



5th Annual MOTORCYCLE ADVENTURE

June 17 to 20, 2010



2009 Ride Group



SPONSORSHIP PACKAGE

Riders from all over Alberta will head out to Revelstoke on Thursday June 17th staying at the picturesque Hillcrest Hotel for their first night. On Friday, the riders will set off to Nelson for another grand adventure, ending their day at the Prestige Inn. Saturday morning they will ride along some beautiful scenery to end at the relaxing Fairmont Hot Springs. Later, on Sunday, the riders will make their own way home, concluding another great motorcycle journey.



Rick Kuzek



Shariff Family

Cindy Gannon
Photography



Natasia, Carol
and Dave Dizak

SPONSORSHIP OPPORTUNITIES



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 in pledges, and pay a registration fee of \$550 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”. To date the event has raised \$650,000 providing the Kids with Cancer Society with the ability to increase the level of support available to children with cancer and their families.

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 six 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

“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 have the opportunity to meet some of our remarkable children and witness first hand how important your support is. Join us on Sunday, May 30th at Hawrelak Park in Edmonton (1:30 – 3:30 pm) for a BBQ and witness some very special kids ride a motorcycle. Be sure to look for your personal invitation and details in May.



CHILDHOOD CANCER FACTS



Abby is 5 years old and was diagnosed with Wilms' tumour in February, 2009. Abby likes riding quads, jumping on the trampoline and playing with her older brother. Her favourite colour is purple and she loves the bread sticks from Georges in Elk Park.



Kai was diagnosed with cancer in 2007. He is now 4 years old and likes books and hockey.

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.

- 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.
- Two 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!

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



Adam is 11 years old and was diagnosed with a second cancer in 2006. When he grows up he wants to find a cure for cancer.

For a complete listing of the programs and services provided by the Kids with Cancer Society visit: www.kidswithcancer.ca

HOPE NOW AND FOR THE FUTURE

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 child and their sibling
- 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.

QUESTIONS & ANSWERS



How much of my sponsorship dollar will be directed to the cause?
100%, registration fees paid by the rider covers all costs of the ride.

Who pays for the pledge prizes?
All pledge prizes are donated. There is no cost to the society. The prize can be donated back to the Society at the winners request..

Will I receive a tax receipt?
Receipts will be given in accordance with Canada Revenue Regulations.

How quickly will tax receipts be processed?
Within four weeks. However, as June is our busiest fundraising month of the year it may take 8–10 weeks.

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?

- Beaded Journey Gala; Relay/Walk & BBQ; Le Tour of Hope 8-day cycle event; LOOK and Stepper Homes Revving up for Kids Motorcycle Adventure
- 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

SPONSORSHIP LEVELS

Recognition	Strength over \$10,000	Hope \$10,000	Determination \$5,000	Courage \$2,500	Believe \$1,500
Name recognition on support vehicle	X	X			
Inclusion on news release	X	X			
Website	Prominent	Logo – Larger	Logo	Name	Name
Riders Package	Prominent	Logo – Larger	Logo	Name	Name
T Shirt	Prominent	Logo – Large	Logo - Medium	Name	Name
Naming Opportunities					
Parade of Heroes		X			
Parade of Heroes Video			X		
Friday Evening Event			X		
One Leg of the Event			X		
June 17th Route Dedication			X		
June 18th Route Dedication		X			
June 19th Route Dedication		X			
Saturday Evening Event		X			
Host Family Sponsorship			X		
Breakfast one day only				X	
Lunch one day only				X	

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