

Driving Out Cancer 2026

Sponsorship Opportunities

**Sustaining free cancer support for
New Mexico families.**

Goal: Raise \$35,000+ to expand free support for 500+ NM families facing cancer.

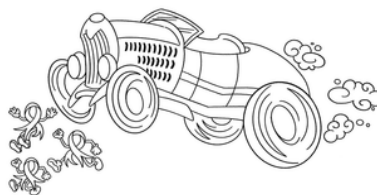


September 26, 2026 | The Picklr Albuquerque East | 10am-2:30pm

 **45 Hotel Cir NE, Albuquerque, NM 87123**

Contact

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Restored Rides, Renewed Hope: The Heart of Driving Out Cancer



Picture this: a sun-baked parking lot in Albuquerque, rows of gleaming classics—some rescued from long-forgotten neglect and rebuilt over decades, others cherished family treasures passed down through generations. Owners swap stories about late nights in the garage, the perfect shade of paint, or the road trip that made the car legendary.

But listen closer, and you'll hear something else woven into those conversations. Many of these folks have cancer in their own story—survivors still fighting, caregivers who've held hands through chemo, or people remembering someone they lost.

That shared experience brings an added layer of meaning to the day.

There is something fitting about gathering around vehicles that have been restored with patience and care. In many ways, the same kind of dedication surrounds families facing cancer. It takes people who are willing to stand beside them, offering guidance, reassurance, and steady support along the way.

Cancer Services of New Mexico Foundation started this event because we wanted to bring those worlds together. A day of beautiful cars, music, food trucks, and fun family activities—while contributions quietly flow in to keep our free programs going: real help sorting insurance nightmares, legal paperwork, caregiver education, and our Family Cancer Retreats where people finally get to breathe, share, and feel less alone.

Last year, that support reached 500+ New Mexico patients and families right here in our state. It's straightforward, local, and keeps most every dollar where it belongs—helping neighbors when they need it most.

In the end, it's not complicated: cars bring us together, stories connect us, and showing up for each other restores a bit of hope along the way.



Building Lasting Support for New Mexico Families

Driving Out Cancer powers Cancer Services of New Mexico's free, statewide programs that help individuals and families facing cancer navigate one of life's toughest challenges. These essential services include:

- Expert legal, insurance, and paperwork navigation assistance
- Connections to trusted community resources across New Mexico
- Patient and caregiver education through our Family Cancer Retreats



Navigation support in action

Proven Community Support

- Over \$50,000 raised in the first two years
- 9 returning sponsors in 2025 and strong community partnerships
- Every dollar stays local going directly to programs supporting 500+ NM patients and families annually.

Why Businesses Choose to Partner with Us

Your investment isn't just funding—it's fueling dependable, long-term support so no New Mexico family faces cancer alone. As a sponsor, you gain:

- Visibility among car clubs, local business leaders, and community supporters
- Exposure to 125+ attendees, 4,200+ email subscribers, active social/car club networks
- Positive brand alignment with a respected local organization— positioning your business as a community champion
- Tax-deductible partnership that delivers on-site recognition, digital promotion, and post-event impact reports

Commit by July 28, 2026, to lock in prime placement across all materials and maximize your local reach.

Community Reach and Engagement

Community Reach

Driving Out Cancer brings together:

- 35-50 participating drivers
- 125+ community attendees
- Active car club networks
- 4,200+ statewide email subscribers
- Local business leaders and volunteers



The event creates meaningful, in-person engagement within a values-driven community.

Established Leadership and Partnerships

- 9 returning sponsors in 2025
- Leaders of Enchantment as lead sponsor and strategic partner
- Rebel Road as founding supporter and car community partner
- US Eagle Federal Credit Union as a venue and strategic partner
- Strong board and volunteer engagement

Driving Out Cancer is built on sustained partnerships across both the business and car communities.

Returning 2025 Partners Included:



2026 Driving Out Cancer Sponsorship Opportunities

Each year, local businesses, car clubs, and community leaders join together to power Driving Out Cancer. We invite you to stand alongside them.

Presenting Partner — \$10,000 (Exclusive – Limited to One)

Lead the Drive: Your leadership helps power the programs that guide New Mexico families through the practical and emotional challenges of cancer.

- Naming rights ("Presented by [Your Business]")
- Largest logos (homepage, entrance banner, promotional materials)
- Speaking slot (2-3 min) to share your commitment from the main stage
- Featured social media post and shoutout in all email blasts to our supporters
- Dedicated tented booth/table + post-event report

Premier Partner — \$5,000

Accelerate the Momentum: Help power the community experience that brings drivers, families, and supporters together in support of New Mexico families facing cancer.

- Prominent logo placement across event signage, and digital promotions
- 2 social/email shout outs
- On-site visibility (e.g., dedicated banner or table opportunity)
- Name on an activity (e.g., "Silent Auction presented by [Your Business]")

Supporting Partner — \$2,500

Keep the Wheels Turning: Light the path with steady support, helping every mile of the journey bring strength to those we serve.

- Logo included in event promotion materials, website sponsor page, emails
- On-site thank-you display + verbal mention.

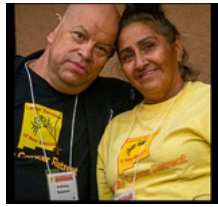
Community Partner — \$1,000

Join the Convoy of Hope: Stand with local businesses and community leaders, so every New Mexico family has companions on the road to healing.

- Name/logo on thank-you wall + program/website list
- Inclusion in our community partner roll call at the event

Friend or In-Kind — \$250–\$500 (e.g., prizes/food/swag bag items) for broader appeal

Donor support provides hope and resilience



The Retreat gave us a new perspective on what we can do as we go forward on our journey together



We are better informed, feel connected with others going through similar situations and empowered with new tools to deal with whatever comes.



Nice to see you're not alone. As a caregiver, I ran out of energy, this has re-energized me to continue down the road of treatment.



We learned that there are so many wonderful people out there going through the same experience as us. So much love and support out there.



To know that there are helpful resources for my grandma, even at her age. To know that "we", as her family don't have to try and "fix" it all on our own. So, thank you!!



Support That Reaches New Mexico Patients and Families

When cancer strikes, it brings emotional, practical, and financial strain. Cancer Services of New Mexico provides trusted guidance, educational resources, and programs that help patients and their families regain their footing. Your support helps ensure families across our state do not have to face cancer alone.

Last year alone

500+

New Mexico patients, caregivers, and loved ones supported through navigation assistance, caregiver education, and Family Cancer Retreats.



Driving Out Cancer helps sustain this work. Sponsors ensure that patients and families facing cancer in New Mexico have access to clear information, practical guidance, and moments of relief when they need it most.

We welcome your partnership in helping New Mexico families facing cancer find support and guidance.

Contact

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Driving change for families facing cancer | Accelerating hope across New Mexico.