetime

**JUNE
22-24
2018**

2018 SPONSORSHIP PACKAGE

IN SUPPORT OF **kids
cancer care**



ABOUT THE RIDE FOR A LIFETIME

The **2018 Kinsmen Ride for a Lifetime** will see Calgary (and area) motorcyclists take to the highway in support of **Kids Cancer Care** through pledges and sponsorship. Every rider, and passenger, pay a fee (\$500 for rider, \$400 for passenger) to partially cover the cost of running the Ride. They are also required to raise a minimum of \$1,000 in pledges.

Every dollar pledged goes to the **Kids Cancer Care Foundation of Alberta**. Last year, generous sponsors like you and 48 riders raised \$115,000 in pledges and sponsorships.

The 2018 Kinsmen Ride for a Lifetime will be the 16th edition of this fantastic event. We are excited to again host 48 bikers with big hearts, on another weekend adventure in support of the Kids Cancer Care Foundation, **thanks to you!**

EVENT DETAILS

This year's extended weekend event will be held from June 22nd to 24th, and will take the riders from Calgary AB, to Jasper AB, on Friday and then onto Kamloops B.C. on Saturday. Departure from Calgary is planned early Friday, rain or shine. Day two will take us through some picturesque roads leading to Kamloops, where we will have our banquet night, complete with Live Entertainment and Silent Auction. On Sunday June 24th, the riders will be making their way home, or wherever their next destination may be.

This weekend offers unbeatable camaraderie, VIP treatment, exceptional roadside support and maximum fun!

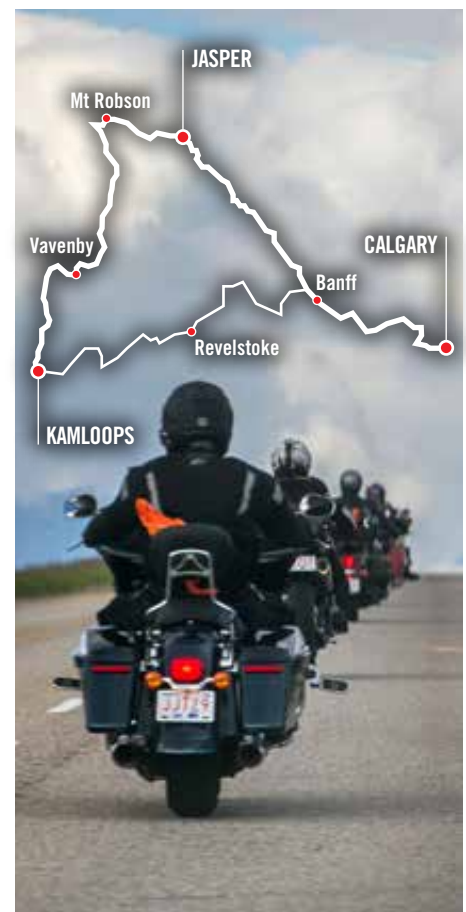
With every fundraising event, it is **sponsors like you** that help cover the extras and make the Ride an unforgettable event: the fuel stop crews, the meals, the live entertainment and anything else we can think of to make everyone want to come back for more!

We have created several sponsorship levels to fit your budget. Any amounts sponsored that is not needed for the operations of the Ride will go directly as part of the donation to Kids Cancer Care.

Thank you!

ABOUT THE KINSMEN CLUB OF STAMPEDE CITY

The **Kinsmen Club of Stampede City** is a group of dedicated volunteers that has provided service in your community for over 50 years. The Club has been raising funds for many worthy Calgary initiatives, including over \$20 million for the Alberta Children's Hospital. For more information, please visit www.stampedecitykinsmen.com



ABOUT KIDS CANCER CARE FOUNDATION OF ALBERTA

The **Kids Cancer Care Foundation of Alberta** is a charitable organization that helps families fighting childhood cancer in Alberta. Their programs are uniquely designed to meet the needs of the whole family at each stage of the cancer journey, from diagnosis through treatment and beyond. The foundation helps Alberta children and families by providing funding and programs in three key areas: **Camp and Outreach**; **Research and Hospital**; and **Education Support and Scholarship programs**.

Kids Cancer Care is one of the largest childhood cancer research funders in the country. The foundation now offers more than **20 year-round** and summer camp and outreach programs, along with education support program and services to Alberta families. Kids Cancer Care is one of only a handful of charities in North America dedicated to supporting the entire continuum of childhood cancer, fighting the disease on all fronts, with laughter at camp, the best treatments at the hospital and innovative science in the lab and brighter futures through education support and post-secondary scholarships.

If you would like more information about KCCFA, please visit www.kidscancercare.ab.ca — Registered charity #899409171RR0001

Thank you!

**kids
cancer care**

Vision

A cure for every child, care for every family.

Mission

Kids Cancer Care is passionately dedicated to helping young people affected by cancer and their families survive and thrive in body, mind and spirit.



SPONSORSHIP PACKAGES

PLATINUM LEVEL — \$10,000+ (ONE AVAILABLE)

As the Platinum Sponsor you will be noted as the event Presenting Sponsor and as such will receive the following.

Name recognition as Presenting Sponsor at:

- Recognition via social media prior to and during the Ride;
- Departure event;
- Official Ride banquet (Saturday night); and
- Banquet opportunity to present your company and introduce the key note speaker.

Extra-Large logo recognition on:

- Company name will be added to event logo; “The Kinsmen Ride for a Lifetime, presented by _”;
- Presenting sponsor recognition in ‘Thank you’ advertisement in the Calgary Sun;
- Promotional posters distributed throughout Calgary and area;
- Ride t-shirt provided to all riders, large presenting sponsor logo on back;
- All signage during Ride-related events; and
- ‘Thank you’ plaque to display in your office.

Other benefits include:

- Two (2) complimentary Ride registrations, valued at \$500 each.



GOLD LEVEL — \$5,000+

As the Gold Level Sponsor, you would be supporting several different initiatives. We can work with you to assign the funds to something specifically tailored, if desired.

Name Recognition as pre-Ride and Ride Sponsor at:

- Recognition via social media prior to and during the Ride;
- Departure event;
- Friday Night Ice Breaker; and
- Official ride banquet (Saturday night)

Large logo recognition on:

- Logo on the full-page 'Thank you' advertisement in the Calgary Sun;
- Promotional posters distributed throughout Calgary and area;
- Ride t-shirt provided to all riders, logo on back;
- All signage during ride-related events; and
- 'Thank you' plaque to display in your office.

Other benefits include:

- One (1) complimentary ride registration valued at \$500 for every \$5,000 sponsored.



SILVER LEVEL — \$2,500+

As a Silver Level Sponsor, you would be supporting a wide and very important list of activities that add to the memorable fun factor.

Name recognition as Ride Sponsor at:

- Recognition via social media prior to and during the Ride;
- SpokesKid speech during Departure event; and
- Official ride banquet (Saturday night)

Medium logo recognition on:

- Logo on the full-page 'Thank you' advertisement in the Calgary Sun;
- Promotional posters distributed throughout Calgary and area;
- Ride t-shirt provided to all riders, logo on back;
- All signage during ride-related events; and
- 'Thank you' plaque to display in your office.



BRONZE LEVEL — \$1,000+

As a Bronze Level Sponsor, you would be contributing to the operations and entertainment events held during the ride weekend.

Name recognition as Ride Sponsor at:

- Recognition via social media prior to and during the Ride;
- Departure event; and
- Official ride banquet (Saturday night)

Small logo recognition on:

- Company Name in the Full-page thank you ad in the Calgary Sun;
- Company name on Promotional posters distributed throughout Calgary and area;
- Ride t-shirt provided to all riders, company name on back;
- All signage during Ride-related events; and
- 'Thank you' letter that can be framed and displayed in your office.



\$500 or OTHER GIFTS

Your contribution can take many forms. We will work with your assigned budget, as you may have something different that could assist us in raising some funds, such as services, gift-in-kind or items for the raffle and silent auction. The kids really appreciate the effort, and so do we!

- Silent Auction items (for example: signed sport jersey, artwork, electronics — retail \$200+);
- Vacation rental properties/timeshare;
- Travel, hotel, golf or spa package certificates;
- Professional consultation – Do you own a landscaping or house renovation company? or
- An experience – perhaps you are an avid aviator and would offer a unique flight opportunity...

Sky's the limit!

Please contact the Kinsmen to discuss and arrange pick up.
See last page.



THANK YOU FOR CONSIDERING OUR REQUEST

Should you have any questions or require additional information, please contact:
kinride@stampedecitykinsmen.com



Photos: courtesy of Mike Drew and Kids Cancer Care

SPONSORSHIP COMMITMENT FORM

2018 RIDE FOR A LIFETIME — JUNE 22–24, 2018

All proceeds to benefit the Kids Cancer Care Foundation of Alberta.

Company:

Contact:

Title:

Address:

City, Province, Postal Code:

Email:

Phone/fax:

We are interested in sponsoring, and we would like to participate at this level:

PLATINUM GOLD SILVER BRONZE GIFT

Donation in the amount of \$ _____

Purchase _____ additional Ride for a Lifetime registrations at \$500 each

METHOD OF PAYMENT:

A cheque made payable to **Kinsmen Club of Stampede City** is enclosed.

Please invoice us at the address listed.

SIGNATURE:

THANK YOU!

* Sponsorship commitment deadline is **February 28, 2018**.

Deadline for logo submission is **February 28, 2018**. Please send vector-based graphic files only (eps, ai - no jpeg or png please) to kinride@stampedecitykinsmen.com

QUESTIONS? Please contact us at kinride@stampedecitykinsmen.com