

Sponsorship Request

MEDIA KICK-OFF FOR THE 2026 TIM HORTONS SMILE COOKIE CAMPAIGN



Event Date:

April 27, 2026

Campaign Dates:

April 27 - May 3, 2026

Smile Cookies: \$2 each

100% of proceeds support the Edmonton Police Foundation

The Edmonton Police Foundation (EPF) is proud to share that, for the second year in a row, we have been selected as the **Tim Hortons Smile Cookie charity recipient**.

This partnership is a powerful opportunity to support youth programs that help keep young people on a positive path and away from the justice system.

To launch the 2026 campaign, EPF—alongside the Edmonton Police Service Tactical Section, Tim Hortons, and our social agency partners—is hosting **Operation: Smile Cookie Drop**, a high impact media event at the Edmonton Convention Centre. Tactical officers will rappel from the ceiling, delivering cookies, joy, and unforgettable moments to children and families experiencing houselessness. This activation builds excitement for the campaign while offering a meaningful opportunity to build stronger relationships.

We invite you to partner with us in bringing this event to life.

SPONSORSHIP OPPORTUNITIES

Cookie Commander: Lead Sponsor.....\$2,500

- Recognition as a **top-tier** event partner in media materials and on-site signage
- Opportunity for a representative to attend the media kick-off and participate in photo ops
- Verbal recognition during media interviews (where appropriate)
- Support covers major elements such as costumes, signage, photography, and cookie distribution

Cookie Hero: Supporting Sponsor..... \$1,000

- Logo included on event signage
- Recognition on EPF social media during the campaign
- Helps fund DJ services, swag for children, and event logistics

Smile Squad: Friend of the Event\$500

- Name listed on event signage
- Supports cookie distribution and small activation elements that make the experience special for families

All sponsors will be invited to attend the event.

YOUR IMPACT

Every dollar raised through Smile Cookie sales—and every sponsorship contribution—directly supports EPF’s youth programs, including mentorship, prevention initiatives, and community-based supports that help young people build confidence, connection, and resilience. Your partnership ensures that more youth stay engaged in positive pathways and out of the justice system.

JOIN US

Operation: Smile Cookie Drop is more than a media moment—it’s a celebration of community spirit, partnership, and the belief that small acts of kindness can create big change. Your support not only allows us to host this joyful and impactful event, but also helps us spread our message throughout the community. By sharing our mission and encouraging others to participate, your involvement directly contributes to selling more cookies. Every cookie sold helps us keep youth on a positive path, which strengthens our community and makes it safer for everyone. We would be honoured to have you as part of this important initiative..

Sponsorship Request

MEDIA KICK-OFF FOR THE 2026 TIM HORTONS SMILE COOKIE CAMPAIGN



Event Date:
April 27, 2026

Campaign Dates:
April 27 - May 3, 2026

Smile Cookies: \$2 each
100% of proceeds support
the Edmonton Police
Foundation

Operation: Smile Cookie Drop Donation Form

SPONSORSHIP OPPORTUNITIES

Cookie Commander: Lead Sponsor.....\$2,500

Cookie Hero: Supporting Sponsor \$1,000

Smile Squad: Friend of the Event.....\$500

Other Donation Amount\$

CONTACT INFORMATION

Full Name _____

Organization (if applicable) _____

Phone _____ Email _____

Address _____

City _____ Province _____ Postal Code _____

METHOD OF PAYMENT

Cheque* Visa Mastercard American Express

Name on Credit Card _____

Credit Card No. _____

Expiry _____ CVC _____ Amount \$ _____

Signature _____ Date _____

**Please make cheques payable to Edmonton Police Foundation
and remit to 9620 103a Ave NW, Edmonton, AB T5H 0H7.*