



2025 DRIVE OF CHAMPIONS

SPONSORSHIP OPPORTUNITIES





INTRODUCTION

Get ready to experience Drive of Champions like never before, as it debuts a revamped, action-packed one-day event featuring three thrilling elements!

From the scenic Drive of Champions to the dazzling Show & Shine, and finally the Champions' Grill & Gather, there are countless ways to get involved—whether as a driver, attendee, volunteer, or supporter. With opportunities to donate, vote for award-winning vehicles, purchase exclusive merchandise, and bid on incredible auction items, this event is all about giving back while having a blast.

Don't miss your chance to be part of something special—become a sponsor and help drive change in your community!

DRIVE OF CHAMPIONS

Date: August 9, 2025

Location: Spruce Meadows





DRIVE OF CHAMPIONS

Start your engines for Drive of Champions 2025, where Calgary's finest luxury, classic, and unique vehicles take center stage! The journey kicks off at Spruce Meadows, Parking Lot #7 at 11:00 AM on Saturday, August 9th, giving drivers a chance to meet their enthusiastic child and youth co-pilots, swap car stories, and fuel up on camaraderie before the rubber meets the road at 12:00 PM sharp. This 45-minute scenic cruise—complete with a pit stop, stunning vistas, and heartwarming connections—crosses the finish line back at Spruce Meadows by 12:45 PM, just in time to roll into the dazzling Show & Shine celebration!

Show & Shine

After the engines cool down, the Drive of Champions Show & Shine revs up at 1:00 PM in Spruce Meadows Parking Lot #7 with over 100 jaw-dropping rides on display! This high-energy, family-friendly event features a live MC and DJ, plus fun pit stops like a craft station, face painting, Calgary Police Service demos, and surprise visits from beloved mascots. Vendor booths will offer attendees an opportunity to support local, community minded-businesses, and spectators can vote for their favorite showstoppers, grab exclusive Drive of Champions merch, and support the Calgary Police Youth Foundation, all before the checkered flag drops at 4:30 PM, leading straight into the Champions' Grill & Gather.

Champions' Grill & Gather

As the sun sets on an action-packed day, the Champions' Grill & Gather fires up at 5:00 PM in the Spruce Meadows Riding Hall for a well-earned pit stop! Drivers, friends, families, and supporters can refuel with BBQ-style eats, bid on exciting items in a silent and live auction, and soak up the sounds of one of Calgary's favorite country artists. With delicious food, great company, and stunning vehicles still on display, this laid-back yet lively evening is the perfect victory lap, bringing an unforgettable day to the finish line.



ABOUT THE CALGARY POLICE YOUTH FOUNDATION

The Calgary Police Youth Foundation engages the community to help provide every child and youth the opportunity to live a life free from the influence and negative impacts of crime. CPYF provides leadership and funding to eleven child and youth crime prevention, education, and early intervention programs, which are delivered by the Calgary Police Service and other community partners.



The eleven programs we support are:

- Integrated School Support Program
- Multi Agency School Support Team
- Youth at Risk Development
- Bridges to Brighter Futures
- Power Play
- Junior Police Academy
- Calgary Police Cadet Corps
- YouthLink Calgary Police Interpretive Centre
- ReDirect
- Bridging Bytes
- Student Support & Wellness Program

Through fundraising efforts and community engagement initiatives, we strive to build awareness and empathy for children and youth whose lives have been impacted by crime, assisting them at a critical time in their life and showing them a path towards a brighter future.

You can learn more about CPYF by visiting our website at www.YYCYouthFoundation.ca.



DRIVE OF CHAMPIONS SPONSORSHIP

Sponsorship Overview

Sponsorship Title	\$	#	Logo/Signage	Social Media	Grill & Gather Tickets	Vendor Space	Speaking Opportunity	Volunteer Group	Other Unique Benefits
Champion Drive Sponsor	\$31,000	1	✓	✓	✓	✓	✓	✓	✓
Presenting Sponsor	\$15,000	1	✓	✓	✓	✓	✓	✓	
Co-Pilot Sponsor	\$5,000	1	✓	✓				✓	✓
Show & Shine Sponsor	\$5,000	1	✓	✓		✓	✓	✓	
Champions' Grill & Gather Sponsor	\$5,000	1	✓	✓	✓				
Family Fun Sponsor	\$4,000	1	✓	✓		✓		✓	
Volunteer Sponsor	\$4,000	1	✓	✓		✓		✓	
Safety Sponsor	\$3,500	1	✓	✓		✓		✓	✓
Navigator Sponsor	\$3,000	1	✓	✓	✓				✓
Showcase Award Sponsor	\$1,000	1			✓		✓		
Show & Shine Award Sponsor	\$500	2					✓		
Vendor Sponsor	\$750	<i>No limit</i>				✓			

Champion Drive Sponsor - \$31,000 - SOLD

Start the engines for the first 50 Dream Drivers with your generous support! As the Champion Drive Sponsor, you will cover their entry fees, ensuring they take off on this incredible journey with confidence. This premier sponsorship positions you as a key driver of community involvement, propelling the event forward with speed and impact, proving you are driven to make a difference!

- Speaking opportunity at Champions' Grill & Gather
- Prominent name/logo recognition on drive event signage (including digital).
- Photo opportunities with Co-Pilots and Chief Constable Neufeld CPS
- Thank-you letters from child-youth co-pilots
- Special Vote for Show & Shine and Showcase e.g. Champion Drive Sponsor Choice
- Social Media recognition as the Champion Drive Sponsor
- A special acknowledgement at the Champions' Grill & Gather
- 15 tickets to the Champions' Grill & Gather
- Vendor booth at Grill & Gather
- Volunteer opportunity for up to 15 volunteers to assist in area of choice



Presenting Sponsor - \$15,000 - 1 Available

“Drive of Champions 2025, presented by [your name here]” – where your brand takes the driver’s seat! As the exclusive Presenting Sponsor, you will have the green light to be prominently featured alongside the event name in all 2025 marketing, promotions, and media coverage. This premier sponsorship gives you top billing on event signage and digital and print materials, as well as a VIP speaking opportunity at the Champions’ Grill & Gather. Buckle up for maximum recognition as a key supporter, fueling excitement and steering community engagement to the next level!

- Prominent named/logo recognition as the presenting sponsor on all event signage (including digital).
- Social Media recognition as the Presenting Sponsor
- A special acknowledgement and speaking opportunity at the Champions’ Grill & Gather
- 10 tickets to the Champions’ Grill & Gather
- Vendor booth at the Show & Shine
- Volunteer opportunity for up to 10 volunteers to assist in area of choice

Co-Pilot Sponsor - \$5,000 - 1 Available

As the Co-Pilot Sponsor, you are riding shotgun in making unforgettable memories for our child and youth co-pilots! Your support fuels their journey with smooth transportation to and from the event (as needed), a refueling stop with a delicious post-drive lunch, and a special keepsake to take home as a lasting reminder of their incredible ride. Thanks to you, these young passengers will be in for the ride of their lives!

- Logo/name recognition on all co-pilot signage (including check-in table and food vouchers)
- Opportunity for up to 5 volunteers to attend Drive of Champions and operate the “Co-Pilot Check-in Table”.
- Social Media recognition as the Co-Pilot Sponsor
- Meet-and-greet with Co-Pilots including a photo-op



Show & Shine Sponsor - \$5,000 - 1 Available

As the Show & Shine Sponsor, you are keeping this unique showcase gleaming and free for all to enjoy! Your support ensures the community gets a front-row seat to this dazzling display of dream machines, making the event accessible to all. Your brand will be in the spotlight at the Show & Shine, with prime recognition on event signage, digital, and print materials. By fueling the excitement and turbocharging the experience for both participants and spectators, you are driving home the spirit of community and horsepower-fueled fun!

- Logo/name recognition on Show & Shine event signage (including digital).
- Opportunity for up to 5 volunteers to attend the Drive of Champions Show & Shine to assist with greeting spectators and collecting donations at the gate for “entry by donation”.
- Speaking opportunity at the Show & Shine on August 9th.
- Vendor booth at the Show & Shine



Champions' Grill & Gather Sponsor - \$5,000 - 1 Available

As the sponsor of the Champions' Grill & Gather, you are firing up the grill and fueling an unforgettable grand finale for the Drive of Champions! Your support brings the community together for a night of delicious food, thrilling performances, and a high-energy live auction—creating the perfect pit stop for connection and celebration. Your brand will take center stage with prominent recognition on event signage, promotional materials, and a special shoutout during the festivities. By serving up an incredible experience, you are ensuring this event crosses the finish line in style!

- 5 tickets to the Champions' Grill & Gather
- Logo/name recognition on Show & Shine event signage (including digital).
- Social Media recognition as the Champions' Grill & Gather Sponsor

Family Fun Sponsor - \$4,000 - 1 Available

As the Family Fun Sponsor, your support fuels a fun-filled experience with face painting, bounce houses, mascot visits, a craft station, and more at the Show & Shine—ensuring endless smiles for child and youth co-pilots, plus families in attendance. With your brand in the spotlight, this sponsorship showcases your commitment to making the event a joyride for all ages, packed with laughter, creativity, and unforgettable memories!

- Vendor booth at the Show & Shine
- Logo/Name recognition on family-fun related signage (including digital).
- Social Media recognition as the Family Fun Sponsor
- Volunteer opportunity for up to 10 volunteers to assist with family-fun related stations

Volunteer Sponsor - \$4,000 - 1 Available

As the Volunteer Sponsor, you are keeping the engine running behind the scenes by fueling the incredible team that makes Drive of Champions possible! Your support provides hardworking volunteers with meals, refreshments, and a special thank-you gift—giving them the boost they need to keep things running smoothly. This sponsorship puts your brand in the driver's seat of appreciation, recognizing the dedication and energy of those who go the extra mile to make this event a success!

- Logo/name recognition on event signage (including digital).
- Social Media recognition as the Volunteer Sponsor
- Opportunity for up to 15 volunteers to attend and support
- Logo/name recognition on volunteer food station signage
- Vendor booth at the Show & Shine



Safety Sponsor - \$3,500 - 1 Available

As the Safety Sponsor, you are the guardian of the road, ensuring a smooth and secure ride for everyone at Drive of Champions! Your support keeps things on track with essential directional signage, top-tier safety measures for drivers and co-pilots, and key event safety resources. Thanks to you, spectators can enjoy the high-octane excitement with peace of mind. This sponsorship puts your brand in the driver's seat of safety, proving you are committed to keeping the event running like a well-oiled machine!

- Logo/name recognition on event signage (including digital).
- Social Media recognition as the Safety Sponsor
- Logo/name recognition on volunteer safety vests
- Opportunity for up to 15 volunteers to attend as parking and safety attendants
- Vendor booth at the Show & Shine

Navigator Sponsor - \$3,000 - 1 Available

As the Navigator Sponsor, you are in the co-driver's seat, leading the way and keeping Drive of Champions on the right track! Your support ensures a smooth, well-coordinated ride, guiding participants safely along the route alongside a police presence. With you at the helm, drivers and co-pilots can enjoy the journey with confidence, knowing they have a trusted guide paving the way. This sponsorship puts your brand in the fast lane as a key leader in making this high-octane experience both safe and seamless!

- Logo/name recognition on drive route signage (including digital).
- Social Media recognition as the Champion Navigator Sponsor
- Showcase 2 lead vehicles in the Drive of Champions
- Your company details provided on driver maps
- 4 tickets to the Champions' Grill & Gather

Showcase Award Sponsor - \$1,000 - 1 Available

As the Drive of Champions Showcase Award Sponsor, you are putting the spotlight on the ultimate showstopper! Your support fuels the excitement by providing the prestigious Showcase Award, where attendees at the Champions' Grill & Gather cast their votes for the standout vehicle of the event. With your brand in the winner's circle, this sponsorship showcases your commitment to excellence and shifts the celebration into high gear with a thrilling competitive edge!

- Present the Showcase Award at the Champions' Grill & Gather in front of live audience.
- 2 tickets to the Champions' Grill & Gather

Show & Shine Award Sponsor - \$500 - 2 Available

As a Drive of Champions Show & Shine Award Sponsor, you are putting the pedal to the metal in celebrating the finest rides on display! Your support fuels the excitement by providing a coveted Show & Shine Award, where attendees cast their votes for a standout vehicle of the event. With your brand in the spotlight, this sponsorship showcases your commitment to excellence and revs up the competition, making the Show & Shine an unforgettable experience for all!

- Present your Show & Shine Award at the Drive of Champions Show & Shine in front of live audience.

Vendor Sponsor - \$750 per spot - Unlimited

As a Vendor Sponsor, you are shifting into high gear with a prime opportunity to showcase your brand to car enthusiasts, families, and drivers! With your own space to set up a table or tent, you can put your products and brand in the fast lane, connecting with a passionate audience ready to engage. This is your chance to boost visibility, spark excitement, and be a key player in making Drive of Champions an unforgettable experience!

- Vendor space at the Drive of Champions Show & Shine **OR** Vendor space at the Champions' Grill & Gather.
- Vendors must purchase an additional sponsor space in order to participate in both portions of the event.
- **Please note, if choosing to attend both portions of the event, you will be responsible for set/up takedown of display and moving your display from the Show & Shine lot to the indoor grill venue between 4:30-5:00pm on August 9th.*



Important Note - Sponsorships are available for purchase until July 31st, 2025. All naming, logo, and recognition on signage must be confirmed by June 30th, 2025. Sponsorships confirmed after this date will not be eligible for recognition on print signage.

For more information or to register as a Drive of Champions sponsor, please contact:

Catherine McDowell | 403.519.5436
cmcdowell@calgarypolice.ca

SIGNAGE EXAMPLES:



PRESENTED BY:
[YOUR NAME HERE]

All Sponsor Signage:

Individual Signs:



PRESENTED BY:
[YOUR NAME HERE]

THANK YOU TO OUR SPONSORS:

CHAMPION DRIVE SPONSOR

[YOUR LOGO HERE]

SHOW & SHINE
SPONSOR

[YOUR LOGO
HERE]

CHAMPIONS'
GRILL & GATHER
SPONSOR

[YOUR LOGO
HERE]

CO-PILOT
SPONSOR

[YOUR LOGO
HERE]

FAMILY FUN
SPONSOR

[YOUR LOGO
HERE]

VOLUNTEER
SPONSOR

[YOUR LOGO
HERE]

SAFETY
SPONSOR

[YOUR LOGO
HERE]

NAVIGATOR
SPONSOR

[YOUR LOGO
HERE]



CHAMPION DRIVE
SPONSOR:

YOUR
LOGO
HERE