

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 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 initiative 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](#)



“When I saw all of the people at Bike for Tykes, I could see that they were doing something great for kids with cancer, kids like me. I felt like they were there doing a really good thing.”

- Nate Hudson
Cancer Survivor,
Coast to Coast Against Cancer
Foundation Ambassador

Contact:

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Social Media:

www.bikefortykes.com

[@bikefortykesTO](https://twitter.com/bikefortykesTO)

www.facebook.com/pages/Bike-for-Tykes

In-Kind Donations Opportunities

Bike for Tykes provides a unique opportunity to profile your organization's support for the The Coast to Coast Against Cancer Foundation Translational Clinical Cancer Research Initiative at SickKids, while also showcasing your donation to Toronto's Downtown Financial District

Bike for Tykes LOVES Prizes! We use your prizing contributions to:

Increase Fundraising

- Top Individual Fundraising participants are rewarded with prizing
- Live auction at the Bike for Tykes event

Showcase our Child Ambassadors

- Hourly Draw Prizes – Prizes are handed out by our Child Ambassadors to every spinner each hour as a thank you for coming out and making a difference in their fight against childhood cancer. The interaction with the children touches the hearts of participants so that they appreciate the experience, often returning to their office with a commitment to participate again the next year and raise even just a bit more.

Our goal is to make every participant feel like a winner for being a part of the Bike for Tykes event!

Prize Categories:

Category 1: Top Individual Fundraising Prizes

- Value range between \$50 and \$1,200 - ideally prizes that are really unique, popular and have broad appeal
- Examples include: hard to acquire tickets to an event, gift certificate to a popular store or Mall, etc.

Category 2: Live Auction Items

- Value of \$250 and above
- Items that appeal to the Toronto's Financial District crowd
- Examples include: sports event tickets, weekend getaways , etc.

Category 3: Hourly Draw Prizes

- Value range between \$5 and \$50
- Fun items that people always like to receive
- Examples include: brand name clothing/accessories, water bottles, athletic shirts and socks, etc.

For In-Kind Donations your organization will receive:

- Placement of your organization's logo on:
 - Jumbo media screen recognition seen by all on event day
 - Inclusion of corporate marketing materials and/or product Information
- Recognition of your donation as part of our social media campaign



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