



**SUPERHEROES
ACT**

*Classic
Cruise*

Proudly Supporting

Camp  Quality

10 YEARS

**SPONSORSHIP
2025**

VISIT CLASSICCruise.COM.AU FOR MORE DETAILS

FRN-5505

ABOUT THE CLASSIC CRUISE

CALL ANNA 0403 363 353 FOR ALL
REGISTRATION ENQUIRIES

Join the 10th Classic Cruise for Camp Quality as an entrant! You'll be part of the Cruise Pack as they tour from the Aboretum to Questacon! This year, the Cruise will pass by 10 iconic Canberra landmarks - see if you can spot them all!

Your position in the Cruise Pack will be determined by the funds you raise. The top fundraiser as at 9pm on Saturday 13th September will have the pole position to lead the Cruise. However, fundraising to determine the Top 10 fundraisers will continue until 12 noon on Sunday - 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 by the lake, enjoy a bite to eat, and get involved with our family fun day activities!

CATEGORY 1

Classic Cars (20 years +)
& Members of Car Clubs

CATEGORY 2

Luxury & Exotic Cars

CATEGORY 3

Unique Vehicles & Company Cars

CATEGORY 4

Motorcycles of all ages

Entry fundraising target is minimum \$25 for category 4
and \$50 for all other categories.



UNDERSTANDING THE NEED

Camp Quality is proud to have brought positivity, fun and laughter to the lives of kids and families in Canberra and the ACT, and across Australia, for 41 years. Camp Quality is a children's cancer charity that supports two important cohorts: children diagnosed with cancer under the age of 15 years, along with their siblings and families, and children of the same age whose parents or carers are undergoing treatment for cancer (Kids Impacted by a Carers Cancer or KICC).

With one in two Australians facing a cancer diagnosis in their lifetime, every community feels its impact. It accounts for Australia's largest disease burden, costing over \$10 billion annually, and the number of people diagnosed each year is rising.

For children diagnosed with cancer or those impacted by a parent or carer's diagnosis, the disruption is far-reaching. Cancer threatens all childhood norms, disrupts developmental milestones, and adversely affects family relationships, education, mental health, and overall wellbeing. A growing body of research highlights the urgent need for targeted interventions to mitigate these impacts and support children's immediate and long-term mental health.

For children aged under 14 in Australia...

760

were newly diagnosed with cancer in 2024.



9,500

are estimated to be undergoing cancer treatment in 2024.



16,000 each year

receive the news that their parent or carer has been diagnosed.

CAMP QUALITY IN OUR REGION

Currently, Camp Quality has around **258 registered families** facing cancer living across the wider ACT region.

Camp Quality provides a full range of free programs for ACT families facing cancer, including a fulltime Child Life Therapist* to support children undergoing treatment at Canberra Hospital as well as those in need of palliative care in hospital and at home.

Camp Quality relies almost entirely on the generosity of everyday Australians, with community fundraisers, regular donors, partners, grants and foundations, to help us support families during their darkest days as they deal with the trauma of a cancer diagnosis.

LAUGHTER IS THE BEST MEDICINE

Information is provided by Camp Quality and is correct at the time of publication

RECREATION PROGRAMS



Camp Quality understands it is vital for kids and families to get a break from cancer. That is why they offer families precious time away to reconnect, build resilience and create happy memories together.

Over the past 5 years (inc Covid) in our region, Camp Quality held 24 fun days, 8 family camps, 4 kids camps, 28 family experiences and 63 fully funded family getaways at Salamander Bay and Murramarang.

This year a Family Camp was held in February, 3 fun days are planned and respite breaks will continue.

THIS HOLIDAY MADE ME FORGET ABOUT HOSPITAL OR HAVING SURGERY. IT BROUGHT US CLOSER TOGETHER AND I GOT TO SPEND SOME TIME WITH MY FAMILY. IT WAS SO GOOD I CAN'T EXPLAIN IT EXCEPT - BEST HOLIDAY EVER!

Hayden, 11 yrs

IT IS SUCH A REWARDING EXPERIENCE. TO SEE THE SMILES ON THE CHILDRENS FACES IS ALL I NEED. AND IT MAKES ME FEEL LIKE MY HEART IS GOING TO BURST WITH SO MUCH HAPPINESS!

Camp Quality Volunteer

SERVICES & ONLINE RESOURCES

Cancer can be an isolating experience. That's why our digital resources and counselling aim to be there for our kids and families 24/7.

- Parenting through Cancer
- Free telephone counselling
- Cancer Hub
- Kid's Guide to Cancer app
- New Normal Navigator app
- Happiness app

PUPPET PROGRAMS

The Camp Quality Puppets bring laughter and joy to kids at school, in hospital and online.

Over the past 5 years (inc Covid) in our region, 29 education programs with the Camp Quality puppets have been performed to over 4137 students

This year two schools have already experienced the Education program with 6 more scheduled for ACT and Queanbeyan schools. 8-10 visits are planned each year.

THE PUPPETS WERE ABLE TO EXPLAIN THE JOURNEY THAT ZOE HAD BEEN THROUGH SO THE OTHER KIDS UNDERSTOOD.

Camp Quality Mum, Charlotte

NIXON ABSOLUTELY LOVES KYLIE THE PUPPET. SHE BRINGS HIM SO MUCH HAPPINESS. EVEN ON THE WORST OF DAYS IN HOSPITAL.

Camp Quality Mum, Tameka

HOSPITAL PROGRAMS

When a child is undergoing cancer treatment in hospital, Camp Quality is by their side. There are **Child Life Therapists** who provide medical-play techniques to reduce anxiety about procedures being faced, **Hospital Puppet Playdates** who boost wellbeing through laughter, and the **Beads of Courage Program** providing unique beads to track treatments along their courageous cancer story.

Camp Quality puppets visit the oncology clinic in Canberra **four times each year**

This year a Child Life Therapist is being funded by Camp Quality to support children during their treatments.

SPONSORSHIP OPTIONS

CALL CATHY 0407 430 803 FOR ALL SPONSORSHIP ENQUIRIES

CORPORATE

\$500

1 complimentary vehicle entry

Prominent promotion on social media

Opportunity to include merchandise in driver bags

Opportunities for your staff to be involved before and on the day

\$500 helps bring fun, laughter and glorious adventures to a child at a Camp Quality Kids' Camp

BRONZE

\$1000

2 complimentary vehicle entries

Prominent promotion on social media and website

Media exposure & website feature

Opportunity to include merchandise in driver bags

Opportunities for your staff to be involved before and on the day

\$1,000 helps a child settle back into school after treatment with a visit from the Camp Quality Puppets

SILVER

\$5,000

5 complimentary vehicle entries

Prominent promotion in social posts

Media exposure, social campaign & website feature

Opportunity to include merchandise in driver bags

Opportunities for your staff to be involved before and on the day

Trophy presentation & route corner sponsorship

\$5,000 helps provide respite and reconnection for four families, allowing them to stay at one of our Family Retreats for 5 days

GOLD

\$10,000+

10 complimentary vehicle entries

Prominent promotion in social posts

Media exposure, social campaign & website feature

Opportunity to include merchandise in driver bags

Opportunities for your staff to be involved before and on the day

Trophy presentation & route corner sponsorship

\$10,000 presents an opportunity for your team to participate directly in a Canberra-based CQ event

SPONSOR THE SHOW N SHINE!

We are expecting around 300 entries and around 400 people at the Show'n'Shine in the park near Questacon!

Entertainment Sponsor

\$500

Show n shine stall

\$500

Kids Pit Lane Sponsor

\$1000 (1 only)



DONATE TO OUR ONLINE AUCTION

Any and all prize, voucher or experience donations

Runs August to September

HOST A FUNDRAISER

Movie Night Theme Day

Trivia Night Raffles

Morning Tea Music Event

MAKE A DONATION

You can make a donation to
Camp Quality at

www.classiccruise.com.au

ALL BIDS COM.AU
ONLINE AUCTION
ANY & ALL PRIZE, VOUCHER OR EXPERIENCE DONATIONS
AUCTION TO RUN AUGUST TO SEPTEMBER

CONTACT US AT CLASSICCRUISE.COM.AU OR CALL 0407 430 805