

FRN 3778



Camp Quality
ESCARPADE

SUPERHEROES **ACT**

SPONSORSHIP PACKAGE 2023

REGISTER ONLINE AT

SUPERHEROESACT.COM.AU

OR CALL 0403 363 353

The SuperHeroesACT are on another mission for Camp Quality!

Hello!

Camp Quality, a national non-profit organisation, raises funds to provide innovative programs and services which develop life skills and strengthen wellbeing in children 0-13 impacted by cancer, whether it's their own diagnosis, or the diagnosis of someone they love (parent, carer or sibling). Camp Quality is there for them and their families from their first experience of cancer, through every stage, from treatment to remission and beyond. Their support continues in the heartbreaking case of bereavement. In this way, they are literally there for kids growing up with cancer wherever they need them - be that in hospital, at home, at school, or away from it all.

Each October Camp Quality holds its biggest annual fundraiser – the Camp Quality esCarpade. In 2020 the event was cancelled due to Covid-19 and the 2021 event was postponed to Feb 2022. This had a huge impact on Camp Quality's ability to deliver its programs to the families. The next esCarpade is in October 2023 and members of the SuperHeroes ACT will be participating in the eCarpade for the 13th time. This event will go from Lismore to Narrabri via Rockhampton visiting schools and travelling through regional and major town centres.

Camp Quality relies heavily on the generosity of everyday Australians and corporate partners to keep their programs and services running. With the support of community-minded people, like yourself, Camp Quality is able to support over 6,000 children impacted by cancer each year.

With this in mind, we would like to invite you to support us. There are several ways to do this:

- » **Sponsorship of our team**
- » **Donations to our team fundraising page**
- » **Support of our fundraising events through attendance and/or sponsorship**

Realising that at some stage in our lives each of us will be touched by cancer in some way, we encourage you to read on! We thank you for your time and look forward to hearing from you soon.

Kindest regards,

**SUPERHEROES
ACT**

Thor and Wonder Woman | annaslavich5@gmail.com | 0403 363 353
Ironman & Supergirl | cathy.norton@opc.com.au | 0407 430 803





SINCE 2010...



**THE SUPERHEROES ACT HAVE HELPED
MAKE A HUGE DIFFERENCE TO THE
LIVES OF THOUSANDS OF FAMILIES**

**WITH YOUR HELP, WE CAN MAKE
THIS YEAR OUR BIGGEST AND MOST
SUCCESSFUL YEAR YET!**



About Camp Quality

Camp Quality believes every Australian child impacted by cancer should have every opportunity to thrive. They do this by providing innovative programs and services to develop life skills and strengthen the wellbeing of children aged 0 – 13 growing up with cancer, and their families.



Helping everywhere they can

When cancer impacts your life it isn't restricted to one time and place. That's why Camp Quality provides support in four different areas of life.

At home

Cancer impacts families financially as well as emotionally. Family Fun days and Family Experiences give families the chance to reconnect and create memories outside of hospital. Camp Quality's Kids' Guide to Cancer app provides children essential information when facing the diagnosis of a loved one.



In hospital

They provide face to face support in hospitals with Family Liaison Coordinators, Child Life Therapists and our puppets – Kylie, Dean and Mel. Their Beads of Courage Program at Sydney Children's Hospital uses unique beads to track each procedure of a child's cancer experience, such as blood tests, central lines, radiation sessions and surgery and kids proudly collect beads that tell their own courageous story.



At school

Camp Quality's Primary School Education Program travels Australia dispelling myths and creating supportive communities for any child impacted by cancer. Their special puppet shows bring laughter and positivity to schools and can reduce the risk of bullying and exclusion on a child's return to school.



Away from it all

For children growing up with cancer, and their families, the routine of hospital and treatment can become all consuming. Their Kids' Camps and Family Camps provide kids and their families impacted by cancer with a vital break to strengthen their wellbeing and boost their support networks. Camp Quality's Retreats offer families a safe space to relax, unwind and spend quality time away during treatment, in remission, and in the case of bereavement.



About the esCarpade

Camp Quality esCarpade is a fun outback motoring adventure that takes place in October each year.

In the spirit of Camp Quality's motto of 'laughter is the best medicine' esCarpade entrants hit the road for approx. 3,000kms across seven days in vehicles that are at least 20 years old. It's not a race or a rally, it's a week-long outback motoring adventure, all for a great cause.

As an esCarpade entrant we spend hundreds of hours preparing cars and organising fundraising events. The vehicles are worth seeing – always bright, often outrageously themed, mostly loud and all proudly display sponsor logos. It's fair to say, they're hard to miss!

esCarpade cars are laden with sponsor's signage or donated goodies for distribution to the community along the route at roadside stops, during town parades and to crowds of children at selected schools.

Funds raised each year target \$1 million!

esCarpade is proud of the support it receives from communities before and during the event from local government, police, schools, service clubs and associations throughout Australia.

During school visits, entrants rev-up the fun therapy and usher in Camp Quality's Primary School Education. The Camp Quality puppets travel with the event and the interactive puppet show dispels common myths and misconceptions about cancer in an engaging, safe and effective way. This helps schools to create supportive environments for children living with cancer, their families and children who have a loved one with cancer.

esCarpade receives significant media exposure and reaches an audience of more than 1.8 million people via television, radio, internet, social media and press coverage, as well as the 250 participants, 40 officials, 75+ cars, towns, schools, local business, families, children and communities. In the past few years esCarpade received airplay in Sydney on Channel 9 and 10 news, regional areas on the Prime and WIN networks, and various radio stations and press releases throughout New South Wales, Queensland, Victoria, and ACT.





Sponsor the SuperHeroes ACT

Your association with Camp Quality esCarpade can raise the profile and reputation of your organisation through affiliation with a respected and trusted national charity; be seen along the highways and in the towns throughout our region and beyond!

We have created corporate sponsorship packages that offer a range of advertising and promotion to thank you for your support.

(Subject to COVID-19 restrictions)

A quick summary follows.



Platinum

\$15,000+

- » Opportunity to promote your brand on our cars throughout the year and during **esCarpade**
- » Naming rights at our **Classic Cruise** including heavy promotion on radio and TV leading up to the event, provision of a car in which to enjoy the Cruise, participant showbags, signage at the venue and your company logo on all correspondence relating to the Cruise
- » Registration for 15 vehicles that fit into our Classic Cruise categories
- » Trophy sponsorship for the Classic Cruise
- » Website exposure on our team fundraising page, team website, sponsor links and features on our event blog and Facebook
- » Opportunity to distribute gifts / products to school children on esCarpade and during our events
- » Significant media exposure with an audience reach of more than 1.8 million people via television, radio, internet and press coverage
- » Your company's brochure to be given out at all fundraising events
- » Your company will have the right to use promotional photos and footage with the permission of Camp Quality
- » Tax deductible receipt for in-kind products and services offered



Gold

\$10,000

- » Opportunity to promote your brand on our cars throughout the year and during **esCarpade**
- » Gold Sponsorship acknowledgement at our **Classic Cruise** including strong promotion on radio and TV leading up to the event, free entry for one complying vehicle, participant showbags, signage at the venue and your company logo on all correspondence relating to the Cruise
- » Registration for 10 vehicles that fit into our Classic Cruise categories and
- » Trophy sponsorship for the Classic Cruise
- » Website exposure on our team fundraising page, team website, sponsor links and features on our event blog and Facebook
- » Opportunity to distribute gifts / products to school children on esCarpade and during our events
- » Significant media exposure with an audience reach of more than 1.8 million people via television, radio, internet and press coverage



Corporate

\$5,000

- » Opportunity to promote your brand on our cars throughout the year and during **esCarpade**
- » Corporate Sponsorship acknowledgement at our **Classic Cruise** including promotion on radio and TV leading up to the event, free entry for one complying vehicle, participant showbags, signage at the venue and your company logo on all correspondence relating to the Cruise
- » Registration for 5 vehicles that fit into our Classic Cruise categories and
- » Trophy sponsorship for the Classic Cruise
- » Website exposure on our team fundraising page, team website, sponsor links and features on our event blog and Facebook
- » Opportunity to distribute gifts / products to school children on esCarpade and during our events
- » Significant media exposure with an audience reach of more than 1.8 million people via television, radio, internet and press coverage





SUPERHEROES ACT

**ALL
BIDS**.COM.AU



ONLINE AUCTION

**ANY & ALL PRIZE, VOUCHER OR EXPERIENCE DONATIONS
AUCTION TO RUN AUGUST TO OCTOBER**

CONTACT US AT

SUPERHEROESACT.COM.AU

OR CALL 0407 430 803



DONATE A PRIZE!

Online Auction

AllBids

August-October

This is a simple and low cost way of helping raise funds for the children and will promote your business and/or products.

Some ideas from our last auction included

- Real Estate sales and conveyancing package
- Hot laps in luxury cars
- Artwork
- Accommodation packages
- Sports memorabilia
- Car servicing and detailing
- Dash cams
- Wine and dinner vouchers
- Spa experiences
- Hot air balloon rides
- Family passes
- Etc

SUPERHEROES ACT 2023

Classic Cruise

Proudly Supporting

Camp  Quality

START YOUR ENGINES!

CAT 1: CLASSIC CARS (20YRS+) & CAR CLUBS

CAT 2: UNIQUE VEHICLES & COMPANY CARS

CAT 3: LUXURY EXOTICS CAT 4: MOTORCYCLES

DATE: SUNDAY 10 SEPTEMBER 2023

ROUTE: ARBORETUM TO QUESTACON

TIME: ARRIVE 9AM FOR 10AM START TILL 3PM

ENTRY: EACH ENTRANT SHOULD FUNDRAISE TO MEET OR EXCEED THE MINIMUM AMOUNT OF \$50 OR \$25 FOR CAT 4 TO PARTICIPATE

**SHOW'N'SHINE & FAMILY FUN DAY AT THE END
SPONSORSHIP OPPORTUNITIES AVAILABLE**

REGISTER ONLINE AT

SUPERHEROESACT.COM.AU

OR CALL 0403 363 353

Classic Cruise

Aboretum to Questacon

Sunday 10 September, 10am

REGISTER NOW!

(Subject to COVID-19 restrictions)

Join the 8th Classic Cruise for Camp Quality as an entrant! You'll be part of the Cruise Pack as they tour from the Aboretum to Questacon (TBC).

Your position in the Cruise Pack will be determined by the funds you raise. The top fundraisers will have the pole position to lead the Cruise, so be sure to share your fundraising page with as many people as you can!

Registrations commence at 9am with the Cruise leaving at 10am. The general public will get the chance to view your classic and beautiful vehicles at the Show'n'Shine, enjoy a bite to eat, and get involved with our family fun day activities.

Category 1

Classic Cars (20 years +) & Car Clubs

Category 2

Unique Vehicles & Company Cars

Category 3

Luxury & Sports Cars

Category 4

Motorcycles of all ages

Entry fundraising target is minimum \$25 for Cat 4 and \$50 for all others.

MULTIPLE AWARDS FOR EACH CATEGORY



WHY NOT SPONSOR THIS EVENT?

We are expecting around 200 entries and around 300 people at the Show'n'Shine in the park near Questacon!



Sponsors package \$1000+

- » One corporate car entry
- » Logo on driver notes
- » Logo on website/press/social media
- » Opportunity to contribute merch to driver's kit
- » Opportunity to have a show n shine stall

Kids Pit Lane Sponsor \$1000 (1 only)

- » Logo on driver notes
- » Logo on website/press/social media
- » Opportunity to contribute merch to driver's kit
- » Advertising at Pit Lane and children's entertainment areas
- » Opportunity to provide giveaways for kids in pit lane

Trophy Sponsor \$500 (per trophy)

- » Best in Show
- » People's Choice
- » Giggle Award
- » Top Individual Fundraiser
- » Top Team Fundraiser

THIS INCLUDES

Logo on driver notes
Logo on website/press/social media
Opportunity to contribute merch to driver's kit
Advertising at Podium

Entertainment Sponsor \$500

- » Logo on driver notes
- » Logo on website/press/social media
- » Opportunity to contribute merch to driver's kit
- » Advertising at music podium and 'fun stop' activities

BBQ Sponsor \$500 (2 only)

- » Logo on driver notes
- » Logo on website/press/social media
- » Opportunity to contribute merch to driver's kit
- » Advertising at BBQ

Show n Shine Stall \$500

- » Set up your own promo stall for entrants and spectators to visit



We would love to help the SuperHeroesACT on your mission for Camp Quality!

Please sign us up for the following package:

Platinum Sponsorship \$15,000+ ☐

Gold Sponsorship \$10,000 ☐

Corporate Sponsorship \$5,000 ☐

Classic Cruise

CC Sponsorship \$,1000+ ☐

CC Kids Pit Lane Sponsorship \$1,000 ☐

CC Trophy Sponsorship \$500 per trophy ☐

CC Entertainment Sponsorship \$500 ☐

We would like to set up a stall at the Show'n'Shine \$500 ☐

We can donate 400 of the following for the Driver Kits ☐

Online Auction

We can donate the following:

Signature: _____ Total Amount: _____

Name: _____ Organisation: _____

Email: _____ Contact Phone: _____

DONATIONS TO THE SUPERHEROES ACT



**TAX DEDUCTIBLE DONATIONS CAN BE MADE BY
VISITING OUR FUNDRAISING PAGE!**