



DRIVE CHANGE.
BUILD COMMUNITY.

THE

SEPTEMBER 30TH 2026

HOPE

MARCH 30TH 2027

TRUCK

A PATH FOR
RECONCILIATION



\$151,917.44 RAISED FOR INDIGENOUS YOUTH PROGRAMS IN 2025

INTRODUCTION

DRIVING HOPE, EMPOWERING YOUTH, STRENGTHENING COMMUNITIES

The Hope Truck Fundraiser is a collaborative initiative dedicated to supporting youth and advancing reconciliation in the communities of **West Moberly, Sauleau, Chetwynd, and Tumbler Ridge**. This initiative directly funds programs and opportunities for **Indigenous and local youth, creating a lasting impact**. From September 2026 to March 2027, **The Second Hope Truck**, a 793-haul truck at Willow Creek Mine, will be transformed into a moving beacon of reconciliation and community support. Its orange-painted box will serve as both a rolling fundraiser and a powerful symbol of awareness and unity. Funds will be raised on a per-load sponsorship basis, ensuring direct contributions to community programs.

PRESENTED BY





HOW IT WORKS



- The fundraiser will run from September 2026 to March 2027, with the **Ribbon-Cutting Ceremony** set for **September 29th** 2026, this will also include a **Final Celebration Event** in April 2027.
- *The Hope Truck* will transport an estimated 1,200 loads per month, with a sponsorship model allowing companies to contribute per load.
- The Platinum, Gold, Silver, and Bronze sponsorship levels offer various ways for businesses to participate, ensuring visibility for organizations of all sizes.
- **Funds raised will be divided equally among the participating communities to support youth development, education, sports, and cultural programs specific to community needs.**
- Awareness and fundraising events will take place throughout the initiative, strengthening engagement and participation.

SPONSORSHIP TIERS & COMMITMENT LEVELS

THE HOPE TRUCK FUNDRAISER RUNS ON A PER-LOAD SPONSORSHIP MODEL. THE TABLE BELOW OUTLINES THE SIX-MONTH COMMITMENTS FOR EACH TIER, OFFERING FLEXIBILITY FOR SPONSORS.

TIER	NUMBER OF SPONSORS	COMMITMENT PER LOAD	(5700 LOADS) LOW ESTIMATED \$	(8400 LOADS) HIGH ESTIMATED \$
Platinum	4	\$1.25 per load	\$8,125.00	\$11,500.00
Gold	4	\$1.00 per load	\$6,700.00	\$9,400.00
Silver	6	\$0.75 per load	\$5,275.00	\$7,300.00
Bronze	8	\$0.50 per load	\$3,850.00	\$5,200.00



2026/2027

SPONSORSHIP OPPORTUNITIES

Available

PLATINUM SPONSORSHIP PACKAGE

\$8,125–\$11,500

- Prime billboard placement
- Featured in press releases, social media campaigns, and media coverage
- Four tickets included for the 2026/2027 Celebration Event
- Confirmed speaking role at the 2026/2027 Celebration Event
- First right to sponsor the 2026/2027 Celebration Event
- Recognition in all fundraiser communications, newsletters, and website updates

Available

GOLD SPONSORSHIP PACKAGE

\$6,700–\$9,400

- Significant billboard placement
- Two tickets included for the 2026/2027 Celebration Event
- Speaking opportunity at the 2026/2027 Celebration Event
- First right to sponsor the 2026/2027 Celebration Event
- Recognition in social media promotions and event banners

Available

SILVER SPONSORSHIP PACKAGE

\$5,275–\$7,300

- Standard billboard placement
- Recognition in social media sponsorship highlights and the 2026/2027 Celebration Event
- Logo featured on the event website, signage, fundraising reports and the 2026/2027 Celebration Event
- Opportunity to provide promotional materials at select community events

Available

BRONZE SPONSORSHIP PACKAGE

\$3,850–\$5,200

- Logo placement on billboards
- Acknowledgment on the event website, fundraising reports and the 2026/2027 Celebration Event
- Inclusion in community event sponsorship lists

PLEASE SEE FOLLOWING PAGE FOR ADDITIONAL SPONSORSHIP

REACH OUT TO MARILYN.N@IMWGROUP.CA FOR INQUIRIES

IN-KIND OR MONETARY DONATION

ALTERNATIVE SPONSORSHIP OPPORTUNITIES

1. Monetary Sponsorship

- Contribute directly at any level, with all funds going toward community-driven programs.
- Sponsorship recognition opportunities are available based on contribution level.

2. In-Kind Donation

- Support the fundraiser by donating services, or resources that help drive awareness and engagement.
 - Examples include equipment, merchandise, media coverage, event services, or promotional support.

3. Custom Partnership

- We're open to creative sponsorship opportunities that make a lasting impact.
- If you have a unique idea to support The Hope Truck, let's explore how we can collaborate.

THE BILLBOARD LOCATED AT WILLOW CREEK MINE AND WEST MOBERLY – INDUSTRIAL METALWORK HIGHWAY



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THE HOPE TRUCK EVENTS



COMMUNITY ENGAGEMENT & EVENTS

1. Ribbon-Cutting Ceremony (September 29th, 2026) –private event

- A formal launch featuring community leaders, platinum and gold sponsors.
- Media coverage to highlight the mission and impact of The Hope Truck program.

2. The Hope Truck Awareness Campaign

- Load numbers will be showcased at each billboard to highlight progress.
- Load numbers and sponsorships will be showcased on The Hope Truck website.
- Continuous updates showcasing youth programs benefiting from the funds raised.

3. 2026/2027 Celebration Gala (April 2027)

- A gathering of all four participating communities to celebrate the impact of The Hope Truck
- Keynote speakers including Chiefs, Mayors, community representatives and sponsors.
- Recognition of sponsors and an impact report on fund allocation.
- Cultural performances and youth showcases highlighting the programs funded.

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THE HOPE TRUCK IMPACT



IMPACT & FUND ALLOCATION

FUNDS RAISED WILL BE DIVIDED EQUALLY AMONG WEST MOBERLY, SAULTEAU, CHETWYND, AND TUMBLER RIDGE.



West Moberly
First Nations



THANK YOU FOR YOUR SUPPORT



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