



ABOUT THE EVENT

This high-octane community celebration blends the roar of engines with the whoosh of rotors for an unforgettable day of connection, excitement, and purpose.

Returning to the tarmac on Saturday, July 19, 2025, and once again held in collaboration with the YMM Airport Authority, this year's event promises even more thrills. From classic cars and custom motorcycles to aircraft displays - there's something for every enthusiast. Attendees can enjoy People's Choice voting, Committee Choice awards, music, food trucks, raffles, family fun, and of course, a close-up look at HERO1, our region's only helicopter emergency medevac.

YOUR SUPPORT 🗢

Your support makes it all possible. Proceeds from this event go directly toward sustaining our Helicopter Emergency Medical Services (HEMS) program, ensuring access to critical care across the Regional Municipality of Wood Buffalo, especially in rural and remote areas. Since 2013, we've completed over 700 life-saving missions, and not once has a patient received a bill.

OUR PRESENTING SPONSOR

We're deeply grateful to NAPA for their ongoing presenting sponsorship since our inaugural event, and we invite you to join them in demonstrating leadership and commitment to our region's health and safety. Sponsorship opportunities are available at various levels, each offering strong brand visibility and meaningful community impact.



We look forward to welcoming you as a valued sponsor of the 2025 Wheels and Wings Charity Car Show, presented by NAPA

Together, we're saving lives by saving time.

Thank you for your support, and we'll see you at the show!

Sincerely, Team HERO Lorna Ash, Executive Director, Local HERO Foundation

SPONSORSHIP OPPORTUNITIES

👐 WING COOK-OFF SPONSOR \$5000 (One Opportunity)

- Sponsored by "Company Name" whenever Wing Cook-Off is mentioned
- Social media logo recognition
- Opportunity for company banner at the BBQ Cook-Off
- Logo on Cook-Off winner trophy
- Opportunity to present Cook-Off Trophy
- Logo on event signage
- Name recognition from event stage
- Opportunity to set up exhibit booth
- Logo on website

🛹 VOLUNTEER SPONSOR \$2500 (One Opportunity)

- Logo included on volunteer t-shirts
- Social media logo recognition
- Logo on event signage
- Name recognition from event stage
- Opportunity to exhibit at the volunteer tent
- Logo on website

GIFTS IN KIND

Are you able to provide in-kind goods or services that would support and enhance our event? We welcome the opportunity to discuss sponsorships and associated recognition.

CHAMPIONX THANK YOU to our media partners!



🛹 RAFFLE SPONSOR \$3500 (One Opportunity)

- Naming of sponsored by when referencing the raffles – both prize and 50/50
- Logo on online raffle page
- Logo on online purchased raffle tickets
- Social media logo recognition
- Logo on event signage
- Opportunity to draw winning tickets
- Name recognition from event stage
- Opportunity to set up exhibit booth
- Logo on website

🛹 COMMUNITY PARTNER \$1500 (Multiple Opportunities)

- Logo on event signage
- Name recognition from event stage
- Opportunity to set up exhibit booth
- Logo on website

THANK YOU FOR YOUR CONSIDERATION

For more information or to discuss sponsorship details, please contact <u>l.ash@ymmhero.com</u>

> MORE EVENT DETAILS **.**:☆:

REGISTER A VEHICLE 😤 O.C.



presented by



AUTO PARTS FORT MCMURRAY

a message from our **PRESENTING SPONSOR**

At NAPA Auto Parts Fort McMurray, we're proud to do more than keep engines running, we help drive community spirit forward. Supporting the people and places that support us has always been at the heart of our business. That's why we've proudly served as the Presenting Sponsor of the Wheels and Wings Charity Car Show since its inception.

The Local HERO Foundation provides a vital service, offering 24/7 helicopter emergency medical care when and where it's needed most. Their ability to respond quickly and deliver critical care saves lives, and we're honoured to help ensure that continues.

This event isn't just about horsepower and high-performance, it's about community. It's about bringing families, car enthusiasts, and supporters together for a day filled with fun, connection, and purpose. We've loved watching the Wheels and Wings Car Show grow into a regional highlight, and we know 2025 will be the best yet.

We invite you to come out, bring your friends and family, and take part in a day that truly makes a difference. Every engine revved and every dollar raised supports the life-saving missions of Local HERO.

We'll see you on the tarmac - where wheels meet wings, and community meets cause.

Sincerely,

Brent Usick, Chief Executive Officer NAPA Auto Parts