



SPONSORSHIP PACKAGE

**PEDAL
TO PEI**

WELLSPRING RIDE FOR CANCER SUPPORT

PRESENTED BY



AUGUST 15 - 22 . 2026





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The Wellspring Ride for Cancer Support: Pedal to PEI is an unforgettable cycling adventure like no other. A journey of endurance, camaraderie, and purpose. Over eight exhilarating days, participants will ride in relay from Toronto, Ontario to Charlottetown, Prince Edward Island, covering more than 3,000 km of diverse and scenic Canadian landscapes.

This epic ride combines the thrill of the open road with the heart of a powerful mission, supporting individuals and families living with cancer through Wellspring's life-enhancing programs and services.

Since its inception in 2012, the Wellspring Ride for Cancer Support has raised \$4 million, funding crucial, no-cost support for those navigating the cancer experience. Each year brings a new destination and a new adventure, from New Orleans to Las Vegas to Halifax— and now, to the stunning shores of Prince Edward Island.

By becoming an event sponsor, you'll join a dedicated community making an extraordinary impact. Your support fuels both the journey and the cause, helping ensure that every person affected by cancer has access to the care, connection, and compassion they need, one pedal stroke at a time.



KEY FACTS 2026 PEDAL TO PEI

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:** August 15 - 22, 2026
- 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 Charlottetown, Prince Edward Island 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.





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PROVIDING SUPPORTIVE CARE TO HELP IMPROVE LIFE BEYOND CANCER

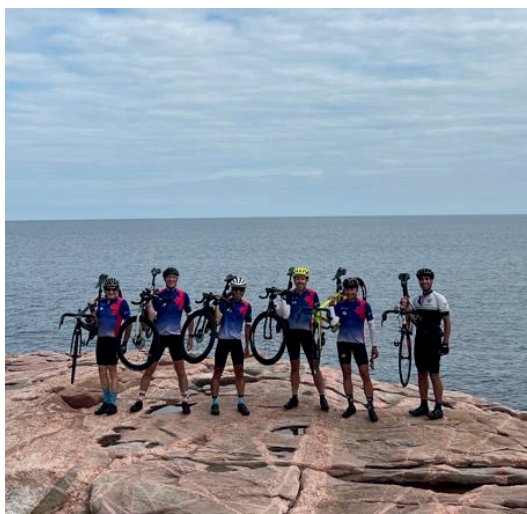
Cancer can be an incredibly isolating experience. Oncologists and healthcare teams in hospital settings do excellent work managing and treating the illness but aren't always able to provide for the equally crucial supportive care needs of the patient, their family members and loved ones.

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: Pedal to PEI. 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 Pedal to PEI 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.



WELLSPRING RIDE FOR CANCER SUPPORT COMMITTEE

Michael Cranwell, GEARS Bike Shop

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

Ryan Lau, Manager, Investment Finance, Dawson Partners

D'Arcy McDonald, Group Head, Product at Interac

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





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2026 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: Pedal to PEI. 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.

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 participant 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 participant t-shirts, and support Vehicle signage.

The PEI Spirit Sponsor
1 available | \$10,000

Your logo is displayed prominently at the PEI group dinner celebration, and included in all digital and print promotions.

Accommodation Sponsor
2 available | \$10,000

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

Apparel Sponsor
2 available | \$7,500

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

Route Sponsor
5 available | \$5,000

Sponsor a day of this epic journey, along the route to PEI. Social media photo opportunities, with a custom route display acknowledging your support. Digital and print promotions.





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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.

Motorhome Sponsor
1 available | \$5,000

Your logo is displayed prominently on the side and front of the team Motorhome vehicle. Digital and print promotions.

Vehicle Sponsor
5 available | \$3,000

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

