

# Sponsor Team RideOn

We Ride and Raise Money to Fight  
Cancer!



rideon!

## Ride 2024 – June 8 & 9



Team RideOn, a passionate group of cyclists, is gearing up for an incredible journey to raise money and support cancer research at the world-renowned Princess Margaret Cancer Centre. Our mission is clear: to raise both funds and awareness for this crucial cause.

Your sponsorship will truly make a difference, and we invite you to join us on this meaningful journey. By becoming a part of Team RideOn, you will not only invest in a noble cause but also enjoy the benefits of increased brand visibility and goodwill.

Thank you for considering this opportunity to make a lasting impact on the fight against cancer.

rideon!

## Here's what you stand to gain by sponsoring Team RideOn:



1. **Supporting Cancer Research and Treatment:** Your sponsorship will contribute to funding vital cancer research at one of the world's top cancer centers. Your commitment will help save lives and make a tangible difference in the fight against this devastating disease.
2. **Brand Visibility:** Your company logo will be featured on our team gear and in all our team communications leading up to and during the Ride on June 8 and 9, 2024.
3. **Exceptional Exposure:** In 2023, Team RideOn received extensive media coverage and attention, including a keynote speech by our team captain at the opening ceremonies, coverage in The Globe & Mail's "thank you" full-page ad, prominent placement on the Ride To Conquer Cancer registration web page for 2024, and sponsorship of Km 62 on Ride Day Two, complete with signage. Not to mention the over 250,000 emails from the Ride2Conquer event organizers that solely featured our RideOn Members. Our distinctive "helmet flowers" make our team members easily recognizable to other riders and spectators. We stand out!
4. **Alignment with a Noble Cause:** By associating your logo with Team RideOn and our participation in the Ride, you are declaring your unwavering support for the Princess Margaret Cancer Foundation's mission to eradicate cancer in our lifetime. This powerful message of corporate responsibility can strengthen your brand's reputation and resonate with your customers and employees.



## Team RideOn! On Instagram...

Our Flowers get noticed.

### *Who is Team RideOn*

We are women and men committed to supporting The Princess Margaret Cancer Centre.

We are cycling enthusiasts.

We are volunteers, professionals, lawyers, doctors, engineers, scientists, financial professionals, teachers and executives.

We have graduate and post-graduate degrees.

We have children and grandchildren.

We own real estate, cars, bikes (lots of bikes), and investment portfolios.

We have lost friends and loved ones to cancer.

We are cancer survivors.

We are passionate, caring, supportive, and loads of fun!

### *We are Team RideOn*

rideon!



## theride2conquer Posts

theride2conquer

Thank you for being  
part of the Ride.





Team RideOn  
Are Media  
Darlings...

Our Flowers  
get noticed.

## RTCC Numbers

4000+ riders

76% of riders fundraised OVER  
their minimum.

127,469 total online donations

Donations made online came from  
82 different countries

rideon!

## RideOn Numbers

RideOn team members are  
featured in over **250,000** emails  
from the 2023 Ride to Conquer  
Cancer Campaign. (see next page)

Members featured on the 2023  
full-page Ad. in the Globe in Mail  
and 2024 *The Ride to Conquer  
Cancer* registration page.



## Team Captain Gill



Team RideOn  
Our Flowers get  
noticed.



### THANK YOU FOR SUPPORTING THE RIDE

Dear The Gentleman ,

We are grateful for your support of [REDACTED] in the Princess Margaret Ride to Conquer Cancer®.

The combined impact of thousands of Ride supporters like you, helps make The Princess Margaret Cancer Centre one of the top five cancer research centres in the world.

Your tax receipt will be sent in a separate e-mail. If you have any questions about your donation or the event, please email: [rideguides@thepmcf.ca](mailto:rideguides@thepmcf.ca)

Together, we will conquer cancer

Sincerely,  
Your Ride Guides

Please print or save this message for your personal records.

#### Note regarding the tax-deductible amount:

Unless you requested not to have a receipt issued, you will receive an official receipt through email, which you'll be able to print out for tax purposes. It will be an Adobe Acrobat file (PDF). To view this file, you will need Adobe Acrobat Reader software. If you don't already have Adobe Acrobat Reader, you can download it for free by visiting <https://www.adobe.com/acrobat/>. In the event of receiving a duplicate receipt, the original receipt will be NULL and VOID.

#### Event Sponsors



### GOOD WORK GETTING ANOTHER DONATION!

Hi Mark,

You have received an online donation of \$500.00 CAD from [REDACTED] for the Princess Margaret Ride to Conquer Cancer® benefiting Princess Margaret Cancer Centre. Nice!

[Log in](#) to your Participant Centre where you can send a thank you note.

Thank you again for your support and keep up the good work!

Sincerely,  
Your Ride Guides

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#### Event Sponsors



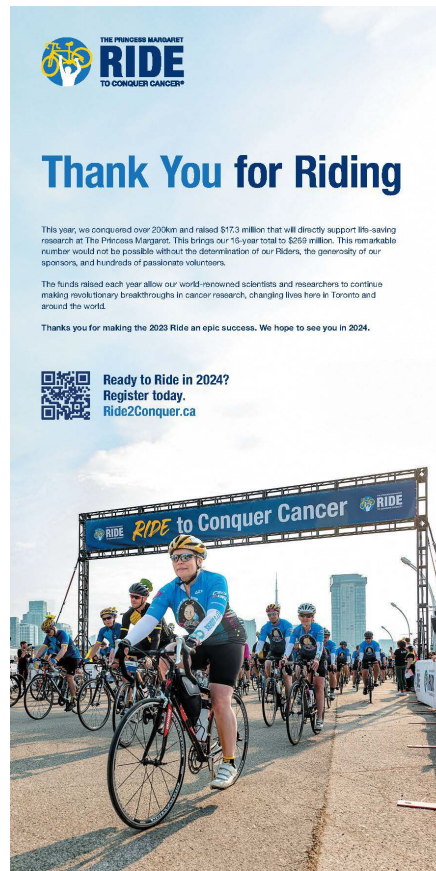
Team RideOn Picture emailed out over  
250,000 times by the  
Ride2ConquerCancer Organizers!

rideon!

Team RideOn  
Are Media  
Darlings...

Our Flowers get  
noticed.

Globe and Mail June 13, 2023 – Full Page Ad.



**THE PRINCESS MARGARET**  
**RIDE**  
TO CONQUER CANCER

## Thank You for Riding

This year, we conquered over 200km and raised \$17.3 million that will directly support life-saving research at The Princess Margaret. This brings our 15-year total to \$269 million. This remarkable number would not be possible without the determination of our Riders, the generosity of our sponsors, and hundreds of passionate volunteers.

The funds raised each year allow our world-renowned scientists and researchers to continue making revolutionary breakthroughs in cancer research, changing lives here in Toronto and around the world.

Thanks you for making the 2023 Ride an epic success. We hope to see you in 2024.

Ready to Ride in 2024?  
Register today.  
[Ride2Conquer.ca](https://Ride2Conquer.ca)

**RIDE to Conquer Cancer**



*Instagram, Facebook, LinkedIn and X  
Team RideOn Is featured a lot!*



rideon!





## A Two-Year Sponsorship Opportunity

Your company logo will be printed and displayed on our team jerseys, socks, hats, or jackets (depending on the sponsorship level) and credited in our fundraising communications and digital media.

We plan to keep and wear our custom-printed team clothing for at least two years, which means your sponsorship will be visible to all for at least the next two years.

### Sponsorship Levels:

1. Premier jersey sponsor - (1 available) - large logo on front of team jersey - \$10,000
2. Jersey sponsors (back) - (2 available) - medium logos on upper back - \$7,500 ea.
3. Jersey sponsor (sides) - (1 available) - company name/logo on both side panels - \$5,000
4. Jersey pocket sponsors - (6 available) - small logo on one of the three rear pockets - \$2,000 ea.
5. Premier jacket sponsor - (1 available) - large logo on front of team jacket - \$8,000
6. Jacket sponsors (back) - (2 available) - medium logos on upper back - \$5,000 ea.
7. Jacket pocket sponsors – (6 available) - small logo on one of the three rear pockets - \$1,500 ea.
8. Hat sponsor – logo on front - \$5,000
9. Sock sponsor– logo on cycling socks - \$2,000

## Your support dollars at work!

Your sponsorship serves a dual purpose:

1. **Boosting Team RideOn:** Your support covers our branded team clothing costs, amplifying our fundraising capabilities and supporting various team events.
2. **Fueling Cancer Research:** The remainder of your sponsorship goes directly to the Princess Margaret Cancer Centre, contributing to our fundraising total and advancing cancer research.

Your sponsorship, a win-win for both Team RideOn and the fight against cancer.

*You'll receive expense and charitable tax receipts promptly.*

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rideon!



# Next Steps:

Contact Mark Lewis or Brian Grant  
to discuss the opportunities in  
greater detail and the next steps.

[mark@teamrideon.com](mailto:mark@teamrideon.com)

416 271-2549

[brian@teamrideon.com](mailto:brian@teamrideon.com)

416 540-3940

[www.teamrideon.com](http://www.teamrideon.com)





# THANK YOU!

\$213.2 Million  
Raised In  
12 Years!

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Fight Cancer!