



2026 SPONSORSHIP OPPORTUNITY GUIDE BOOK



Northern Lights Health Foundation
7 Hospital Street Fort McMurray, AB T9H 1P2
Office: 780-791-6041
Charitable Registration Number: BN 107395030 RR0001
Incorporated in Alberta March 1985



A MESSAGE FROM THE NORTHERN LIGHTS HEALTH FOUNDATION

To Our Community Champions,

Where else can you watch teams race hospital beds while supporting a great cause?

Hospital Bed Races is one of our region's most unique community fundraising events, bringing together friendly competition, teamwork, and community spirit in support of healthcare close to home. Behind every race is a shared commitment to making a difference for patients and families across our region. We are proud of the impact this event continues to have and grateful to the sponsors who help make it possible.

We hope you'll join us as a sponsor, participant, or supporter and be part of the impact this unique community event continues to have.

Vanessa MacNevin
Chief Executive Officer





A MESSAGE FROM OUR PRESENTING SPONSOR

Birch Mountain Enterprises LP is proud to return as the Presenting Sponsor of the Northern Lights Health Foundation's Hospital Bed Races, an event that brings people together in support of healthcare in the Regional Municipality of Wood Buffalo.

"At BME, we are proud to support an event that reflects the strength, generosity, and spirit of our region," says Chris Wilson, CEO and Managing Partner of Birch Mountain Enterprises LP. "The Hospital Bed Races are more than a community tradition. They are a meaningful way to support the Northern Lights Regional Hospital and the essential care it provides to families, workers, and communities across Wood Buffalo."

For Birch Mountain Enterprises, supporting healthcare means investing in the people and services that keep our region strong. Access to quality care matters to every family, every workplace, and every community, and BME is proud to stand behind initiatives that help strengthen that care close to home.

We encourage businesses, teams, and community members to get involved by registering a team, joining as a sponsor, or contributing to this important cause. Every act of support helps fund vital equipment and services that make a direct difference in the lives of patients and families across our region.

Join us for a day of friendly competition, community connection, and shared purpose.

Together, we can race toward stronger healthcare and a healthier future for Wood Buffalo.



Birch Mountain Enterprises LP

Proud Member of Fort McKay Group of Companies



SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR

- Company representative to make opening remarks at event
- Opportunity to be part of planning committee
- Social media video prior to event
- Logo on trophy – displayed pre- and post-race
- Company logo displayed on all race banners
- Company logo on website and print materials
- Company representative to present trophy to winning team
- Company logo incorporated into event logo
- Event logo on company logo on volunteer gear
- Opportunity to provide company swag for participant gift bags
- Radio advertising mentions
- Social media mentions throughout event
- Photo opportunities at event
- First right of refusal for the 2027 Hospital Bed Races
- Special mention in the 2026–2027 Community Report
- Volunteer opportunities for employees

GRAND PRIX SPONSOR \$7,500

- Company representative to make closing remarks at event
- Company logo displayed on applicable race area(s)
- Company logo displayed on NLHF website
- Company logo will be recognized through social media
- Company logo on volunteer gear
- Opportunity to provide company swag for participant gift bags
- First right of refusal for the 2027 Hospital Bed Races
- Special mention in the 2026–2027 Community Report
- Volunteer opportunities for employees

Thank you.



Birch Mountain Enterprises LP
Proud Member of Fort McKay Group of Companies



PRESENTED BY
Birch Mountain Enterprises LP
Proud Member of Fort McKay Group of Companies



SPONSORSHIP OPPORTUNITIES

SAFETY SPONSOR \$5,000

- Social media safety moment video prior to event
- Company to present safety moment prior to the start of the races
- Company logo displayed on applicable race area(s)
- Company logo displayed on NLHF website
- Company logo will be recognized through social media
- Opportunity to provide company swag for participant gift bags
- First right of refusal for the 2027 Hospital Bed Races
- Special mention in the 2026-2027 Community Report
- Volunteer opportunities for employees

RACE LEADER SPONSOR \$5,000

- Company representative(s) to bring greetings from the stage and talk about personal leadership in action
- Company logo will be displayed on applicable event area(s)
- Pre-event social media announcement of sponsorship on social media platforms
- Post-event thank you announcements on Social Media platforms
- Company logo on NLHF website
- Opportunity to provide company swag in participant gift bags
- Company volunteer opportunities





SPONSORSHIP OPPORTUNITIES

RACE TRACK SPONSOR

- Company names the race track for event
- Company logo displayed on applicable race area(s)
- Company logo displayed on NHRA website
- Company logo will be recognized through social media
- Opportunity to provide company swag for participant gift bag
- First right of refusal for the 2027 Hospital Bed Races
- Special mention in the 2026-2027 Community Report
- Volunteer opportunities for employees

SOLD OUT

Thank you.

Aluma > SAFWAY™

FUEL STATION SPONSOR

- Company names the BBQ Fuel Station for event
- Company logo displayed on applicable race area(s)
- Company logo displayed on NHRA website
- Company logo will be recognized through social media
- Opportunity to provide company swag for participant gift bag
- First right of refusal for the 2027 Hospital Bed Races
- Special mention in the 2026-2027 Community Report
- Volunteer opportunities for employees

SOLD OUT

Thank you.



CNOOC



SPONSORSHIP OPPORTUNITIES

START LINE SPONSORS \$3,500

- Opportunity for company representative to be the official timer for all heats
- Company logo will be displayed on applicable event area(s)
- Company logo displayed on NLHF website
- Company logo will be recognized through social media
- Opportunity to provide company swag for participant gift bags
- Volunteer opportunities for employees

FINISH LINE SPONSORS

- Company representative to be the official timer for all heats
- Company logo will be displayed on applicable event area(s)
- Company logo displayed on NLHF website
- Company logo will be recognized through social media
- Opportunity to provide company swag for participant gift bags
- Volunteer opportunities for employees

SOLD OUT

Thank you.

Thank you.





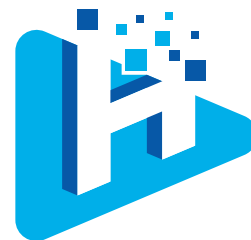
SPONSORSHIP OPPORTUNITIES

WARM UP SPONSOR \$3,500

- Company to lead the official warm-up of the event
- Company logo will be displayed on applicable event area(s)
- Company logo displayed on NLHF website
- Company logo will be recognized through social media
- Opportunity to provide company swag for participant gift bag
- Volunteer opportunities for employees

MEDIA SPONSOR

Thank you.



HARVARD MEDIA

— A HILL COMPANY —

SPONSORSHIP OPPORTUNITIES

PIT CREW SPONSOR

AVAILABLE - \$2,000

- Company logo will be displayed on applicable event area(s)
- Company logo displayed on NLHF website
- Company logo will be recognized through social media
- Opportunity to hand out company swag to participants and crowd
- Volunteer opportunities for employees

RACE PARTNER

AVAILABLE - \$1,000

- Company logo will be displayed on applicable event area(s)
- Company logo displayed on NLHF website
- Volunteer opportunities for employees

GIFT-IN-KIND SPONSORS

Thank you.



Winlock Entmt.



2026 SPONSORSHIP AGREEMENT



PRESENTED BY
BME
Black Mountain Enterprises LP
Proud Member of Fort McKay Group of Companies

Company Name (as you would like to be recognized)

Contact Name and Title

Phone Number

Email Address

Street Address

City

Province

Postal Code

Signature

Date

By signing, I agree to sponsor Hospital Bed Races 2026 as indicated above.

PLEASE SELECT YOUR SPONSORSHIP LEVEL:

GRAND PRIX SPONSOR \$7500

SAFETY SPONSOR \$5,000

RACE LEADER SPONSOR \$5,000

FINISH LINE SPONSOR \$3,500

START LINE SPONSOR \$3,500

WARM UP SPONSOR \$3,500

PIT CREW SPONSOR \$2,000

RACE PARTNER \$1,000

PAYMENT OPTIONS

CHEQUE*

SEND INVOICE

CREDIT CARD

Please note – sponsorship payment can be made by credit card over the phone or by direct deposit or via cheque to the Health Foundation office. Payment deadline is August 31, 2026

*If paying by cheque, please make payable and mail to: Northern Lights Health Foundation, 7 Hospital St, Fort McMurray, AB T9H 1P2

Return To:

Chelsea Peters

Fund Development Officer, NLHF

Email: Chelsea.Peters@ahs.ca

Phone: 780-791-6041

Mobile: 905-741-1048

Gift-in-Kind Donation

We gratefully accept gift-in-kind donations. To issue a charitable tax receipt, we must receive documentation confirming the item's fair market value, such as an invoice or appraisal. Once verified, we will provide a tax receipt for the confirmed amount.

I would like to donate a gift-in-kind

Item Description:

VALUE: