

SPIN FOR A VETERAN

VETERANS COMMUNITY PROJECT

2026 SPONSORSHIP PACKAGE - USA

CPKC | SPIN FOR A VETERAN

Eighth Annual Spin for a Veteran event – we need your support

Canadian Pacific Kansas City (CPKC) is proud to host the Eighth annual Spin for a Veteran event, to take place in Calgary, Kansas City and Monterrey on October 3rd, 2026. The event raises funds for homeless veterans in need of shelter, resources and support.

CPKC employees have a proud tradition of supporting the military. As part of our commitment to giving back, we—along with servicemen and women, veterans, emergency responders and corporate teams—will be spinning on stationary bikes to raise awareness and pursue an ambitious $200,000 fundraising goal for our charity partner. This year, CPKC will match up to $100,000 doubling the impact of each donation.

Our United States charity partner is the Veterans Community Project. Their programs are dedicated to helping military veterans reintegrate into civilian life. The Project supports those who have served to protect Americans and uphold our freedoms, by enabling veterans to reconnect with their communities. Through the provision of homes, a peer community, individualized support structures and a sense of place and belonging, The Veterans Community Project offers veterans the framework they need for a successful transition back into civilian life.

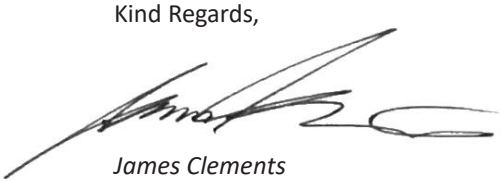
We are contacting you to ask for your support by considering sponsoring the event or contributing a product/service.

Since 2017, CPKC has helped raise $3.95 million towards veteran homelessness across Canada and the United States. With your support we will continue to have a positive impact on our military veterans.

If you are interested in sponsoring the event, we ask that you contact Bradley Robertson at 587-998-2565 / bradley.robertson@cpkcr.com.

Thank you in advance for your time and consideration.

Kind Regards,



James Clements
EVP Strategic Planning & Corporate Services
CPKC

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COLONEL
$30,000

Dinner with senior CPKC executive aboard a historic RCP railcar for up to ten guests.

Experience our train simulator and ~~get~~ receive a tour of the Kansas City training center, for ten guests.

Four half-hour spots on the VIP bike (see description below).

Thank you on charity partner social media channels.

Top logo placement on Veterans Community Project Spin for a Veteran donation page website before and during the event.

Top logo placement on sponsor board at event.

CAPTAIN
$20,000

Dinner aboard a historic RCP railcar for up to five guests.

Experience our train simulator and receive a tour of the CPKC Kansas City training center, for five guests.

Three half-hour spots on the VIP bike (see description below).

Promotion on charity partner social media channels.

Premium logo placement on Veterans Community Project Spin for a Veteran donation page website before and during the event.

Premium logo placement on sponsor board at event.

SERGEANT
$10,000

Joint logo placement of the following areas: VIP Bike, Challenge Bike, competitors' area and registration area.*

Two half-hour spot on the VIP bike (see description below).

Logo placement on Spin for a Veteran donation page website before and during the event.

Logo placement on sponsor board at event.

Sponsor name listed in event program.

***THE VIP BIKE** provides special guests an opportunity to participate in the event by cycling for 30 minutes. The participant who bikes the farthest within 30 minutes will receive a prize.*

** Sponsorship must be confirmed prior to production deadlines*

***THE CHALLENGE BIKE** provides the public an opportunity to participate in the event. The goal is to cycle as far as they can within a ten-minute period. The participant who bikes the farthest within ten-minutes will receive a prize.*

EVENT SUPPORTER

Organizations that provide products or services to the event will be recognized on the Spin for a Veteran donation page website and on the sponsor board at the events.

If you would like to be a sponsor contact:
Bradley Robertson
P: 587-998-2565
E: bradley.robertson@cpkcr.com













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