



**WHEELS 4 WISHES**  
presented by  
**DONCASTER FOUNDATION**

**Make-A-Wish**  
CANADA

**Sponsorship Package 2024**  
May 5, 2024 | Canadian Tire Motorsport Park

# ABOUT

## *Make-A-Wish<sup>®</sup> Canada*

Make-A-Wish creates life-changing wishes for children with critical illnesses. We are on a quest to bring every eligible child's wish to life.

As an independently operating affiliate of Make-A-Wish International, Make-A-Wish Canada is part of the network of the world's leading children's wish-granting organization. We serve children in every community in Canada, and in more than 50 countries worldwide.

Make-A-Wish Canada proudly celebrated 40 years of wish granting in 2023, having granted more than 38,500 wishes since 1983, over 1,000 last year alone.

A wish is an integral part of a child's treatment journey. Research shows children who have a wish granted can build the physical and emotional strength they need to fight their illness.

Through all the uncertainty, one thing has remained constant: every child's wish begins with hope. When a wish child has something positive to look forward to, everything begins to change. Be part of the hope and help transform lives, one wish at a time.



## WHY A WISH?



**95%**

of adult former wish kids felt more hopeful for their future after their wish.



**100%**

of medical providers said the wish experience improves a child's emotional well-being.



**85%**

of adult former wish kids of wish alumni said their wish helped them overcome feelings of hopelessness, depression and loneliness.



**97%**

of parents said their child's wish made their child feel more joyful.







# WHEELS 4 WISHES

## MAY 5th, 2024

Canadian Tire Motorsport Park  
Main Entrance - Development Track  
3233 Concession Rd. #10, Bowmanville, ON  
9:00 a.m. to 3:00 p.m. (rain or shine)

### About Wheels 4 Wishes

Wheels 4 Wishes, in support of Make-A-Wish® Canada, is in its 34th year and is a highly anticipated day for our wish children and their families. Event founders Dave Lacey and Jeff Pabst have organized this fundraiser since the inaugural event and have seen first-hand the positive impact that a wish has on children and their families.

Members of the automotive community come together to provide a unique opportunity for children with critical illnesses to experience the thrill of riding around the Mosport Development Track. A special thanks to the following companies who have a huge part in planning this day go out to Doncaster Foundation, Pfaff Auto Group Inc., Canadian Tire Motorsport Park and 6th Gear. This event would not be what it is today without their support and passion for supporting Make-A-Wish.

### A note from our organizers

*“It’s amazing what we can do when we come together!”*

Thirty-four years ago, we rallied the motor sports community to come together and support an amazing cause. The event began with a few cars and wish families, and the tradition has grown to over 30+ cars and over 200 wish kids and family members enjoying a day of fun. Please join us in supporting this important cause. Some things to consider:

- A child is diagnosed with a critical illness every 20 minutes. With three new children facing critical illnesses each and every hour, the need for donations is continuous.
- For wish children and their families, having hope for a better day while facing challenging circumstances helps them persevere through lengthy hospital stays, doctor’s visits and painful treatments.



**Dave Lacey**  
CEO, WatServ,  
A Brookfield  
Company



**Jeff Pabst**  
General Manager,  
Pfaff Autoworks  
Inc. Founder of  
Wheels 4 Wishes



SPONSORSHIP OPPORTUNITIES	PRESENTING SPONSOR	SPEEDWAY SPONSOR	DIESEL SPONSOR	SUPREME SPONSOR	PREMIUM SPONSOR	PITSTOP SPONSOR
	<b>SOLD</b> \$100,000	\$25,000	\$20,000	\$10,000	\$5,000	\$1,500
Thank you recognition on social media	★	★	★	★	★	★
Opportunity to promote partnership and use Make-A-Wish® logo	★	★	★	★	★	★
Speedway Sponsor highlighted on social media	★	★				
Opportunity to create unique and integrated digital activations; product giveaway(s)	★	★	★			
Thank you recognition on post event email	★	★	★	★	★	
First right of refusal for sponsorship in 2024	★	★	★	★	★	★
Logo prominently featured on all signage throughout the event day	★					

## Why should you become a Wheels 4 Wishes sponsor?

Sponsorship promotes positive brand awareness and increases your brand exposure. When we work together, we can show your customers, associates and followers all the great work you are doing and how you are making an everlasting impact in your community. Through a sponsorship commitment, we can assist in engaging your network, grow your visibility and share the work we are doing together.



For more information contact:  
 Lucy Driscoll, Development Officer  
 647-368-5896 | [Lucy.Driscoll@makeawish.ca](mailto:Lucy.Driscoll@makeawish.ca)

**DONATE TODAY at**  
[www.makeawish.ca/Wheels4Wishes](http://www.makeawish.ca/Wheels4Wishes)



# SPONSORSHIP AGREEMENT

## SPONSORSHIP OPPORTUNITIES

If you would like to sponsor this event, please mark the applicable sponsorship level below:

Speedway Sponsor \$25,000

Premium Sponsor \$5,000

Diesel Sponsor \$20,000

Pit Stop Sponsor \$1,500

Supreme Sponsor \$10,000

## CONTACT INFORMATION

Company Name:

Contact Person:

Title/Position:

Address:

City:

Province:

Postal Code:

Email:

## PAYMENT INFORMATION

Cheque

Visa

MasterCard

AMEX

Card #:

Exp:

CVV:

Cardholder's Name:

Signature

Date:

## SOCIAL MEDIA TAGS

Facebook:

Twitter:

Instagram:

Website:

Please submit this completed form to:  
Make-A-Wish Canada, Central Ontario Office  
360-1101 Kingston Road, Pickering, ON L1V 1B5  
Attention Lucy Driscoll | 647-368-5896  
Lucy.Driscoll@makeawish.ca

