



Camp Quality  
**ESCARPADE**

# **SUPERHEROES ACT**

**SPONSORSHIP PACKAGE**

REGISTER ONLINE AT [SUPERHEROESACT.COM.AU](http://SUPERHEROESACT.COM.AU) OR CALL 0403 363 353

# The SuperHeroesACT are on another mission for Camp Quality!

Hello!

Camp Quality, a national non-profit organisation, has been improving the quality of life for kids facing cancer, and their families, for almost 40 years. Camp Quality raises funds to provide innovative programs and services which develop life skills and strengthen wellbeing in children 0-15 impacted by cancer, whether it's their own diagnosis, or the diagnosis of someone they love (parent, carer or sibling). Camp Quality is there for them and their families from their first experience of cancer, through every stage, from treatment to remission and beyond. Their support continues in the heartbreaking case of bereavement. In this way, they are literally there for kids growing up with cancer wherever they need them - be that in hospital, at home, at school, or away from it all.

Each October Camp Quality holds its flagship motoring fundraiser – the Camp Quality esCarpade. The next esCarpade is in October 2024 and the SuperHeroes ACT will be participating in the esCarpade for the 14th time. This event will go from Canberra to Geelong via Echuca visiting schools and travelling through regional and major town centres.

Camp Quality relies heavily on the generosity of everyday Australians and corporate partners to keep their programs and services running. With the support of community-minded people, like yourself, Camp Quality is able to support over 10,000 children impacted by cancer each year.

With this in mind, we would like to invite you to support us. There are several ways to do this:

- » [Sponsorship of our team](#)
- » [Donations to our team fundraising page](#)
- » [Support of our fundraising events through attendance and/or sponsorship](#)

Realising that at some stage in our lives each of us will be touched by cancer in some way, we encourage you to read on! We thank you for your time and look forward to hearing from you soon.

Kindest regards,

**SUPERHEROES  
ACT**

PROUDLY SUPPORTING

Camp  Quality

Thor & Wonder Woman | [annaslavich5@gmail.com](mailto:annaslavich5@gmail.com) | 0403 363 353  
Iron Man & Super Girl | [cathy.norton@opc.com.au](mailto:cathy.norton@opc.com.au) | 0407 430 803





**SINCE 2010...**



**THE SUPERHEROES ACT HAVE HELPED  
MAKE A HUGE DIFFERENCE TO THE  
LIVES OF THOUSANDS OF FAMILIES**

**WITH YOUR HELP, WE CAN MAKE  
THIS YEAR OUR BIGGEST AND MOST  
SUCCESSFUL YEAR YET!**



# About the SuperHeroes ACT

The SuperHeroes, formed in 2015, are a dedicated team supporting Camp Quality's fundraising efforts. We participate in Camp Quality's annual esCarpade, which raises over \$1 million most years. The event has been running for over 30 years, benefiting Camp Quality and raising awareness of its services along the east coast.

Our successful fundraising events over the years include movie nights, comedy nights, sports luncheons, magic shows, and trivia nights. Our most popular event by far however has been the Classic Cruise, inspired by the esCarpade, drawing motoring enthusiasts to show off their pride-and-joys and enjoy a fun day out for a worthy cause. Since 2015, our team has raised nearly \$750,000 overall for Camp Quality. The Cruise, starting with 80 entrants 9 years ago, raised over \$26,000 initially, growing to over 350 entrants and nearly \$112,000 raised last year.

Our team consists of four esCarpade participants: Ivan & Anna Slavich (Thor and Wonder Woman), and Brett & Cathy Norton (Iron Man and Super Girl). The Committee includes Sam Webster, Peta Barrett, and honorary Superhero Paul Powderly from Colliers, all passionate about special vehicles and Camp Quality's work. Anna has been a Companion for CQ since 1989, with the rest of us joining this year.

We acknowledge and thank our long-time sponsors Colliers International and Maliganis Edwards Johnson, and media sponsors such as Canberra Weekly, Amplify FM, 2CA, 2CC, and Win TV. Corporate sponsors OPC, Shannons Insurance, Supercurious, Alliance Leasing, and Ductrite also support our cause.

We love the Classic Cruise, showcasing our beautiful city and some really stunning vehicles. We look forward to meeting new and regular participants each year, sharing fun, laughter and a good old sausage sizzle.

We invite everyone to join us in making 2024 our best year yet.



# About esCarpade

Camp Quality esCarpade is a fun outback motoring adventure that takes place in October each year. In the spirit of Camp Quality's motto of 'laughter is the best medicine' esCarpade entrants hit the road for approx. 3,000kms across seven days in vehicles that are at least 20 years old. It's not a race or a rally, it's a week-long outback motoring adventure, all for a great cause. We call it a Party with a Purpose!

esCarpade entrants spend hundreds of hours preparing cars and organising fundraising events. The vehicles are worth seeing – always bright, outrageously themed, mostly loud and all proud! It's fair to say, they're hard to miss! esCarpade cars are laden with donated goodies for distribution to the community along the route at roadside stops, during town parades and to crowds of children at selected schools.

**Funds raised each year target \$1 million!**

esCarpade is proud of the support it receives from communities before and during the event from local government, police, schools, service clubs and associations throughout Australia.

During school visits, entrants rev-up the fun therapy and usher in the interactive Camp Quality puppet show which dispels common myths and misconceptions about cancer in an engaging, safe and effective way. This helps schools to create supportive environments for children living with cancer, their families and children who have a loved one with cancer. esCarpade receives significant media exposure and reaches a vast audience of more than 1.8 million via television, radio, internet, social media and press coverage, as well as via the participants, officials, 60+ cars, towns, schools, local business, families, children and communities along the way.



# About Camp Quality

Camp Quality believes every Australian child impacted by cancer should have every opportunity to thrive. All Camp Quality programs and services are provided across Australia to families free of charge.

## Recreation Programs

Camp Quality understands it is vital for kids and families to get a break from cancer. That is why they offer families precious time away to reconnect, build resilience and create happy memories together. These include:

- » Family Camps
- » Kids' Camps
- » Kids Impacted by a Carer's Cancer (KICC) Program
- » Family Fun Days and Family Experiences
- » Virtual Camps
- » Family Retreats

**THIS HOLIDAY MADE ME FORGET ABOUT HOSPITAL OR HAVING SURGERY. IT BROUGHT US CLOSER TOGETHER AND I GOT TO SPEND SOME TIME WITH MY FAMILY. IT WAS SO GOOD I CAN'T EXPLAIN IT EXCEPT - BEST HOLIDAY EVER!**

Hayden, 11 yrs

**NIXON ABSOLUTELY LOVES KYLIE THE PUPPET. SHE BRINGS HIM SO MUCH HAPPINESS, EVEN ON THE WORST OF DAYS IN HOSPITAL.**

Camp Quality Mum, Tameka

## Hospital Programs

When a child is undergoing cancer treatment in hospital, Camp Quality is by their side.

- » Child Life Therapists who provide medical-play techniques to reduce anxiety about procedures being faced
- » Hospital Puppet Playdates who boost wellbeing through laughter
- » Beads of Courage Program providing unique beads to track treatments along their courageous cancer story



## Puppet Programs

The Camp Quality Puppets bring laughter and joy to kids at school, in hospital and online.

- » Cancer Education Program
- » Hospital Puppet Playdates
- » Digital Puppet Playdates
- » Teacher Resources

**THE PUPPETS WERE ABLE TO EXPLAIN THE JOURNEY THAT ZOE HAD BEEN THROUGH SO THE OTHER KIDS UNDERSTOOD.**

Camp Quality Mum, Charlotte

**IT IS SUCH A REWARDING EXPERIENCE. TO SEE THE SMILES ON THE CHILDRENS FACES IS ALL I NEED. AND IT MAKES ME FEEL LIKE MY HEART IS GOING TO BURST WITH SO MUCH HAPPINESS!**

Camp Quality Volunteer

## Services and Online Resources

Cancer can be an isolating experience. That's why our digital resources and counselling aim to be there for our kids and families 24/7.

- » Parenting through Cancer
- » Free telephone counselling
- » Cancer Hub
- » Kid's Guide to Cancer app
- » New Normal Navigator app
- » Happiness Hub



## Iron Man

- 1. How long have you lived in Canberra?** I came for the weekend in April, 1978 and never imagined 46 years later I'd still be here and loving it!
- 2. What is your day job?** Managing an extraordinary team of specialist IT providers at OPC. Leave IT to Us!
- 3. How long have you been involved with Camp Quality?** This will be my 15th year supporting Camp Quality and don't we have some stories to tell. We've had such an amazing time and raised huge sums of money to help support the incredible work that Camp Quality provides families whose lives have been impacted by cancer.
- 4. Why is CQ important to you?** Our kids, families and friends are the very essence of our lives and if something were to happen to them, we'd want to be able to provide those special moments of love, happiness and support through difficult times. Knowing that our contributions will help make these young lives a little brighter and put a smile on their faces is very special and heartwarming. Laughter definitely is the medicine!
- 5. Who is your Superhero character and why?** Hands down Ironman is the king of all superheroes - debonair, handsome, powerful, good looking, very smart and well, maybe not so humble. He's amazing.
- 6. Tell me about your car.** We have a wonderful historic Holden Club Sport - now 30 years old and going strong. We call him Jarvis after the computer that runs Ironman's headquarters. He's taken us all up and down the eastern seaboard, visiting schools along the way and sharing the messages from Camp Quality.



## Super Girl

- 1. How long have you lived in Canberra?** I was born in Canberra and have lived here my whole life except for a 5 year stint in Sydney in my teens
- 2. What is your day job?** Iron Man and I own OPC. I am in the engine room looking after finances, people and various other things so don't ask me to fix your computer haha!
- 3. How long have you been involved with Camp Quality?** I have been a Superhero for 15 years helping the team and have been on esCarpade 6 times.
- 4. Why is CQ important to you?** You only have to see one video of the CQ team at work to be irreversibly and profoundly inspired. On people's worst days, facing the worst of situations, they try to shine some light. They are amazing humans
- 5. Who is your Superhero character and why?** SuperGirl. She is unassuming compared to many of the other alpha heroes, but is kind, compassionate, a fierce protector and very tough when she needs to be. She is also imperfect. I kind of relate to her (plus she wears a cape and great boots!)
- 6. Tell me about your car.** Iron Man will tell you about Jarvis for hours! I know he's red, has 4 wheels and most people are horrified that we have decorated him and go offroad!





## Wonder Woman

- 1. How long have you lived in Canberra?** I moved to Canberra from Sydney in 2000 originally for 2 years but have never looked back. Canberra is the best place to live!!!
- 2. What is your day job?** Since moving to Canberra I have been first and foremost a Mum.
- 3. How long have you been involved with Camp Quality?** I became a Camp Quality companion in 1989. I had a break to raise my family and in 2007 and then started fundraising from 2007-2009. In 2014 we joined up with Brett and Cathy and the Superheroes ACT team was born!!
- 4. Why is CQ important to you?** When I became a companion I didn't know what to expect but I found out what it was all about after my first camp. The time I spend at Camp or fundraising for esCarpade is nothing in comparison to what the kids and their families are going through. Camp Quality allows the kids to be just that, kids and families to be families, and to see the smile on their faces is so rewarding. 'Laughter is the best Medicine' is truly shown in Camp Quality.
- 5. Who is your Superhero character and why?** I am Wonder Woman!!! - she is committed to justice, peace and equality and is seen as a model of strength, fairness and compassion. This is Camp Quality and I also love her outfit!!!!
- 6. Tell me about your car.** We have a 1973 LJ/LH yellow Torana themed as Wonder Woman and Thor. She is little but she has a lot of guts!! She goes places that she should not go or would not be expected to go but she comes through with flying colours.



## Thor

- 1. How long have you lived in Canberra?** I joined ActewAGL July 2000 for a 2 year gig and still here loving Canberra, such a fantastic place to live and work, great community and best of all family and friends.
- 2. What is your day job?** I am the CEO of Service One Mutual Limited. This organisation runs one of the largest Bendigo Community Banks in Australia.
- 3. How long have you been involved with Camp Quality?** My wife Anna started as a Companion for Camp Quality in 1989 and in meeting all the amazing kids involved, we were inspired by them - yes, you can survive cancer! We started fundraising in 2007 with Canberra Radio 104.7 and our car number is still 1047.
- 4. Why is CQ important to you?** No child should have to go through life facing the heartache of cancer, if we can make that easier, it's worth doing. Camp Quality does so much more than that, so we are 100% behind them in making life so much fun for these kids and indeed 'laughter is the best medicine'.
- 5. Who is your Superhero character and why?** Everyone loves Thor, the God of Thunder and the most interesting and fun of all the Superheroes. Being bald, it's also fun remembering what it's like to have hair when I put my wig on. Hair, it's so 20th century...LOL.
- 6. Tell me about your car.** We have the legendary Holden Torana, but it doesn't know whether it wants to be an LJ or LH, so we really confused it by making her fly with Wonder Woman and Thor. She's small but she is fast, nimble and super eye catching for all the kids.



## Sponsor the SuperHeroes ACT

Your association with Camp Quality esCarpade can raise the profile and reputation of your organisation through affiliation with a respected and trusted national charity; be seen along the highways and in the towns throughout our region and beyond!

We have created corporate sponsorship packages that offer a range of advertising and promotion to thank you for your support.

A quick summary follows.



## Platinum

**\$15,000+**

- » Opportunity to promote your brand on our cars throughout the year and during [esCarpade](#)
- » Two tickets to the Opening Night dinner of esCarpade
- » Platinum sponsorship acknowledgement at our [Classic Cruise](#) major fundraiser including strong promotion leading up to the event, signage at the venue and your company logo on all correspondence relating to the Cruise
- » Registration for 15 vehicles that fit into our Classic Cruise categories
- » Trophy sponsorship for the Classic Cruise
- » Website exposure on our team fundraising page, team website, sponsor links and features on our event blog and Facebook
- » Opportunity to distribute gifts / products to school children on esCarpade and during our events
- » Significant media exposure with an audience reach of more than 1.8 million people via television, radio, internet and press coverage



## Gold

**\$10,000**

- » Gold sponsorship acknowledgement at our **Classic Cruise** major fundraiser including strong promotion leading up to the event, signage at the venue and your company logo on all correspondence relating to the Cruise
- » Two tickets to the Opening Night dinner of **esCarpade**
- » Registration for 10 vehicles that fit into our Classic Cruise categories
- » Trophy sponsorship for the Classic Cruise
- » Website exposure on our team fundraising page, team website, sponsor links and features on our event blog and Facebook
- » Opportunity to distribute gifts / products to school children on **esCarpade** and during our events
- » Significant media exposure with an audience reach of more than 1.8 million people via television, radio, internet and press coverage



## Corporate

**\$5,000**

- » Corporate Sponsorship acknowledgement at our **Classic Cruise** including promotion leading up to the event, signage at the venue and your company logo on all correspondence relating to the Cruise
- » Registration for 5 vehicles that fit into our Classic Cruise categories and
- » Trophy sponsorship for the Classic Cruise
- » Website exposure on our team fundraising page, team website, sponsor links and features on our event blog and Facebook
- » Opportunity to distribute gifts / products to school children on **esCarpade** and during our events
- » Significant media exposure with an audience reach of more than 1.8 million people via television, radio, internet and press coverage



# **SUPERHEROES ACT**

**ALL  
BIDS** .COM.AU



## **ONLINE AUCTION**

**ANY & ALL PRIZE, VOUCHER OR EXPERIENCE DONATIONS  
AUCTION TO RUN AUGUST TO SEPTEMBER**

**CONTACT US AT**

**SUPERHEROESACT.COM.AU**

**OR CALL 0407 430 803**



**DONATE A PRIZE!**

## Online Auction

### AllBids

#### August - September

This is a simple and low cost way of helping raise funds for the children and will promote your business and/or products.

Some ideas from our last auction included

- Real Estate sales and conveyancing package
- Hot laps in luxury cars
- Artwork
- Accommodation packages
- Sports memorabilia
- Car servicing and detailing
- Dash cams
- Wine and dinner vouchers
- Spa experiences
- Hot air balloon rides
- Family passes
- Etc

FRN 4806

# SUPERHEROES ACT 2024

## Classic Cruise

Proudly Supporting

Camp  Quality

### START YOUR ENGINES!

**CAT 1: CLASSIC CARS (20YRS+) & CAR CLUBS**

**CAT 2: UNIQUE VEHICLES & COMPANY CARS**

**CAT 3: LUXURY EXOTICS CAT 4: MOTORCYCLES**

**DATE: SUNDAY 8 SEPTEMBER 2024**

**ROUTE: ARBORETUM TO QUESTACON**

**TIME: ARRIVE 9AM FOR 10AM START TILL 3PM**

**ENTRY: EACH ENTRANT SHOULD FUNDRAISE TO MEET OR EXCEED THE MINIMUM AMOUNT OF \$50 OR \$25 FOR CAT 4 TO PARTICIPATE**

**SHOW'N'SHINE & FAMILY FUN DAY AT THE END  
SPONSORSHIP OPPORTUNITIES AVAILABLE**

REGISTER ONLINE AT

[SUPERHEROESACT.COM.AU](http://SUPERHEROESACT.COM.AU)

OR CALL 0403 363 353

# Classic Cruise

## Aboretum to Questacon

Sunday 8 September, 10am

**REGISTER NOW!**

Join the 8th Classic Cruise for Camp Quality as an entrant! You'll be part of the Cruise Pack as they tour from the Aboretum to Questacon (TBC).

Your position in the Cruise Pack will be determined by the funds you raise. The top fundraisers will have the pole position to lead the Cruise, so be sure to share your fundraising page with as many people as you can!

Registrations commence at 9am with the Cruise leaving at 10am. The general public will get the chance to view your classic and beautiful vehicles at the Show'n'Shine, enjoy a bite to eat, and get involved with our family fun day activities.

### Category 1

Classic Cars (20 years +) & Car Clubs

### Category 2

Unique Vehicles & Company Cars

### Category 3

Luxury & Sports Cars

### Category 4

Motorcycles of all ages

*Entry fundraising target is minimum \$25 for Cat 4 and \$50 for all others.*

**MULTIPLE AWARDS FOR EACH CATEGORY**



I ASSURE YOU, THOR...THE SUN WILL SHINE ON US AGAIN.

YOUR OPTIMISM IS MISPLACED, ASGARDIAN.

WELL, FOR ONE THING, I'M NOT ASGARDIAN. AND FOR ANOTHER...

...WE HAVE A HULK.

# WHY NOT SPONSOR THIS EVENT?

We are expecting around 200 entries and around 300 people at the Show'n'Shine in the park near Questacon!



## Sponsors package \$1000+

- » One corporate car entry
- » Logo on driver notes
- » Logo on website/press/social media
- » Opportunity to contribute merch to driver's kit
- » Opportunity to have a show n shine stall

## Kids Pit Lane Sponsor \$1000 (1 only)

- » Logo on driver notes
- » Logo on website/press/social media
- » Opportunity to contribute merch to driver's kit
- » Advertising at Pit Lane and children's entertainment areas
- » Opportunity to provide giveaways for kids in pit lane

## Trophy Sponsor \$500 (per trophy)

- » Best in Show
- » People's Choice
- » Giggle Award
- » Top Individual Fundraiser
- » Top Team Fundraiser

### THIS INCLUDES

- Logo on driver notes
- Logo on website/press/social media
- Opportunity to contribute merch to driver's kit
- Advertising at Podium

## Entertainment Sponsor \$500

- » Logo on driver notes
- » Logo on website/press/social media
- » Opportunity to contribute merch to driver's kit
- » Advertising at music podium and 'fun stop' activities

## BBQ Sponsor \$500 (2 only)

- » Logo on driver notes
- » Logo on website/press/social media
- » Opportunity to contribute merch to driver's kit
- » Advertising at BBQ

## Show n Shine Stall \$500

- » Set up your own promo stall for entrants and spectators to visit





We would love to help the SuperHeroesACT on your mission for Camp Quality!

### Please sign us up for the following package:

**Platinum** Sponsorship \$15,000+

**Gold** Sponsorship \$10,000

**Corporate** Sponsorship \$5,000

### Classic Cruise

CC Sponsorship \$,1000+

CC Kids Pit Lane Sponsorship \$1,000

CC Trophy Sponsorship \$500 per trophy

CC Entertainment Sponsorship \$500

We would like to set up a stall at the Show'n'Shine \$500

We can donate 400 of the following for the Driver Kits

### Online Auction

We can donate the following:

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Signature: \_\_\_\_\_ Total Amount: \_\_\_\_\_

Name: \_\_\_\_\_ Organisation: \_\_\_\_\_

Email: \_\_\_\_\_ Contact Phone: \_\_\_\_\_

**DONATIONS TO THE  
SUPERHEROES  
ACT**



**TAX DEDUCTIBLE DONATIONS CAN BE MADE BY  
VISITING OUR FUNDRAISING PAGE!**