



SPONSORSHIP PACKAGE



BIKE TO BOULDER

WELLSPRING RIDE FOR CANCER SUPPORT

PRESENTED BY



— SEPTEMBER 14 - 21, 2024 —

WELLSPRINGRIDE.CA



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CCM

The Wellspring Ride for Cancer Support: Bike to Boulder is a unique, cycling event. It's pure adventure, adrenaline and amazing friendships rolled into an eight-day, seven-night journey from Toronto, Ontario to Boulder, Colorado.

This epic 3,000+ km relay adventure promises not only breathtaking views of the Rockies but also the chance to be part of a life-changing cause.

Held annually since 2012, the Wellspring Ride for Cancer Support has raised more than \$3.5 million – funds which have provided life-enhancing programs and services for cancer patients and their family members.

Every year this event serves up a new adventure destination. Previous destinations have included Austin, Texas, New Orleans, Louisiana, Miami, Florida, Las Vegas, Nevada and Halifax, Nova Scotia.

You can be a part of this extraordinary experience while making a profound difference in the lives of those living with cancer by becoming an event sponsor.

As a sponsor, you will not only be recognized as a vital contributor in the world of supportive cancer care, but as a leader in the community of healing and resilience for cancer patients and their families, where every pedal stroke makes a difference.



KEY FACTS

2024 BIKE TO BOULDER

This is not another group charity cycling event. Instead, it is an epic adventure and a unique cycling challenge, that makes a difference in the lives of people living with cancer.

Date: September 14-21, 2024

Number of Cyclists: Five teams of six cyclists for a total of thirty participants

Funds Raised: Each cyclist is committed to raising a minimum of \$10,000 for Wellspring Cancer Support Foundation

How It Works:

Each team rides for six hours, covering a distance up to 120 km and maintaining a speed of at least 28 km/h. At the end of their 3,000 km journey, cyclists are greeted in Boulder, Colorado by Wellspring Champions – people who are currently living with cancer who serve as the inspiration and motivation for our cyclists along the journey.

Together the cyclists, the volunteers, the champions and the cyclists' families come together to celebrate the success of the ride and honour those who have been, and will be, impacted by cancer.



For further information and sponsorship inquiries please contact:

Ivanka Hiltchuk, Fundraising Events Specialist | ivanka@wellspring.ca | 416.480.4440 x238



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PROVIDING SUPPORTIVE CARE TO HELP IMPROVE LIFE BEYOND CANCER

Cancer can be an incredibly isolating experience. Oncologists and healthcare teams in hospital settings do excellent work managing and treating the illness but aren't always able to provide for the equally crucial supportive care needs of the person with the disease, their family members and loved ones.

Cancer doesn't end when treatment ends, yet millions living with the illness are left on their own, vulnerable to their pain, emotional turmoil, ongoing anxiety, financial hardships, physical limitations, and much more every year.

Wellspring provides the continuum of necessary care that helps strengthen the mind and body and improves the quality of life of those living with cancer. And Wellspring delivers that care at no charge.

We look forward to your participation in the Wellspring Ride for Cancer Support: Bike to Boulder. As a sponsor, you will have the opportunity to be seen as leading a significant role in the community of healing for cancer patients and their families.

Because Wellspring receives no government or hospital funding, events such as Bike to Boulder help ensure that essential supportive care remains available to every Canadian in need. As a sponsor, you will be helping to bring about enduring change.

2024 WELLSPRING RIDE FOR CANCER SUPPORT COMMITTEE

Michael Cranwell, GEARS Bike Shop

Steve Hurowitz, Partner, M&A Tax, Leo Berwick

Ryan Lau, Manager, Whitehorse Liquidity Partners

D'Arcy McDonald, SVP, Retail Deposits and Day-to-Day Banking, Scotiabank, Wellspring Board Chair

David Raynor, CD, Officer, Aviation Safety - Emergency Response & Enforcement, GTAA

Martin Sorensen, Senior Director, Resources, Investments and Innovation, Finance Canada



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2024 SPONSORSHIP OPPORTUNITIES

Wellspring Cancer Support Foundation is grateful to have such an incredibly compassionate and generous community of supporters who return year after year to be part of this exciting and unique event.

We look forward to including you as a supporter of this year's Wellspring Ride for Cancer Support - Bike to Boulder. In appreciation for your sponsorship or in-kind support, we will work closely with you to ensure your sponsorship benefits align with your philanthropic and marketing goals.

Title Sponsorship

1 available | \$25,000

SOLD!

Your logo and brand is integrated into the event name and prominently displayed on all event materials. Digital and print promotions, front of all jerseys and t-shirts, and support vehicle signage.

Ride Team Sponsor

5 available | \$15,000

Your logo is displayed on all event materials and integrated into team names and communications. Digital and print promotions, back of all jerseys and t-shirts, and support vehicle signage.

Volunteer Support Team Sponsor

3 available | \$10,000

Your logo is displayed on all event materials and integrated into support driver team materials and communications. Digital and print promotions, back of all jerseys and t-shirts, and support Vehicle signage.

Boulder Festivities Sponsor

1 available | \$10,000

Your logo is displayed prominently at the Boulder group dinner celebration, and included in all event and participant accommodation materials. Digital and print promotions, jersey backs and t-shirts.

Champion Sponsor

1 available | \$10,000

SOLD!

Your logo is displayed prominently at the Champion Dinner and included in all event materials. Digital and print promotions and on the back of all jerseys and t-shirts.

Accommodation Sponsor

2 available | \$7,500

Your logo is displayed at select accommodation sites along route and at the finish line hotel in Boulder, Colorado. It is also included in all event and participant materials, digital and print promotions, and on jersey backs and t-shirts.



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2024 SPONSORSHIP OPPORTUNITIES

Rocky Mountain Sponsor
1 available | \$7,500

Sponsor the final leg of this epic journey, through the Rocky Mountains. Social media photo opportunities, with a custom route display acknowledging your support. Digital and print promotions.

Apparel Sponsor
1 available | \$7,500

SOLD!

Your logo is displayed prominently on the sleeves of all jerseys and t-shirts. Digital and print promotions,

Launch Line Sponsor
1 available | \$5,000

Your logo is displayed prominently at the Launch Line and included in all event materials. Digital and print promotions.

Finish Line Sponsor
1 available | \$5,000

Your logo is displayed prominently at the Finish Line and included in all event materials. Digital and print promotions.

Vehicle Sponsor
5 available | \$2,500

Your logo is displayed prominently on the hood and trunk of a Support Vehicle. Digital and print promotions.

Official Supplier
In-kind | \$5,000

Your product helps fuel the riders and drivers on the road to Boulder! Digital and print promotions.



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