



16TH ANNUAL RIDE FOR SICKKIDS

Sponsorship Package

RIDE DAY: AUGUST 11, 2024





MotoFoto, Ride for SickKids 2022

Motorcycle Enthusiasts Have Big Hearts

The annual Ride for SickKids (RFSK) brings together motorcycle enthusiasts raising money in support of The Hospital for Sick Children. The Ride is a SickKids Leaders (SKL) signature event that grafts the growing mainstream popularity of motorcycle riding to a great cause. For the past 15 years, we have tirelessly worked at creating a fun, exciting, profitable charity event and we have exceeded our greatest expectations. Through the work and dedication of the Ride for SickKids committee, volunteers, and participants, we are happy to report that we have raised more than \$1 Million to date!



About RFSK

The Ride for SickKids was founded in 2009 by Nella Figliano to bring motorcycle enthusiasts together to make a difference in the lives of children by raising money in support of The Hospital for Sick Children (SickKids) in Toronto. We believe that every child deserves to be healthy.

Like many other health institutions, the world-class medical treatments provided by renowned doctors at SickKids require private and corporate donations to help support government funding. SickKids is one of the leading children's hospitals in the world, treating children from all four corners of the globe. In many cases, it is the only hope these children have to live a normal life.

To ensure the high quality of clinical care and research provided by SickKids continues, SickKids is seeking private and corporate donations in an effort to raise \$1.3 billion for the construction of a new state-of-the-art hospital. The Ride for SickKids is proud to be part of this endeavour.

To continue our success, the Ride for SickKids relies on the generous support of corporate sponsorships. Sponsorships are available at various levels. We hope that you will consider supporting the Ride for SickKids and our fight to make a difference in the lives of children.

2024 Event Notes

- Ride for SickKids' 16th Annual event will begin and end at North Maple Regional Park located at 11085 Keele Street, Maple, ON.
- Ride for SickKids will be promoted through the SickKids Foundation-branded, Ride for SickKids website, and via the SKL Newsletter. The newsletter is sent to approximately 400 recipients in the following sectors: legal, financial, retail, hospitality, technology and real estate.
- Additional and vigorous promotion will take place via local media; a selection of ride clubs; targeted events; and "Friends of SickKids" partners (including a variety of participating retail outlets).
- Registration and donations are centralized through the SickKids Foundation and are primarily done online at www.rideforsickkids.com.
- Attendee demographic is between 20-50 year old motorcycling enthusiasts and professionals with a keen interest in family, philanthropy, and career.
- Buzz generated by high-end prize items have increased participation interest in this event. The grand prize this year is a custom Harley Davidson motorcycle built by Cycleworx Custom Motorcycles of Concord, Ontario.
- Annual Ride for SickKids booth at the North American International Motorcycle Supershow and The Toronto Spring Motorcycle Show, are excellent opportunities to promote the event, and participating sponsorships.



Amelia D'Alessandro, Ride for SickKids 2022

Title Sponsor

With a sponsorship of **\$20,000.00+**, the **Title Sponsor** will be recognized as follows:

No.	Description
1.	Category exclusivity as Title Sponsor .
2.	Company logo as Title Sponsor on official Ride for SickKids logo banner.
3.	Company logo as Title Sponsor on all Save-the-Date flyers & invitations.
4.	Company logo as Title Sponsor on banners and print material.
5.	Company logo as Title Sponsor on Ride for SickKids website with a link to company website, as well as on SickKids Foundation Newsletters and SickKids Leaders Newsletters.
6.	Company recognition and appreciation as Title Sponsor on Ride for SickKids media releases and media kits that are sent to the media such as radio, newspaper, TV and news stations.
7.	Company recognition and promotion on RFSK social media 4 times per month leading up to the event date.
8.	Opportunity to distribute promotional materials on event day or at the Motorcycle show.
9.	Company to receive a Gift in Kind Letter of Acknowledgement for the value of sponsorship from SickKids Foundation.

Platinum Sponsor

With a sponsorship of **\$5,000.00-\$10,000.00**, the **Platinum Sponsor** will be recognized as follows:

No.	Description
1.	Company logo (medium) on official Ride for SickKids logo banner.
2.	Company logo (medium) on all Save-the-Date flyers & invitations.
3.	Company logo (medium) on banners and print material.
4.	Company logo as Platinum Sponsor on Ride for SickKids website with a link to company website, as well as on SickKids Foundation Newsletters and SickKids Leaders Newsletters.
5.	Company recognition and appreciation on Ride for SickKids media releases and media kits that are sent to all media such as radio, newspaper, TV, and news stations.
6.	Company recognition and promotion on all RFSK social media 2 times per month leading up to the event date.
7.	Company to receive a Gift in Kind Letter of Acknowledgement for the value of sponsorship from SickKids Foundation.

Gold Sponsor

With a sponsorship of **\$2,500.00-\$5,000.00**, the **Gold Sponsor** will be recognized as follows:

No.	Description
1.	Company logo (small) on official Ride for SickKids logo banner.
2.	Company logo (small) on all Save-the-Date flyers & invitations.
3.	Company logo (small) on banners and print material.
4.	Company logo as Gold Sponsor on Ride for SickKids website with a link to company website, as well as on SickKids Foundation Newsletters and SickKids Leaders Newsletters.
5.	Company recognition and appreciation on Ride for SickKids media releases and media kits that are sent to all media such as radio, newspaper, TV, and news stations.
6.	Company recognition and promotion on all RFSK social media 1 time per month leading up to the event date.
7.	Company to receive a Gift in Kind Letter of Acknowledgement for the value of sponsorship from SickKids Foundation.

Silver Sponsor

With a sponsorship of **\$1,500.00-\$2,500.00**, the **Silver Sponsor** will be recognized as follows:

No.	Description
1.	Company recognition and promotion on RFSK social media 1 time leading up to the event date.
2.	Company logo as Silver Sponsor on Ride for SickKids website with a link to company website, as well as on SickKids Foundation Newsletters and SickKids Leaders Newsletters.
3.	Company to receive a Gift in Kind Letter of Acknowledgement for the value of sponsorship from SickKids Foundation.



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Bronze Sponsor

With a sponsorship of **\$500.00-\$1,500.00**, the **Bronze Sponsor** will be recognized as follows:

No.	Description
1.	Company recognition and promotion on RFSK social media 1 time leading up to the event date.
2.	Company logo as Bronze Sponsor on Ride for SickKids website with a link to company website, as well as on SickKids Foundation Newsletters and SickKids Leaders Newsletters.
3.	Company to receive a Gift in Kind Letter of Acknowledgement for the value of sponsorship from SickKids Foundation.



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Sponsorship Form

Company Name: _____

Address: _____

Phone: _____

Sponsorship Level:

- Title Sponsor: \$20,000
- Platinum Sponsor: \$5,000-\$10,000
- Gold Sponsor: \$2,500-\$5,000
- Silver Sponsor: \$1,500-\$2,500
- Bronze Sponsor: \$500-\$1,500

Donation Amount:

Please specify amount within chosen range.

Please make cheques payable to:

**Ride for SickKids
34 Ravineview Drive
Maple, ON, L6A 3V2**

Name: _____ Signature: _____
(Print)

Title: _____ Email: _____

Thank you for your support!

