



**August 19, 2023**

## **2023 Sponsorship Opportunities**

### **SOUTHERN GEORGIAN BAY'S BIGGEST AND MOST EXCITING CHARITY CYCLING EVENT**

- Local and regional recognition
- Employee engagement & team building
- Meaningful community impact

#### **CONTACT:**

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[gbcancersupportcentre.ca](http://gbcancersupportcentre.ca)

[gbcycleforhope.ca](http://gbcycleforhope.ca)



*Georgian Bay  
Cancer Support Centre*

# OUR STORY

## Sandy got sick and a community got better

I have always thrived on making life better for others, as a mother, wife, nurse and friend. I am not afraid to fight for what I believe in and stand up for those that can't stand on their own. I spent a lifetime worrying for and taking care of others. When I found my tumour and soon after was diagnosed with cancer, suddenly, the nurse became the patient and the mother needed to be cared for. I was scared beyond description and could hardly breathe, but I looked across at my husband, George, and had hope that we would make it through this.

Immediately, my family became my rock, especially George. They built me a deck at our home that faced out to Georgian Bay and called it the "recovery deck". During my treatment I would sit and enjoy sunsets on this deck and pray for the strength and courage I needed to continue on. I would hope for the day I would watch my children get married and meet my first grandchild. George would often come out to remind me that I would survive, that he loved me, and that I was beautiful (I loved him for his poker face). My children would call me and cry with me, which I was always relieved to hear, because tears were healthy and I needed to know they were dealing with this crisis and the scars would be minimal.

Both my mother and older sister are cancer survivors and when I looked at them I saw hope. I realized how powerful it was to be able to share my fears with those who had been through what I was experiencing. I was also blessed with a loving and devoted group of friends whose laughter gave me hope when it was slipping away. It was at this point that I realized part of my survival plan was to make this challenge count for something. I craved information on the impacts of cancer because the more I learned the stronger I was emotionally. Before treatment ended I decided I was going to start a local cancer support centre.

Today, I am blessed. With the help of many of my angels, including Reinhart Weber and Nicola and Andrew Combes, I founded the Georgian Bay Cancer Support Centre and I am cancer free. I am full of hope every time I walk into the Centre and see members leaning on one another and sharing their strength when someone needs it. A cancer diagnosis can take so much from you, I am proud to have been given the strength from my family and friends, to forge on and fight for what I believe in.

Sandy Cornell, Founder  
Georgian Bay Cancer Support Centre



# WHO WE ARE

## ABOUT THE GEORGIAN BAY CANCER SUPPORT CENTRE

### Mission

The Mission of the Georgian Bay Cancer Support Centre is to provide emotional, physical, social, spiritual support, education and information as a complement to the medical system for people affected by cancer.

### Vision

The Georgian Bay Cancer Support Centre strives to be recognized as a source of support, education and motivation for people living with cancer, their families, and caregivers. Our vision is to be recognized throughout North Simcoe and the surrounding communities as a place of hope, comfort, strength and courage.



**1 in 2 Canadians** will be diagnosed with cancer. **Psychosocial Oncology** is a specialty in cancer care concerned with understanding and treating the social, psychological, emotional, spiritual, and functional aspects of cancer, from prevention through bereavement. It is a whole person approach to cancer care that addresses a range of human needs that can improve the quality of life for those affected by cancer.

Members of the Georgian Bay Cancer Support Centre receive access to resources, programs, and services not available elsewhere in North Simcoe. Our programs and services fill a gap that most individuals and families facing a cancer diagnosis are faced with, and provide services and supports that help to mitigate some of the **mental, emotional, financial, and physical burden** of cancer.



# **BUILDING A LEGACY OF SUPPORT**

## **SUPPORTING THE FIGHT AGAINST CANCER HERE AT HOME**

As a leader in our community, you have the power to **make an impact** in the lives of those living with cancer, their families, and support networks.

The impact of your contribution is felt right here at home and improves the lives of your **neighbours, friends, family members, and employees who are battling cancer**. By supporting North Simcoe's only local cancer support centre of its kind, you are building a legacy of supporting local initiatives for local people. We are asking for your commitment to help improve local cancer support. In turn, we are committing to make your name synonymous with local cancer support.

# **A CORPORATE CULTURE OF CARING**

## **ENHANCING EMPLOYEE ENGAGEMENT THROUGH PHILANTHROPY**



Sponsorship opportunities are an opportunity to **prioritize employee engagement**, and build a culture of community within your teams.

Each sponsorship level includes a number of complementary registrations to the ride for **employees and their families**. Your team members will be registered for the event, receive all ride-day giveaways, have access to pre-and post-ride activities, and be **fully immersed in the experience**.

Additionally, individual fundraising efforts of your riders are all displayed under your organization's team name on our public leaderboard. Your involvement offers a one-of-a-kind opportunity to leverage your fantastic company culture and employee engagement to garner some organic positive PR in one of the region's biggest and most visible charitable events.

***"One of our core values at Deluxe is 'The Power of One,' meaning all employees at Deluxe are stronger as a team when we work together towards a common goal. Volunteering and giving back to our communities we live in and work in matters to us all. That's why we were excited to be a sponsor for the Georgian Bay Cancer Support Centre's Cycle of Hope."***

**-Dianne Desroches, Deluxe**

# THE GEORGIAN BAY CYCLE FOR HOPE

## BACKGROUND

The Georgian Bay Cycle for Hope is the Georgian Bay Cancer Support Centre's largest and most important annual fundraiser, having **raised almost half a million dollars** over the past decade. A one-day fundraising event is taking place on **August 19, 2023**. Now in its 12th year, the ride will bring together riders from throughout the Georgian Bay area and across the province to cycle in support of those battling cancer here in our community.



### 2022 Event in Review

Our 2022 ride featured a record number of riders, record fundraising, and received extensive media coverage, including stories from CTV News Barrie, Bounce 104.1 fm, Midland Today, Simcoe.com, and more.



160+ Riders



\$71,000+ raised



Extensive media coverage

### A Worthy Cause

The fundraising efforts from this event go directly to providing valuable support resources to individuals living with cancer in North Simcoe, Springwater Township, and much of Southern Georgian Bay. Services funded include wig fitting, assistance with **transportation and parking** for treatment, **financial support**, a range of **education** sessions, **nutrition** programming, **mental health support**, and various **physical therapies**. Most importantly funds raised provide a place to be surrounded by a people who can **love, support, and understand one another**.

# SPONSORSHIP OPPORTUNITIES

## LEADERSHIP LEVELS AND BENEFITS FOR 2023

### YELLOW JERSEY SPONSOR

#### Event Title Sponsor | \$7,500+ Contribution

We are seeking an **Event Title Sponsor** for the Georgian Bay Cycle for Hope. The impact and awareness of your contribution will be maximized in our community by marketing your gift as a pledge-matching incentive to riders for their fundraising efforts. Our Yellow Jersey Sponsor will receive:

- Your name and logo attached to main event headquarters and optional rider cycling jerseys.
- Local newspaper story highlighting your commitment to match rider pledges to a decided amount.
- Complimentary registration for up to 20 employees and/or family members.
- Recognition via all event-related marketing materials including social media, event website, e-blasts, print material, and event advertising.
- Specific recognition of pledge-match commitment in all event promotion.
- Promotional materials included in rider giveaway package.
- Back cover advertising spot in GBCSC Programs & Services Guide.
- Business/organization logo presence on GBCSC website for duration of sponsorship.
- Opportunity to address riders in post-ride event, and announce fundraising totals.

### GREEN JERSEY SPONSOR

#### \$5,000 Contribution

A **Green Jersey** sponsorship is enough to meet roughly 40% of our annual demand for transportation and hospital parking expenses for individuals in treatment. At this level, you will receive:

- Entry for team of up to 12 riders, including all event inclusions.
- Invitation to erect 10'x10' tent and promote your business at the event.
- Recognition via all internal event-related marketing materials including social media, website, and e-blasts.
- Inclusion of logo on event site signage and keynote mention during event welcome event.
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- Inclusion of advertising spot in 1 GBCSC monthly newsletter within six months following Cycle for Hope 2023.
- Business/organization logo presence on GBCSC website for a period of up to 10 months until next year's event promotion begins.





## WHITE JERSEY SPONSOR

### **\$2,500 Contribution**

As a Cycle for Hope White Jersey Sponsor, you will receive:

- Complimentary entry for team of up to 8 riders, including all event inclusions.
- Invitation to erect 10'x10' tent and promote business at culminating celebration.
- Recognition via all internal event-related marketing materials including social media, website, and e-blasts.
- Inclusion of logo on event site signage and keynote mention during Cycle for Hope welcome event.
- Business/organization logo presence on GBCSC website for a period of up to 10 months until next year's event promotion begins.



## POLKA DOT JERSEY SPONSOR

### **\$500 - \$1,500 Contribution**

As a Cycle for Hope Polka Dot Jersey Sponsor, your business/organization will receive:

- Complimentary entry for team of up to 4 riders, including all event inclusions.
- Recognition via social media, website, and e-blasts related to the event.
- Thank you mention at event day welcome and on signage at main event site.
- Organization logo on event site signs and select print material promoting event.
- Business/organization logo presence on GBCSC website until next year's event promotion begins.



## TEAM SPONSOR

### **\$500 Contribution**

As a Cycle for Hope Team Sponsor, your business or organization can sponsor a team of employees and their friends/family to represent your business in the ride. You will receive:

- Registration for up to 6 riders.
- Company acknowledged on Cycle for Hope website as Team Sponsor.
- Team name and fundraising performance displayed on public leaderboard.

# SPONSORSHIP LEVELS AT A GLANCE

In the spirit of cycling, our leadership levels are identified by the jersey colours used in the world's top tours, each identifying a unique set of characteristics and benefits.

Yellow Jersey \$7,500+	Green Jersey \$5,000	White Jersey \$2,500	Polka-Dot Jersey \$500-\$1,500	Team Sponsor \$500
Financial Commitment				
Employee Engagement & Team Building				
Integrated Marketing Opportunities				

## AFFIRMING YOUR COMMITMENT TO CANCER SUPPORT

### Your pledge to sponsor the Georgian Bay Cycle for Hope

To move forward with your contribution to the 2023 Georgian Bay Cycle for Hope, contact **Paul Eichhorn, Manager, Fundraising and Outreach**, Georgian Bay Cancer Support Centre, [peichhorn@gbcancersupportcentre.ca](mailto:peichhorn@gbcancersupportcentre.ca) or 705-549-6444 ext.204 to discuss your sponsorship.

If you feel you can support the event or to the Centre in another way, please reach out and we're happy to discuss other options as well.

THANK YOU FOR YOUR SUPPORT!



### Contact Us

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Georgian Bay Cancer Support  
Centre is a federally  
incorporated charity.