

2022 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 - The Atlantic Challenge. In appreciation for your sponsorship or in-kind support, we will work closely with you to ensure we accommodate all your needs and recognition goals.

Title Sponsorship
1 available | \$30,000

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. Includes complimentary ride spot for one rider.*

Peloton 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 Sponsor
2 available | \$10,000

Your logo is displayed on all event materials and integrated into Support Driver teams and communications. *Digital and Print promotions, back of all Jerseys and T-shirts, and Support Vehicle signage.*

Halifax Sponsor
1 available | \$10,000

Your logo is displayed prominently at the Halifax celebration site, in the evening slideshow, and included in all event materials. *Digital and Print promotions, Jersey back and T-shirts.*

Champion Sponsor
1 available | \$7,500

Your logo is displayed prominently at the Champion Dinner and included in all event materials. *Digital and Print promotions, back of all Jerseys and T-shirts, and Champion Dinner.*

Apparel Sponsor
1 available | \$7,500

Your logo is displayed prominently on the sleeves of the Jerseys and T-shirts. *Digital and Print promotions, Sleeves of all Jerseys and T-shirts.*

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 placed on the hood and trunk of a Peloton Support Vehicle. *Digital and Print promotions.*

Official Supplier
In-kind | \$5,000 of value

Your product helps fuel the riders, drivers on the road through Ontario! *Digital and Print promotions.*

**THE ATLANTIC
CHALLENGE**
WELLSPRING RIDE FOR CANCER SUPPORT

For further information and how to customize your options:

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2022 SPONSORSHIP AND PARTNERSHIP OPPORTUNITIES

THE ATLANTIC CHALLENGE WELLSPRING RIDE FOR CANCER SUPPORT

AUGUST 20 – 27, 2022

ONTARIO TO NOVA SCOTIA



WELLSPRINGRIDE.CA

THE ATLANTIC CHALLENGE

WELLSPRING RIDE FOR CANCER SUPPORT



Teams of 5-6 cyclists ride together, relay-style, for eight days to complete a 3,000 km journey from Ontario to Nova Scotia.

They will travel through the stunning Quebec countryside, along the breath-taking Cabot Trail in Cape Breton, and will end their journey with a celebration in one of Canada's most historic locations, Halifax.

Held annually since 2012, the Wellspring Ride for Cancer Support has raised more than \$3.8 million – funds which have provided life-enhancing programs and services for cancer patients, their family members and those who care for them.

Every year this event serves up a new adventure destination. Previous destinations have included Austin, Texas, New Orleans, Louisiana, Miami, Florida and Las Vegas, Nevada and The Blue Mountains, ON.

**Final Ride Route is subject to change pending COVID-19 travel restrictions.*

KEY FACTS

2022 The Atlantic Challenge Ontario to Nova Scotia

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 20 - 27, 2022

Number of Cyclists: Unlimited, cyclists will ride in teams of 5-6

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

How does it work:

Each cyclist rides for six hours, covering a distance of approximately 120 km, while maintaining an average speed of 25-28 km/h. At the end of their seven day journey, the cyclist are greeted in Halifax 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' family members come together to celebrate the success of the ride and honour those who have been, and will be, impacted by cancer.



PROVIDING SUPPORTIVE CARE TO HELP IMPROVE LIFE BEYOND CANCER

Every day in Canada, 550 men, women and children are diagnosed with cancer. At some point in their journey, almost every one of these people will experience potentially crippling emotional, physical or practical challenges that the health care system is unable to address. This is where Wellspring makes such a profound difference. Wellspring helps people live beyond cancer.

Wellspring provides supportive care programs and services that improve the quality of life for cancer patients, all at no charge.

Every year, Wellspring provides supportive care for more than 5,000 people in the Greater Toronto Area. Wellspring receives no government or hospital funding, and it is only through the generosity of grateful patients, generous donors, corporate partners and event participants that Wellspring is able to provide this type of care so desperately needed by those with cancer, and their loved ones.



2022 WELLSPRING RIDE FOR CANCER SUPPORT COMMITTEE

Ron Ferguson (Co-Chair)
Partner, Stikeman Elliott LLP

Ryan Lau (Co-Chair)
Manager, Business Intelligence, KPMG

Craig Bruce
Managing Director and SVP Sales – Canada,
Toppan Merrill

Michael Cranwell
General Manager, GEARS Bike Shop

Troy Hare
President & CEO, Milton Power

Steve Hurowitz
Partner, KPMG

Tom Moher
President, Thomas Moher Consulting

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

WELLSPRING STAFF

Christine Mieczkowski
Director of Development

Margaret Valois
Director of Communications

Lauren Muir
Manager of Events

Beth Harris
Event and Volunteer Coordinator