



Big Rigs! Big Hearts! Big Results!
Saturday, October 4th, 2025



WORLD'S LARGEST TRUCK CONVOY

In support of Special Olympics Nova Scotia

2025 Sponsorship Proposal



We Invite You to Join Us!

On **Saturday, October 4th**, truckers from Nova Scotia, New Brunswick, and PEI will unite with our partners in Law Enforcement (LETR) to support Special Olympics Nova Scotia. We invite you to join us for a day of celebration and to support our athletes and programs, enriching the lives of Nova Scotians with intellectual disability through sport.

Our goal is to raise more than \$150,000 through the generosity of sponsors and with the support of over 200 truckers.

What is the World's Largest Truck Convoy?

The World's Largest Truck Convoy is an international, one-day celebration by the trucking industry to raise funds for, and showcase awareness of, their support of Special Olympics athletes. This international movement incorporates more than 12,000 trucks and athletes in 24 states and five provinces. Truckers throughout North America have joined to raise awareness and funds for Special Olympics athletes and change attitudes toward people with intellectual disabilities. The Nova Scotia leg of the event will see more than 200 trucks travel through the major streets of Halifax and area. We are very proud to say that the Nova Scotia Truck Convoy has grown to be its largest single event in North America!

Our Reach

Our Big Rigs bring out the Big Hearts in everyone! Our event runs an integrated media campaign that captures print, TV, radio, web, and social media. Industry and community publications offer local coverage to those interested in their community and specifically, the trucking sector. Our partners include: LETR supporters (RCMP, HRP, Vehicle Compliance, and DND Shearwater), the Nova Scotia Motorcycle Club, and more than 70 transportation companies.

The public embrace the event and we see thousands along the Convoy route cheering on the drivers. The impact on our Special Olympics athletes and programs is immeasurable!

Please visit our website or our Facebook Page to view our online photo galleries and stories:



 www.TruckConvoyNS.ca

 www.facebook.com/TruckConvoyNS/photos

Sponsorship Opportunities

Presenting Sponsor - \$20,000 (one available)

Benefits include:

- Featured as the Presenting Sponsor of the 2025 Convoy in all media and event information including letters, newsletters, website, social media, and radio ads. Branding will be “2025 World’s Largest Truck Convoy Presented by _____”
- Exclusive Profile as the only Presenting Partner
- Industry sector exclusivity
- Major recognition with signage lining the entrance to the Convoy site (provided by the sponsor)
- Display pull-up banners and other branded signage at the event.
- Feature as Presenting Sponsor on all event T-shirts given to each driver/guest
- Opportunity to place product or truck in prominent location at the venue
- Feature on event banners including Lead Truck Banner
- Six complimentary entries into the Convoy and lead the Convoy behind the top fundraiser
- Appreciation plaque branded with the company name
- Present Award for the “sponsor name” Lead Truck
- Exhibit Booth on site (provided by sponsor)
- Opportunity to provide a collateral item(s) for the Driver Welcome Kit
- Opportunity for a targeted social media campaign from Event Launch – October 2025
- Speaking opportunity at the Convoy
- Volunteer Opportunities for sponsor’s employees
- Opportunity to showcase partnership through Pre-Convoy activities
- Customized benefits aligned with your corporate objectives

Big Rig Sponsor - \$12,500 (one available)

Benefits include:

- Featured as the Big Rig Sponsor of the 2025 Convoy in all media and event information including letters, newsletters, website, and social media
- Industry sector exclusivity
- Display up to four pull-up or comparable banners at the event
- Opportunity to work with the Convoy on a specific social media event campaign giving you additional exposure as the #BIGRIG Sponsor
- Major recognition with up to five signs displayed at the entrance to the Convoy site, (provided by the sponsor)
- Feature as Big Rig Sponsor on all event T-Shirts given to each driver/guest
- Opportunity to place product or truck in prominent location at the venue
- Feature on event banners including Lead Truck Banner
- Four complimentary entries to the Convoy and lead the Convoy behind the top fundraiser and presenting sponsor
- Appreciation plaque branded with the company name
- Present the Big Rigs Award for Best (sponsor) truck
- Exhibit on-site
- Opportunity to provide a collateral item(s) for Driver Welcome Kit
- Opportunity for a targeted social media campaign from event launch – October, 2025



Guardian Sponsor - \$6,000 (two available)

Benefits include:

- Featured as the Guardian Sponsor of the 2025 Convoy in all media and event correspondence including letters, newsletters, website, and social media
- Display up to four pull-up or comparable banners at the event
- Featured as Guardian Sponsor on all event T-shirts given to each driver/guest
- Featured on event banners including Lead Truck Banner
- Three complimentary entries into the Convoy – these may be given to suppliers/customers if the company does not have trucks
- Appreciation plaque branded with the company name
- Exhibit booth on site (provided by sponsor)
- Included in the Truck Convoy of Nova Scotia social media plan
- Opportunity to provide a collateral item(s) for Driver Welcome Kit



Big Results Incentive Sponsor - \$3,500 cash + \$2,000 in-kind, total value \$5,500 (one available)

Benefits include:

- Featured as the Driver Incentive Sponsor of the 2025 Convoy in all media and event correspondence including letters, newsletters, website and social media
- Opportunity to host the incentive table and personally greet and thank all drivers who collect pledges
- Provide a collateral item(s) for Driver Welcome Kit (at sponsors expense, value up to \$2,000)
- Provide Big Rig Incentive items for driver fundraising campaign (at sponsors expense)
- Display up to two pull-up or comparable banners at the event
- Featured as a sponsor on all event T-Shirts given to the driver/guest
- Featured on event banners including Lead Truck Banner
- Two complimentary entry in the Convoy – may be given to suppliers/customers if the sponsor does not have trucks
- Appreciation plaque branded with the company name
- Included in the Truck Convoy social media plan



Silver Sponsor - \$2,500 (10 available)

Benefits include:

- Featured as Silver Sponsor of the 2025 Convoy in all media and event correspondence including letters, newsletters, website, and social media
- Featured as Silver Sponsor on all event T-Shirts given to the driver/guest
- Featured on event banners including Lead Truck Banner
- One complimentary entry in the Convoy – may be given to suppliers/customers if the sponsor does not have trucks.
- Appreciation plaque branded with the company name
- Exhibit booth on site (provided by sponsor)
- Opportunity to provide a collateral item(s) for Driver Welcome Kit
- Included in the Truck Convoy of Nova Scotia social media plan

ATHLETE Sponsorship - Trucker Buddy Program - \$750

Benefits include:

Special Olympic athletes are the focal point as well as a major contributing force behind the 2025 Truck Convoy fundraiser. Many athletes travel from across the province to be present on this special day. Your Athlete sponsorship covers athletes' travel to the event, athletes' shirts and related expenses.

The Truck Convoy website will feature specific athlete sponsorships stories. The donation will be recognized on our community support page. Participants involved in the Trucker Buddy Program will be featured during the beginning of the event.

Athlete sponsors may provide one collateral item for our Driver Welcome Kits.



CONFIRM YOUR COMMITMENT TO SPONSOR TODAY!

To discuss these sponsorship opportunities and the best fit for you,

please contact:

John MacDonald

Director, *Business Development and Marketing,*

Special Olympics Nova Scotia

(902)-429-2266 ext. 5

jmacdonald@specialolympicsns.ca

Thank You

**Special
Olympics**
Nova Scotia

