



# 6th Annual MOTORCYCLE ADVENTURE

June 23 to 26, 2011

## SPONSORSHIP PACKAGE



2011 Honorary Ride Marshall: Terry Evans, K-97 & Bennett Kinahan, age 7

Photo courtesy of Cindy Gannon Photography



On Thursday June 23, 2011 riders from all over Alberta will start their motorcycle adventure. The 4-day tour will take the riders through Idaho, passing through Bonners Ferry, Sandpoint, Newport and Metaline Falls, as well as beautiful British Columbia, with overnight stays in Cranbrook, Nelson and Radium and return home on Sunday June 26.



Cindy Gannon Photography



## 6th Annual LOOK & Stepper Homes Revving up for Kids

### SPONSORSHIP OPPORTUNITIES



*Each year the Kids with Cancer Society invites one of its families to accompany the group. This year we are proud to have the Kinahan family join us.*



#### **About The Event**

In 2006 the “LOOK and Stepper Revving up for Kids Motorcycle Adventure” was created. This annual event encourages motorcycle riders across the province to join together in an effort to support children with cancer and their families demonstrating that there are no geographic boundaries where childhood cancer is concerned. Each rider and passenger is required to raise at least \$1,000.00 in pledges, and riders pay a registration fee of \$600 to offset their expenses.

Dan Brazinha, Burke Perry, and Harry and Eva Stepper spearheaded the event by combining their interest and love of motorcycles with a sincere desire to help children with cancer. Involving staff, family, partners and friends, their motives were simple “to make a difference in the lives of children with cancer”. The committee has expanded to include other community members who are genuinely interested in our childrens future.

#### **You Can Make A Difference**

We would like to invite you to become involved in two causes that touch everyone’s hearts: children and cancer. This event is designed to raise funds and awareness for the Kids with Cancer Society. We are seeking support from corporate sponsors to help us achieve these goals.

In return for your generous sponsorship there are a variety of ways that we can recognize your organization. On page 5 you will find the sponsorship levels highlighting the type and levels of recognition. We welcome the opportunity to look at ways to recognize your organization that would be more meaningful to you; ways that would best suit your current marketing needs and strategies.

You have an opportunity to be recognized as a community leader and a visionary in the fight against childhood cancer. Your support will have an enormous impact on our ability to provide a greater level of service for children with cancer and their families throughout Northern Alberta.

#### **Parade of Heroes**

The Parade of Heroes is the official kick off for the event and is sponsored by *Brazzo Contractors Ltd.* Our hero’s, children with cancer, deal with their disease with so much courage and determination that they inspire those around them. Very often we hear from parents that it is the child that gives them the strength to deal with the challenges placed before them.

As a sponsor you will be invited to have the opportunity to meet some of our remarkable children and witness first hand how important your support is. We hope that our sponsors join us on Sunday May 29, 2011 at Hawrelak Park in Edmonton (1:30 – 3:30 pm) for a BBQ and witness some very special kids ride a motorcycle.

#### **Questions**

To discuss sponsorship opportunities or if you have questions please contact:  
Kids with Cancer Society  
11135 - 84 Avenue Edmonton, AB. T6G 0V9  
Phone: 780.496.2459 Fax: 780.496.2451  
Email: [valf@kidswithcancer.ca](mailto:valf@kidswithcancer.ca)



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### CHILDHOOD CANCER FACTS

Not only is childhood cancer the number one killer disease in children but it is estimated that approximately **1 in 333 young people will be diagnosed with cancer before the age of 20**. These alarming statistics, and those outlined below speak to the very reasons why the Kids with Cancer Society is so important in the lives of these children.



*Sara was only 2.5 years old when she was diagnosed with acute lymphoblastic leukemia. She is now 3, loves playing with her older siblings, going to the park, swimming, playing hide and seek and jumping on the trampoline. Sara loves puppy dogs and her favourite food is spaghetti.*



*Keegan was diagnosed with Ewing's sarcoma when he was 6 years old. He is 7 and his favourite classes in school are Math and Phys. Ed. His favourite colour is light blue and he likes playing his PS3 and eating Cheezies. Keegan is still thinking about what he wants to be when he grows up.*

- Today, despite progress in research, childhood cancer kills more children than all other diseases combined.
- The cause of most childhood cancers is unknown, and at present childhood cancer cannot be prevented.
- The majority of children with cancer require rounds of chemotherapy to treat their disease. Many require surgery and/or radiation to remove the tumour. For some, a bone marrow transplant is their only hope of survival.
- The length of treatment for childhood cancer ranges from 3 months to 2.5 years. In general, treatment for adult cancers is considerably shorter.
- Three in 10 children will lose their battle with the disease.
- Significant advances in cancer therapy, the result of scientific and clinical research, mean that approximately 75% of children diagnosed with cancer are expected to become long-term survivors.
- The improved prognosis for childhood cancer has not been realized without a cost. The intense and extensive medical treatment necessary to achieve a cure often creates additional life threatening, and life altering challenges for the child as they endure treatment during a period when they are developing emotionally, physically and intellectually. The reality is that now, as more and more children are surviving cancer, it is increasingly important to address ongoing and emerging needs of the child and their family in order to achieve complete and long term healing.
- Many advances in adult cancer treatments are due to breakthroughs in childhood cancer research.
- Cancer begins with the transformation of a single cell. We have yet to understand why—if only we knew!



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### HOPE NOW AND FOR THE FUTURE

*“A beacon of light during a difficult journey.” That is how one family described the Kids with Cancer Society.*



*Naomi was diagnosed with an ependymoma brain tumour in 2010. She is 6 years old and likes to write and illustrate books at school. She enjoys playing dress-up, singing and dancing, going to church, colouring and reading books. When Naomi is older she hopes to be a mom and a police woman.*

The Kids with Cancer Society provides programs and services not offered by any other organization. From the time of diagnosis, throughout treatment and beyond, the Kids with Cancer Society provide vital services for the children and their families. Here is a list of some of the many programs and services that the Kids with Cancer Society provides:

#### **New Facility**

The Kids with Cancer Society House, the first of its kind in Canada, provides families with a place to go during difficult times. The house includes an information center, a site where support programs can be delivered, and a safe welcoming environment where support can be gained from others in similar situations.

#### **Support**

Assuring that the child and their family are able to adapt to the diagnosis, prepare and cope for the demands of treatment, and minimize the family disruption and related stress through the course of treatment and its long term effects.

- Support meetings
- Social worker
- Annual family “Camp Beat It”
- Camp for the child & their siblings
- Christmas party
- Beaded journey
- Sibling support program
- Support through education annual family conference
- Newly diagnosed visitation program
- Bi-weekly pizza support program
- End of treatment program
- Gifts of courage

#### **Clinical**

Addressing the psychosocial needs of the whole family within the clinical setting:

- Brainwork’s program: assisting children who experience learning difficulties associated with treatment
- Family support program
- Educational materials
- Resource manual
- Childlife support

#### **Research**

Ensuring that funds are available to participate in activities that improve the wellbeing and outcome for children with cancer.

- The Muriel and Ada Hole Kids with Cancer Society Chair in Pediatric Oncology—the first research chair in Northern Alberta.
- Clinical trial support: Providing access to clinical trials which improve the outcome of the disease.
- Childhood cancer survivors program: Helping to ensure that children and their families do not face life altering and life threatening effects of treatment.

For a complete listing of the programs and services provided by the Kids with Cancer Society visit: [www.kidswithcancer.ca](http://www.kidswithcancer.ca)



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### QUESTIONS & ANSWERS

#### *Why is my sponsorship important?*

The Kids with Cancer Society relies on the generosity of the community to raise the funds necessary to support children with cancer and their families. Your cash donation or in-kind support will allow us to increase our revenues and ensure that our funds are directed to the most important element of the Society—the children.

#### *Will I receive a tax receipt?*

Receipts will be given in accordance with Canada Revenue Regulations. If a promotional benefit is received regulations may not permit us to provide a tax receipt.

*Where is my money going?* See page 3 “Hope Now and for the Future”.

#### *Is the Kids with Cancer Society a registered Charity?*

Yes. Charitable Registration No. 88640 1397 RR0001

#### *What are the administration costs?*

With a small staff, large volunteer base, and by obtaining products and services through donation, the Kids with Cancer Society maintains less than 7% administration cost.

#### *How does the Kids with Cancer Society decide what programs and services to fund?*

By working with the parents, and through close communication with the medical team who treat children with cancer, the Society is able to identify priorities and fund only programs that will have the greatest impact.

#### *Do other organizations provide the same or similar programs and services?*

All programs and services initiated by the Kids with Cancer Society are designed to either enhance or create new opportunities while at the same time ensuring that there is no duplication or overlap of resources and services.

#### *Where does the Kids with Cancer Society receive its funding?*

- LOOK and Stepper Homes Revving up for Kids Motorcycle Adventure; Beaded Journey Gala; Relay/Walk & BBQ & Le Tour of Hope Cycle Event
- Corporate Donations
- Public Donations
- Memorial Donations
- Third party events such as community golf tournaments, head shaves & dinner/silent auctions
- Employee donation programs
- We do not participate in telemarketing or use fundraising companies.



*How can I learn more about the Kids with Cancer Society?*

**Call 780.496.2459 or visit [www.kidswithcancer.ca](http://www.kidswithcancer.ca)**

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**SPONSORSHIP LEVELS**

Recognition		Strength over \$10,000	Hope \$10,000	Determination \$5,000	Courage \$2,500	Believe \$1,500
Name recognition on support vehicle		✓	✓			
Inclusion on news release		✓	✓			
Website	size of logo based on sponsorship dollars	Prominent	Logo	Logo	Name	Name
Riders Package		Prominent	Logo	Logo	Name	Name
T Shirt		Prominent	Logo	Logo	Name	Name
<b>S P O N S O R E D</b>						
Parade of Heroes						
Memory Books						
Friday Evening Event					✓	
June 23 Route Dedication				✓		
June 24 Route Dedication				✓		
June 25 Route Dedication				✓		
Saturday Evening Event					✓	
Host Family Sponsorship					✓	
Breakfast one day only					✓	
Lunch one day only					✓	

Income tax receipts will be issued in accordance with Canada Revenue Agency Regulations