

## Bike for Tykes - Sponsorship Program

Become a Sponsor.

Help Build a Future of Hope for Children  
Living with and Beyond Kids Cancer.



## Why become a Sponsor?

Be part of a legacy that will impact kids from across Canada and the world, right here in Toronto. Since our inception in 2000, Bike for Tykes has raised over \$3,000,000 for children’s charities in the Greater Toronto Area. **So far we have raised almost \$2,000,000 for research initiatives at SickKids, and it is our goal once again this year is to raise over \$300,000.**

By using sponsorship dollars to cover our event costs, Bike for Tykes, is able to direct 100% of funds raised to this new facility, which is a magnet for the best and brightest child health professionals around the world.

Your corporate contributions make our 100% giving model possible!

## What does a Bike for Tykes day look like?

**The Event:** Teams spins for four exhilarating hours as a relay on a stationary bike, outdoors in the heart of Toronto’s Financial District while SickKids’ and Coast to Coast child Ambassadors cheer them on

**1,400 Participants:** Over 200 teams of up to 4, 6 and 8 colleagues, friends and families

**In Support of:** cancer care and research Initiatives at SickKids

**The Fundraising Goal:** \$300,000+

**The Date:** June 21, 2018

**The Place:** TD Courtyard, TD Centre

**Videos:** Take a peek at the [videos](#)



“The Bike for Tykes atmosphere was electric, the music was pumping and everyone there came together for one common goal, to help kids get through something no child should have to endure. For Jakob, he wants to always “help kids be kids.”” – Jakob’s Mom. Jakob Gatt, Cancer Survivor, Coast to Coast Against Cancer Foundation Ambassador

### Contact:

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### Social Media:

[www.bikefortykes.com](http://www.bikefortykes.com)  
[@bikefortykesTO](https://twitter.com/bikefortykesTO)  
[www.facebook.com/pages/Bike-for-](https://www.facebook.com/pages/Bike-for-tykes)

## Sponsorship Opportunities

### The Big Wheel - \$10,000 means you get:

- Prominent placement of your corporate logo on:
  - I. Event and Promotional materials
  - II. Bike for Tykes athletic shirts and volunteer shirts
  - III. Bike for Tykes website with link to your corporate website
  - IV. Jumbo media screen recognition seen by all on event day
- Recognition as part of our social media campaign
- Inclusion of corporate marketing materials and/or product information
- Enhance your reputation as a community builder with employees and clients representing that your sponsorship has enabled 100% of more of the funds raised to be devoted to the Coast to Coast Against Cancer Foundation Translational Clinical Cancer Research Initiative at SickKids.
- Two complimentary corporate team entries
- Visible corporate team bike placement on event day

### The Gears- \$5,000 means you get:

- Prominent placement of your corporate logo on:
  - I. Event and Promotional materials
  - II. Bike for Tykes shirts
  - III. Bike for Tykes website with link to your corporate website
  - IV. Jumbo media screen recognition seen by all on event day
- Recognition as part of our social media campaign
- Inclusion of corporate marketing materials and/or product information
- Enhance your reputation as a community builder with employees and clients representing that your sponsorship has enabled 100% of more of the funds raised to be devoted to the Coast to Coast Against Cancer Foundation Translational Clinical Cancer Research Initiative at SickKids.
- One complimentary corporate team entry
- Visible corporate team bike placement on event day



Erica Scarff,  
Cancer Survivor  
Paralympic Athlete  
Bike for Tykes Ambassador

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