

SPONSORSHIP OPPORTUNITIES



AUGUST 15, 2026

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



GEORGIAN BAY CYCLE FOR HOPE





WHY WE NEED YOUR SUPPORT

The funds raised during our event go directly to providing valuable support resources for those impacted by cancer in the North Simcoe and South Georgian Bay region.

The GBCSC offers connection, care, and support when they need it most. It provides emotional, physical, and social needs for individuals living with cancer, their families, and caregivers. Programs and services, free for all GBCSC members, include meditative and support groups, wellness and creative expression programs, exercise and social programs, along with transportation assistance related to treatments.



500+ participants, volunteers, and supporters take part in the annual event.

The Georgian Bay Cycle For Hope, **now in its 15th year**, is the largest and most important annual fundraiser for the Georgian Bay Cancer Support Centre (GBCSC). The one-day event takes place with unique routes on both sides of the Bay in Penetanguishene & Collingwood.

To date, the Cycle For Hope has raised close to \$900,000 to **help those who are facing the fight of their life**.

We would love for you and your business/organization to support our initiative as a sponsor of one of **Ontario's premier destination cycle events**. You have the power to make an impact on the lives of those living with cancer in our community.



Team Tom Smith - 2025



'26 SPONSORSHIP TIERS



GREEN JERSEY SPONSOR

As a Green Jersey Sponsor, you will receive:

- **Entry for team of up to 100 riders**, including all event inclusions.
- Invitation to erect 20' x 20' tent & 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 & keynote mention during event welcome event.
- One of the Entertainment & Activity Sponsors at the main event site.
- Logo on event t-shirt provided to participants & volunteers.
- Noted as one of the key sponsors in any media release distributed.
- Highlighted in a Supporter Spotlight in issue of GBCSC's Scoop of Hope e-blast.
- Business/organization logo presence on Cycle for Hope website for a period of 10 months until launch of next year's event.
- Business/organization logo presence on GBCSC website for entire calendar year under "Our Supporter" link.

\$5000



WHITE JERSEY SPONSOR

As a White Jersey Sponsor, you will receive:

- **Entry for team of up to 75 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 & keynote mention during Cycle for Hope welcome event.
- Logo on event t-shirt provided to participants and volunteers.
- Noted as one of the key sponsors in any media release distributed.
- Highlighted in a Supporter Spotlight in issue of GBCSC's Scoop of Hope e-blast.
- Business/organization logo presence on Cycle for Hope website for a period of 10 months until launch of next year's event.
- Business/organization logo presence on GBCSC website for entire calendar year under "Our Supporter" link.

\$2500

EN ROUTE SPONSOR

As an En Route Sponsor you'll be attached as an official sponsor of 1 of our Cyclist Rest Stops. You will receive:

- **Entry for team of up to 50 riders**, including all event inclusions.
- Name noted on tent at rest stop and opportunities for your business/organization staff to volunteer at the location.
- Recognition via all internal event-related marketing materials including social media, website, and e-blasts.
- Inclusion of logo on event site signage.
- Invitation to post-ride social reception at the GBCSC.
- Highlighted in a Supporter Spotlight in issue of GBCSC's Scoop of Hope e-blast.
- Business/organization logo presence on Cycle for Hope website for a period of 10 months until launch of next year's event.
- Business/organization logo presence on GBCSC website for entire calendar year under "Our Supporter" link.

\$1500-\$2000



POLKA-DOT JERSEY SPONSOR

As a Polka-Dot Jersey Sponsor, you will receive:

- **Entry for team of up to 25 riders**, including all event inclusions.
- Recognition via all event-related marketing materials including social media, website, and e-blasts.
- Inclusion of logo on event site signage.
- Invitation to post-ride social reception at the GBCSC.
- Business/organization logo presence on Cycle for Hope website for a period of 10 months until launch of next year's event.
- Business/organization logo presence on GBCSC website for entire calendar year under "Our Supporter" link.

\$500-\$1250

Join In! Bring the Team

Please note, all key sponsors above receive a special registration code offering free registration (standard fee \$70 per person) to participate in this year's Cycle For Hope available to your employees, clients, family, & friends.



Team Den Bosch - 2024



GBWCC Team - 2025

RECORD BREAKING EVENT IN 2025

Our 2025 Cycle For Hope not only was our most successful event ever but also the largest in scale as it was two full events were staged in Penetangushene and Collingwood.

EVENT HIGHLIGHTS OF NOTE:

New Fundraising Record
\$185,000+

Participants Record
315

EXTENSIVE MEDIA COVERAGE INCLUDING:
CTV NEWS BARRIE
MIDLAND TODAY
COLLINGWOOD TODAY

MOUNTAIN LIFE **BOUNCE 104.1** **THE PEAK FM**

 [@gbcycleforhope](https://www.instagram.com/gbcycleforhope)

 [/georgianbaycycleforhope](https://www.facebook.com/georgianbaycycleforhope)

Let's Talk. Get in Touch to Become a Sponsor

To get additional details and confirm your sponsorship support of the Georgian Bay Cycle for Hope, contact Paul Eichhorn, Manager, Fundraising and Stewardship, GBCSC, peichhorn@gbcancersupportcentre.ca or 705-549-6444 ext.2040 to discuss your sponsorship.



Learn more about the **Georgian Bay Cycle For Hope**, at gbcycleforhope.ca



PENETANGUSHENE
 705 549-6444
 45 Edward Street
 Penetangushene, ON L9M 1J6

COLLINGWOOD
 705 293-9570
 185 Hume Street
 Collingwood, ON L9Y 1V8

Georgian Bay Cancer Support Centre is a federally incorporated charity. #840027205RR001



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