



## 2024 TRUCK PULL SPONSORSHIP PACKAGE

SEPT  
2024

Make-A-Wish<sup>®</sup>  
CANADA

**Pull** **for**    
**Wishes**



# Make-A-Wish. CANADA

## Pull for Wishes

### *Put your team's strength to the test!*

Help us power the wishes of children with critical illnesses in Southern Alberta at Pull for Wishes. Teams of 16 people can compete to see who will be the fastest to pull a frac pump down a designated track.

#### **Bring wishes to life.**

Strength won't be the only thing put to the test! Teams will also be competing to see who can raise the most funds in support of Make-A-Wish® Canada to help power more wishes for children with critical illnesses. **Teams must raise at least \$10,000 to secure a spot in the competition.** This can be achieved by raising funds amongst your family, friends, and network, securing matching donations from your place of work, or hosting a fundraiser. **All funds raised at Pull for Wishes will provide invaluable support for Make-A-Wish Canada's mission to create life-changing wishes for children with critical illnesses.**

Learn more about our event [here!](#)

- **Date:** September 22, 2024
- **Time:** 9:00 a.m. - 1:00 p.m.
- **Location:** McMahon Stadium  
(1817 Crowchild Trail NW, Calgary AB)





*I wish to go to a  
Florida theme park*

**Harper, 6  
cancer**

## **ABOUT MAKE-A-WISH & YOUR IMPACT**

A child is diagnosed with a critical illness every 20 minutes. With three new children diagnosed every hour, Make-A-Wish Canada continuously needs help from people like **you**.

Your sponsorship of this event will get us closer to reaching our goal: to bring every eligible child's wish to life. Last year, we granted over 1,400 life changing wishes – **but we still have thousands of wishes waiting to be granted**. We can't do this without your help.

As a sponsor, you can help provide hope for wish children and their families. For them, having hope for a better day while facing challenging circumstances helps them persevere through lengthy hospital stays, doctor's visits and painful treatments.

**With your help, we can bring hope and joy to children for many more years to come.**

## **OUR REACH/ENGAGEMENT STATS**

We are fortunate to be part of a strong and supportive community, and at Pull for Wishes, you'll have the opportunity to share your brand with a local and engaged audience:

- 200+ event attendees estimated to attend.
- 5,700+ followers on our local social platforms (Facebook and Instagram).
- 7.9K page impressions on our Facebook page.
- 65% engagement on our Instagram page.





# Sponsorship Opportunities

## WISH IT FORWARD SPONSOR (\$10,000) - ONE OPPORTUNITY

- Sponsor a wish reveal for a child with a critical illness!
- Opportunity to engage with a wish family at the event and take part in a wish reveal
- Logo on participant swag
- Logo + link on event webpage
- Logo on event emails
- Social media engagement
- Opportunity to provide swag/GIK items for participants

## FRAC PUMP SPONSORS (\$10,000) – FIVE OPPORTUNITIES AVAILABLE

- 10'x10' activation space on event day
- Opportunity to use branded frac pump in truck pull
- Speaking opportunity on the mainstage
- Logo + link on event webpage
- Social media engagement
- Opportunity to provide swag/GIK items for participants

## FESTIVAL ZONE SPONSOR (\$5,000) – THREE OPPORTUNITIES AVAILABLE

- 10'x10' activation space on event day
- Logo + link on event webpage
- Social media engagement
- Opportunity to provide swag/GIK items for participants



# Sponsorship Opportunities

## **MEDIA SPONSOR (\$5,000) – ONE OPPORTUNITY AVAILABLE**

- Opportunity to display signage near stage
- Live mention before pull begins
- Logo + link on event webpage
- Social media engagement
- Opportunity to provide swag/GIK items for participants

## **KID ZONE SPONSOR (\$3,000) – ONE OPPORTUNITY AVAILABLE**

- Opportunity to display branded signage at kid zone area
- Logo on event webpage

## **SWAG SPONSOR (\$3,000) – ONE OPPORTUNITY AVAILABLE**

- Prominent branding on participant swag item
- Logo on event webpage

## **FRIENDS OF MAKE-A-WISH (\$1,000) – MULTIPLE OPPORTUNITIES AVAILABLE**

- Logo recognition at event

## **PRINTING SPONSOR (\$1,000) – ONE OPPORTUNITY AVAILABLE**

- Logo recognition at event

## **TROPHY SPONSOR (\$500) – ONE OPPORTUNITY AVAILABLE**

- Live mention during awards presentation

## **PHOTO SPONSOR (\$500) – ONE OPPORTUNITY AVAILABLE**

- Live mention during event wrap-up

# Other Ways to Get Involved



## Register a team

Gather your ten colleagues, friends, family members or neighbours and [register today for Pull for Wishes!](#) In order to participate, your team will need to raise at least \$10,000 in pledges.



## Fundraise

People like you make it possible for Make-A-Wish Canada to bring every eligible child's wish to life. Please, [consider a gift today](#) to bring hope to wish children and their families.



## Donate GIK items

In addition to monetary support, you can support Pull for Wishes with gifts in kind. [Please contact us](#) if you are interested in donating event support or participant prizes.



## Raise awareness

Harness the power of your network and bring greater awareness to Make-A-Wish Canada and Pull for Wishes by [sharing our event](#) with your community and online networks!



# Thank You

Since 1983, Make-A-Wish Canada has granted more than 38,500 wishes. Last year, **Pull for Wishes** raised over \$190,000 to grant wishes for children with critical illness in Southern Alberta.



*It's all thanks to people like you that this is possible.*

Thank you for your interest in supporting **Pull for Wishes**.

Please contact Make-A-Wish Canada's Southern Alberta office for more details.

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