

5th Annual

ACDEN

*Show & Shine*

in support of

**Centre of Hope**



*Sponsorship Package 2025*

**Sunday, August 10, 2025 • 11 a.m.**

**Acden Headquarters | 220 Taiganova Cres., Fort McMurray, AB.**



Hello valued partner!

We are writing to request your support for the 5th Annual Acden Show & Shine in support of the Centre of Hope (COH). All proceeds from the Show & Shine go towards funding the COH 'Drop-In' Centre which provides snacks, self-care items, clothing, and other necessities for those experiencing homelessness or at risk of homelessness in Fort McMurray Wood Buffalo.

This year's Show & Shine will be held on August 10, 2025, at Acden and we are expecting another large turnout of car enthusiasts, local residents, and members of the business community. The 2023 Acden Show & Shine attracted over a thousand visitors and spectators who viewed over 120 show vehicles and motorcycles in the day-long event. In addition to spectacular vehicles, there will be a BBQ, raffles, the dyno, awards in 12 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 \$300,000 and over the last year there were 680 new patrons utilizing its services. By becoming a Show & Shine 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 help build brand loyalty and increase customer and community engagement with your brand.

We have several sponsorship levels available, ranging from \$500 to \$3,000, 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 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,

Jennifer Rideout  
Program Director  
Centre of Hope  
780.531.0189 | [programdirector@fmcentreofhope.com](mailto:programdirector@fmcentreofhope.com)

*Want to participate by showing off your cool ride or volunteering to help run the event?  
Check out our event page here: [www.acden.com/showandshine](http://www.acden.com/showandshine)*

ACDEN

Show & Shine



## **Sponsorship Opportunities:**

### **Vintage - \$3,000**

- Name recognition:
  - o Welcome signage at the event – premium positioning
  - o Radio name mentions leading up to the event – (Can offer 60 seconds live radio at the event for an additional \$250)
  - o Event webpage
  - o Logo on merchandise shirts (must be confirmed by July 12, 2025)
- Social media:
  - o Your company name will be announced as a sponsor on the Centre of Hope Facebook page and the event Facebook page
  - o 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 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

### **Dyno - \$2,500 - Two Opportunities Available**

- Name recognition:
  - o Welcome signage at the event
  - o Sponsor signage at dyno area
  - o Logo on merchandise shirts (must be confirmed by July 12, 2025)
- Social media:
  - o Your company name will be announced as a sponsor on the Centre of Hope Facebook page and the event Facebook page

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

- Name recognition:
  - o Welcome signage at the event
  - o Event webpage
  - o Logo on merchandise shirts (must be confirmed by July 12, 2025)

- 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 bag: You will have the opportunity to include company merchandise in the car show bags for exhibitors.

### **Exhibitor Booth - \$1,250 - Ten Opportunities Available**

- Opportunity to network with the community members
- Ability to promote and sell your products at the event
- 1 x 60 seconds live on radio to promote your products and/or services

### **Dunktank - \$1,500 - One Opportunity Available**

- Name recognition:
  - o Welcome signage at event
  - o Sponsor signage on dunk tank
- Social media:
  - o Your company name will be announced as a sponsor on the Centre of Hope Facebook page and the event Facebook page

### **Kid Zone - \$1,000**

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

### **Hot Rod - \$500**

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

## **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 5th Annual Acden Show & Shine in Support of Centre of Hope*

# Sponsorship Agreement



Yes, I would like to sponsor the 5th Annual Acden Show & Shine.

I commit to sponsoring at the  level for \$

Monetary Sponsorship Opportunities Available:

- Vintage \$3,000
- Exhibitor Booth \$1,250
- Hot Rod \$500
- Dyno \$2,500
- Dunk Tank \$1,500
- Other
- Classic \$2,000
- Kid Zone \$1,000

**Thank you to our Sponsors**

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

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 5th Annual Acden Show & Shine as per above commitment.

Signature

Date

Return to:

Jennifer Rideout  
Program Director, Centre of Hope

E: [programdirector@fmcentreofhope.com](mailto:programdirector@fmcentreofhope.com) | 780.531.0189  
Centre of Hope, 1 McLeod Street, Fort McMurray, AB T9H 1Z4



# Centre of Hope

Rooted in the community | Fueled by support | Housing Focused

## Supportive Programs Offered



### Day Shelter

Open 365 days/year and focuses on providing day shelter and servicing daily living needs for our houseless neighbors i.e., hygiene support, food, etc.

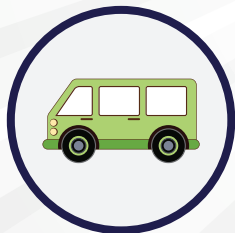
- In 2024 we supported 1521 individual patrons at the drop-in and we see approximately 80-85 people per day
- In 2024 6000 showers were accessed and 4700 loads of laundry were completed



### Housing

We offer a variety of recovery oriented and inclusive housing programs.

- Permanent Supportive Housing - providing intensive and tailored 24 hour staffed supports to 17 individuals
- Captains Place - a supportive supervised home for 3 men living with FASD
- Housing with Supports - a robust housing program with 7 Housing Coordinators that assist individuals in obtaining and maintaining housing through intensive case management



### Street Reach / Coordinated Access

Meets people on the street who are living rough. Provides services through our Outreach Van. Conducts housing assessments / referrals.

- Is on the street providing support 5 days/week
- Sees approximately 63 vulnerable people on the street per week



### North East Alberta Fetal Alcohol Network

In Partnership with NEAFAN, we work to provide a robust array of supports to individuals impacted or living with FASD.

- FASD Assessment & Diagnostic Clinic - providing assessments and diagnosis' to individuals living with FASD in our region
- FASD Urban Outreach - providing inclusive support to individuals and families living with or impacted by FASD in the Fort McMurray city limit
- Women's Wellness - a newly funded position that works to support women who are at risk and are experiencing homelessness or precarious housing