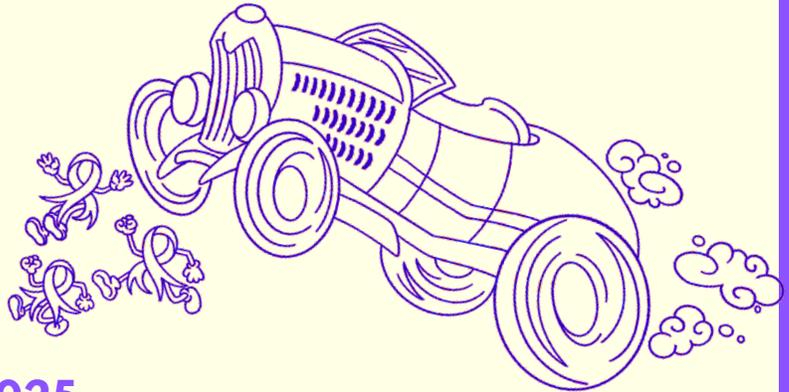


Sponsorship Proposal



Driving Out Cancer

Raising funds to reduce cancer
suffering for New Mexico's Families



September 27, 2025

10am - 2:30pm

**US Eagle Credit Union
3939 Osuna Rd NE, Albuquerque, NM 87109**



Let's Drive Out Cancer Together

Every year, the Cancer Services of New Mexico Foundation rolls up its sleeves to fuel something truly meaningful: free programs that help New Mexicans facing cancer feel informed, supported, and never alone.

Whether someone is newly diagnosed, deep in treatment, or finding their footing as a survivor, Cancer Services of New Mexico (CSNM) is there with expert guidance, supportive resources, and hope - all at no cost to families.

To help keep these services going strong, we're thrilled to invite you to support *Driving Out Cancer*, our second annual celebration on Saturday, September 27th.

This isn't your typical fundraiser. It's a high-octane, feel-good day filled with chrome, community, and compassion. Local car clubs will showcase their most beloved rides. You'll find music, local eats, a raffle, auction, fun for the kids, and plenty of moments that remind you why community matters. And, you get to help crown the "People's Choice Best in Show!"

Last year, we raised over \$26,000 and welcomed more than 40 incredible drivers. The energy was electric, and we're revving up our engines for this year's show.

Our generous presenting sponsors: Rebel Road Hot Rod Garage, Leaders of Enchantment, and US Eagle have already jumped in to make this year even bigger. We'd be honored to welcome you to the lineup, too.

By jumping in as a sponsor, you're not just putting your name out there, you're putting heart into action. You're showing up for thousands of New Mexicans who are walking through one of life's hardest journeys.

Here's the best part: Your gift stays local. Over 90% of every dollar raised goes directly to CSNM programs. No big overhead, no waste - just impact. We're volunteer-driven and community-powered, which means your support goes straight to the families who need it most.

Thank you for taking a moment to consider being part of something special. Your kindness will ripple far beyond event day and leave a lasting mark on families across our state. Together, let's make this year's Driving Out Cancer an unforgettable ride!

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About Cancer Services of New Mexico

Over 100,000 New Mexicans are currently living with cancer and over 11,000 new cases are diagnosed each year. Cancer Services of New Mexico (CSNM) was formed in May 2001, to address gaps in our state's cancer-related services.

We work closely with other cancer organizations across New Mexico. Our Medical Advisory Board includes leading oncologists who work in rural areas and urban centers throughout the state. Cancer agencies and providers across New Mexico refer patients/survivors and their loved ones to our programs.

Extraordinary low overhead costs are maintained by having no physical office or full-time employees. Our programs are developed and led by hundreds of volunteers, supported by part-time staff consisting of: two program managers, a program coordinator, and a bookkeeper.

CSNM serves over 1,200 New Mexicans coping with cancer each year. All CSNM Programs are free of charge to all New Mexican patients/survivors and families.

About the Cancer Services of New Mexico Foundation

In 2005, we launched the Cancer Services of New Mexico Foundation, an affiliated non-profit organization that raises and invests funds to support the work of Cancer Services of New Mexico. A portion of the Foundation's assets are transferred to Cancer Services of New Mexico each year, providing CSNM with critical funding to deliver programs to patients and families throughout the state.

Vision



Every New Mexican family will have access to the information, support, and resources they need to cope with cancer.

Mission



To provide services that reduce cancer suffering for New Mexico's families

OUR PROGRAMS



Family Cancer Retreats

A weekend of education, reflection, and rejuvenation in a relaxing and nurturing environment. The retreat focuses on educating participants about the process of surviving cancer. Participants meet and spend time talking with others who are coping with the same issues, helping eliminate the feeling of being alone in their cancer journey.



LIPA Program

(Legal, Insurance, and Paperwork Assistance)

Free clinics and recordkeeping tools to help cancer patients/survivors and their loved ones manage the complex set of legal, insurance, and paperwork issues associated with a cancer diagnosis.



Family Cancer Resource Bag

Statewide distribution of free information kits that help newly diagnosed parents and their children (aged 3-18) cope with the impact of cancer on their families.



Cancer Treatment Organizer

The cancer Treatment Organizer or CTO is a record-keeping tool for patients and caregivers. This portable system offers a simple way, to keep all cancer-related records organized and easily accessible.

All CSNM Programs are offered at no-cost to patients/survivors, their families, and caregivers.

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 your 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!! ”



About The Event



Thanks to the enthusiastic support of car lovers across New Mexico, we're gearing up for another unforgettable event. This year's Driving Out Cancer will showcase some of the state's top car clubs in a vibrant, family-friendly car show.

Event highlights include a raffle, auction, music, food trucks, kids' activities, and of course, rows of stunning custom cars. Attendees will vote for their favorite vehicle in the "People's Choice - Best in Show" competition.

Cars will also be judged in various categories by our panel, and both car clubs and individual owners are encouraged to raise pledges in support of the cause. Trophies and prizes will be awarded to the top fundraisers!

This year, we've set an ambitious goal: raise \$50,000 to support free cancer education and resources for New Mexico families. Last year, with the community's help, we raised over \$26,000—and we know we can go even further this time.

We're counting on support from generous local businesses, individual donors, car show entry fees, pledges, and event-day raffles and auctions to help us reach our goal.



Event Highlights

To raise funds to support CSNM Programs

Bring awareness about available programs for patients and families

Inspire participants to give and volunteer

Event Schedule



27
SEP



27
SEP

8:00 - 10:00am - Start loading in cars

Cars will arrive
Drivers will sign in and receive instructions

10:00 am - Show begins

Kids area, exhibits, and food areas open

11:00 pm - Official Judging Begins

Driving Out Cancer attendees may view cars, buy auction tickets, listen to music, visit the food trucks, visit info booths.

12:30 pm - Raffle/Auction Drawing begins

2:00 pm - Show winners announced

2:30 pm - Show ends



Benefits for Sponsors



Your financial support to the Cancer Services of New Mexico Foundation helps to provide no-cost educational programs and resources for New Mexico's families coping with cancer.

Increase Your Brand Exposure

Significantly expand your reach and visibility. Capture the attention of a captive audience, fostering brand awareness, increasing audience recall and memorability.

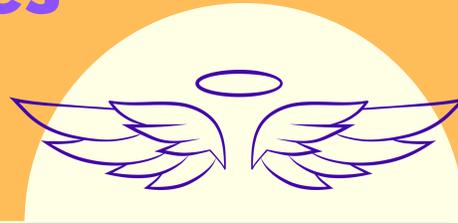
Positive Brand Association and Affinity

Boost your brand equity, demonstrating your commitment to social responsibility and community involvement. When your brand supports New Mexican's coping with cancer, it creates a positive impression and fosters loyalty.

Audience Engagement and Positive Public Relations

Build credibility through association. Benefit from advertising and publicity coverage. Positive exposure helps attract new customers and strengthens relationships with existing clients.

Sponsorship Packages



Angel Sponsor

Title Sponsorship Package

Event naming rights -
Your name/logo included in the
full event title

Exclusive top-tier logo
placement on all event and
marketing materials

6ft banner and logo on photo
op banner at the event

Sponsor profile featured on
website/social media

Tented exhibit booth in
premier space

Promo materials in swag bags

Logo and clickable link featured
first on event website and in
every e-blast

Opportunity to open/close
the event ceremony and
speak at the event

Invitation to all
media/press activities

Access to post-event data
upon request

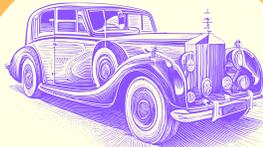
Featured spotlight in post-event
newsletter or impact report

2 Driving Out Cancer T-shirts

\$12,000 +

Sponsorship packages can be customized - please contact us

Sponsorship Packages



Restoration Dreams

Showcase Sponsorship Package

Brand listed in top tiers in all event materials

Name/Logo mentioned in media/press releases

Opportunity to speak at the event

Tented exhibit booth

6ft banner and photo op banner at the event

Sponsor profile featured on website/social media with clickable link

Promo materials in swag bags

2 Driving Out Cancer T-Shirts

\$6,000



Resto Mod

Auction Sponsor Package

Brand listed as an auction sponsor

Opportunity to address audience and call out auction winners

Logo listed on all event materials and website

Poster with your logo

Exhibit booth space

Sponsor profile featured on website/social media

Promo materials in swag bags

2 Driving Out Cancer T-Shirts

\$3,000

Sponsorship packages and donation amounts are customizable - please contact us

Sponsorship Packages



Low Rider

Brand logo listed in selected event materials and website

Sponsor profile on website

Logo featured on social media gratitude post

Promo materials in swag bags

2 Driving Out Cancer T-Shirts

\$1,000



Street Rod

Brand logo listed in selected event materials and website

Logo featured on social media gratitude post

2 Driving Out Cancer T-Shirts

\$500



Rat Rod

Name listed in selected event materials and website

Logo listed in a social media post recognizing sponsors

A Driving Out Cancer T-Shirt

\$250



In-Kind

Brand logo listed in selected event materials and on website.

Logo listed in a social media post

Promo materials in swag bags

Our 2024 Sponsors

Our Driving Out Cancer Supporters

Restoration Dreams Level



Resto Mod



Street Rod Level



Steve and Janet Cook

Carmel Sanchez-Busy
& Ross Busby

Richard Larson

Mike Logan

Rat Rod



In-Kind



Kenneth Stewart



O'Reilly Auto Parts





Thank you!

We look forward to collaborating with you to make “Driving Out Cancer” a resounding success!

Contact

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