

3rd Annual

Acden Fleet  
*Show & Shine*

in support of  
Centre of Hope



*Sponsorship Package 2023*

Sunday, August 13, 2023 • 11 a.m. - 4 p.m.

Acden Fleet | 220 Taiganova Crescent





## 3<sup>rd</sup> Annual Acden Fleet Show & Shine in support of Centre of Hope

Hello valued partner!

We are writing to request your support for the 3rd Annual Acden Fleet Show & Shine (Show & Shine) in support of the Centre of Hope (COH). All proceeds from the Show & Shine go towards funding the COH 'Drop In' which provides snacks, self-care items, clothing, and other necessities for those experiencing homelessness or at risk of homelessness in Fort McMurray Wood Buffalo.

The Show & Shine will be held on August 13, 2023, at Acden and we are expecting another large turnout of car enthusiasts, local residents, and members of the business community. The 2022 Acden Fleet Show & Shine attracted many exhibitors, visitors and spectators who viewed over 98 show vehicles and motorcycles in the day-long event. In addition to spectacular vehicles, there will be a food alley, a silent auction, the dyno, awards in 13 categories with customized trophies, draw prizes and a kid's zone - fun for all ages!

To maximize the funds raised at the Show & Shine, we are looking for valued sponsors. The average annual cost to fund the 'Drop In' is \$250,000 and over the last year there were 311 new patrons utilizing its services. By becoming a sponsor, you will help provide much-needed assistance to those who are most in need and make a positive impact on the health and well-being of our community.

Your support will be recognized through a variety of promotional channels leading up to and during the event: on signage, in social media posts, and incorporated into announcements during event day programming. This exposure will build brand loyalty and increase customer and community engagement with your brand.

We have several sponsorship levels available, ranging from \$1,000 to \$7,500, and we would be happy to discuss which option would be the best fit for your organization. We are also happy to discuss customized sponsorship options as well, as donations for essential items needed by the Centre of Hope.

Please let us know if you are interested in becoming a sponsor for the Acden Fleet Show & Shine. We look forward to hearing from you soon and working together to make a positive impact in our community.

Thank you for your consideration.

Sincerely,

Tracy Shulko  
Fund Development & Communication Coordinator  
Centre of Hope  
780.714.1241 | [events@fmcentreofhope.com](mailto:events@fmcentreofhope.com)

***Want to participate by showing off your cool ride or volunteering to help run the event? Check out our event page here: <https://www.acden.com/showandshine>***



## **Sponsorship Opportunities:**

### **Vintage - \$7,500**

#### ***Limited Opportunities Available***

- Name recognition:
  - Welcome signage at the event – premium positioning
  - Newspaper ad announcing funds raised post event (we will include a thank you to our sponsors in the piece)
  - Mentioned in radio coverage – thank you to our Vintage sponsor
  - Event webpage
- Social media:
  - Your company name will be announced as a sponsor on the Centre of Hope Facebook page and the event Facebook page
  - Included in two thank you posts leading up to the event, and once post-event
- Guest Judge: You will have the esteemed position of guest judge to help select the winning vehicles at the event
- Presentations: You will have the opportunity to present a winning trophy of your choice during the award ceremony
- Exhibitor bag: You will have the opportunity to include company merchandise in the car show bags for exhibitors

### **Classic - \$5,000**

#### ***Two Opportunities Available***

- Name recognition:
  - Welcome signage at the event
  - Newspaper ad announcing funds raised post event (we will include a thank you to our sponsors in the piece)
  - Event webpage
- Social media:
  - Your company name will be announced as a sponsor on the Centre of Hope Facebook page and the event Facebook page
  - Included in one thank you post once leading up to the event, and once post-event

- Presentations: You will have the opportunity to present a winning trophy during the award ceremony
- Exhibitor bag: You will have the opportunity to include company merchandise in the car show bags for exhibitors

### **Cruise - \$4,000**

#### ***Four Opportunities Available***

- Name recognition:
  - Signage at the event
  - Newspaper ad announcing funds raised post event (we will include a thank you to our sponsors in the piece)
  - Event webpage
- Social media:
  - Your company name will be announced as a sponsor on the Centre of Hope Facebook page and the event Facebook page
- Exhibitor bag: You will have the opportunity to include company merchandise in the car show bags for exhibitors

### **Entertainment Sponsors - \$3,000**

#### ***Five Opportunities Available***

- Logo recognition in entertainment areas
- Name recognition:
  - Signage at the event
  - Newspaper ad announcing funds raised post event (we will include a thank you to our sponsors in the piece)
  - Event webpage
- Social media:
  - Your company name will be announced as a sponsor on the Centre of Hope Facebook page and the event Facebook page
- Exhibitor bag: You will have the opportunity to include company merchandise in the car show bags for exhibitors

*Thank you for considering this sponsorship opportunity to participate in our 3rd Annual Acden Fleet Show & Shine, in support of the Centre of Hope.*

### **Dyno - \$2,500**

#### ***Two Opportunities Available***

- Name recognition:
  - o All dyno signage as a Dyno Sponsor
- Social media:
  - o Your company name will be announced as a sponsor on the Centre of Hope Facebook page and the event Facebook page

### **Lowrider - \$2,000**

#### ***Four Opportunities Available***

- Name recognition:
  - o Registration sponsor – logo featured on registration table
- Social media:
  - o Your company name will be announced as a sponsor on the Centre of Hope Facebook page and the event Facebook page

### **Kit Car - \$1,000**

#### ***Unlimited***

- Name recognition:
  - o Signage at the Kids Zone area
- Social media:
  - o Your company name will be announced as a sponsor on the Centre of Hope Facebook page and the event Facebook page

### **Exhibitor Booth - \$1,000**

#### ***(six spots)***

- Car enthusiasts will be in attendance and interacting with your products or services
- Benefits of exhibiting can surpass other marketing and growth techniques
- Networking with the community

#### **Customize a sponsorship package!**

Don't see a sponsorship option that suits your needs or budget? Reach out to us to develop a custom opportunity!

*Thank you for considering this sponsorship opportunity to participate in our 3rd Annual Acden Fleet Show & Shine, in support of the Centre of Hope.*

# Sponsorship Agreement

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Yes, I would like to sponsor the 3rd Annual Acden Fleet Show & Shine.

I commit to sponsoring at the  Level for \$

Monetary Sponsorship Opportunities Available:

Vintage \$7,500

Entertainment Sponsors \$3,000

Kit Car \$1,000

Classic \$5,000

Dyno \$2,500

Exhibitor \$1,000

Cruise \$4,000

Lowrider \$2,000

***Thank you to our Sponsors***

To arrange payment, contact Tracy at 780.714.1241 or via email at [events@fmcentreofhope.com](mailto:events@fmcentreofhope.com)

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Company Name (as you would like to be recognized)

Contact Name and Title:

Telephone Number

Email Address

Address

City

Province

Postal Code

By signing, I agree to sponsor 3rd Annual Acden Fleet Show & Shine as indicated above:

Signature

Date

Return to:

Tracy Shulko  
Fund Development and Communication Coordinator

E: [events@fmcentreofhope.com](mailto:events@fmcentreofhope.com) | 780.714.1241  
Centre of Hope, 1 McLeod Street, Fort McMurray, AB T9H 1Z4



# Did you know?

All proceeds raised at the Acden Fleet Show & Shine go towards funding the 'Drop in' at the Centre of Hope (COH). The 'Drop In' provides COH patrons with a safe place to have a snacks, receive hot & cold drinks, clothing, self-care items, receive social support and be transported to appointments. The 'Drop In' relies entirely on community donations and does not receive other sources of funding.

## In 2022...



**11,536**  
self care items distributed



**7,193**  
pairs of socks distributed



**8,291**  
noodle and oatmeal packets distributed



**1,946**  
showers were taken



**2,440**  
loads of laundry completed



**3,888**  
pairs of underwear distributed



**311**  
new patrons visited the 'Drop In' in 2022



Individuals who have no fixed address still need to do their taxes. The COH supports patrons to file their taxes.



COH has successfully helped 76 patrons to gain and maintain permanent housing.



COH Street Outreach Program just became mobile February 2022. COH purchased a van to assist individuals who do not use our drop-in Centre.



COH works with forty-nine landlords, to ensure patrons are housed.



COH has served our community since 2005.

**ACDEN**  
Fleet

