

PORT PERRY



Rotary   
Club of Port Perry



SPONSORSHIP  
OPPORTUNITIES

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ABOUT US



## LAND ACKNOWLEDGMENT

Port Perry Pedals acknowledges the Treaty and Traditional Territories of the Mississaugas of Scugog Island First Nation and the Mississauga peoples. We are grateful to engage our work, and ride our routes on lands that are situated within the Williams Treaties and pre-confederation Treaties. We acknowledge the land out of respect for the Indigenous nations who have cared for it since time immemorial. The settlement of these lands has been marked by poor treatment of Indigenous peoples and we commit to working with them towards a shared understanding of truth and reconciliation.

**MISSISSAUGAS OF SCUGOG ISLAND**  
FIRST NATION



MISSION



CYCLING FOR GOOD

Port Perry Pedals is a charitable cycling event based in Port Perry, ON – a picturesque, historic community on the shores of Lake Scugog in the Region of Durham, about one hour north-east of Toronto. Port Perry Pedals was founded in 2021 in partnership with the Rotary Club of Port Perry.

Port Perry Pedals strives to celebrate and further develop the growing popularity of cycling in the area while fulfilling a philanthropic mission.

Since its establishment, Port Perry Pedals has raised over \$60,000 for local charities. Our goal for 2023 is to surpass the \$100,000 threshold.

AN EVENT FOR EVERYONE

Dubbed by the Ontario Cycling Association as “Southern Ontario’s prettiest ride”, Port Perry Pedals showcases breathtaking scenery over the Oak Ridges Moraine, Ontario’s Greenbelt and the shores of scenic Lake Scugog.

With unique routes along established local and provincial networks, our event caters to cyclists of all ages and abilities. From avid road cyclists who can choose from one of our longer rides (50, 100, 160 km) to families and new enthusiasts looking for a fun way to spend the day, our event is open to everyone. We have welcomed riders in their eighties and as young as two years old.

VISION



# HISTORY



Port Perry Pedals was established in 2021 as part of Port Perry’s 150th anniversary celebrations. Our first cause célèbre was supporting the Port Perry Hospital Foundation “Here For You” campaign to bring a CT scanner to Lakeridge Health Port Perry. This cause resonated with co-founder Marc Gibbons who had recently completed treatment for Hodgkin’s Lymphoma; CT imaging was a critical component used in the diagnosis and treatment of the disease.

Despite challenges posed by the COVID-19 pandemic, Port Perry Pedals welcomed over 200 cyclists in its inaugural year. Since then, over \$60,000 has been raised to benefit the Port Perry Hospital Foundation, Oak Ridges Hospice of Durham and Grandview Kids Foundation.

### CHEQUE PRESENTATION TO PPHF, 2021



## REASON FOR REQUEST



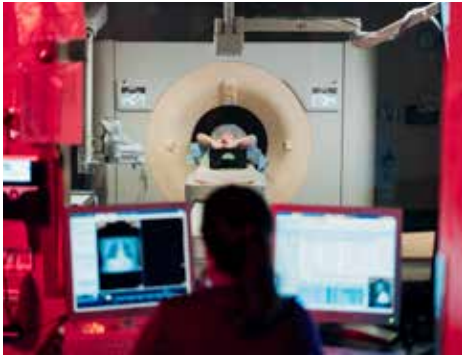
Port Perry Pedals and the Rotary Club of Port Perry are entirely run by volunteers. All funds raised through net ticket sales, peer-to-peer fundraising and ad-hoc donations for the event are given to charity.

Port Perry Pedals is building partnerships and seeking sponsors to support the growth of this event into a major area attraction. Funding from the business community maximizes our philanthropic impact by covering event costs such as advertising, permit fees, venue rentals, wayfinding signage, internet hosting, swag for participants, etc.

Positioning itself as an event celebrating fitness and active lifestyles, Port Perry Pedals attracts a unique demographic and diversity of participants to the local event offering. Sponsors have the opportunity to target new audiences and customers.



## 2023 CAMPAIGN



In 2023, Port Perry Pedals is raising funds to support the purchase of state-of-the-art cancer diagnostic equipment, helping patients who rely on the R.S. McLaughlin Durham Regional Cancer Centre for expert care close to home.

*1 in 2 Canadians will be diagnosed with cancer in their lifetime. Cancer affects everyone. And that should have an effect on you.*

The need for comprehensive cancer services is increasing exponentially and our community, once again, has been charged with investing in cancer care, close to home. Lakeridge Health Foundation has embarked on an ambitious \$20 million campaign to raise funds for research, education, capital projects and equipment that support cancer care in Durham Region at Lakeridge Health and the R.S. McLaughlin Durham Regional Cancer Centre in Oshawa.

*Cancer may be the #1 cause of death in Canada, but the good news is that it can be beaten.*

We are diagnosing cancer earlier and helping many people live longer thanks to incredible advances in prevention, screening and treatment. Discoveries in cancer genetics and advanced imaging mean doctors can stop some cancers before they even start. And new minimally-invasive models of care are allowing for personalized cancer treatments with fewer side effects and less risk of complications.



Lakeridge Health Foundation's Our Cancer Campaign has reached a significant milestone, surpassing 80% of its \$20 million goal, and have an ambitious plan to meet their fundraising target by the end of 2023.

Thanks to generous donors they've funded advancements like surgical robotics, specialized lab technology, and personalized treatment options and research. In the coming year focused priorities will include state-of-art diagnostic imaging equipment with exciting news coming later in 2023.

*Every year, approximately 7,000 new cancer patients rely on Lakeridge Health.*

Through Our Cancer Campaign, our Hospital will remain at the forefront of cancer care in Durham Region and beyond. Together, with your support, we can change the course of this disease, change lives and help countless families in our communities.

THE TEAM



01



02



03



04



05

01 MARC GIBBONS

To celebrate his first successful rumble with cancer, Marc asked a group of friends to help him organize a community bike ride. A former symphony musician turned software engineer, Marc oversees Port Perry Pedals' online presence.

02 WILL PRENTICE

An avid cyclist, professional photographer and designer with a background in marketing, Will brings life to the admin team's vision. He also pre-rides all of the routes unsupported to inspect them for road conditions and participant safety.

03 DAREN JONES

There are few people as well connected in Scugog Township as Daren. A past-president of Rotary Club of Port Perry, Daren acts as liaison between the club and Pedals whilst soliciting sponsorships from businesses who will benefit from being attached to our event.

04 OCCO VAN TIJN

As treasurer of the Rotary Club of Port Perry, Occo helps keep our finances in order and looks after insurance and tax receipts. An enthusiastic cyclist, Occo's passion for supporting his community is only matched by his huge heart. Now retired, he has more time to dedicate to making a difference. The world needs more Occos.

05 FAHIM ALI

Fahim is a member of the medical staff at Lakeridge Health Port Perry. He brings his unabashed enthusiasm and a love of cycling to the group. Fahim helps us shape the future of Pedals as we expand into the future while providing a direct connection to the healthcare professionals whom we support.

# CAPABILITIES



## BRANDING

Port Perry Pedals is instantly recognizable. Maize Yellow and Royal Blue. Simple design of a bicycle with “Port Perry” in an all-caps sans serif typeface and “pedals” in a fun script font. Our logo and colours are instantly recognizable.



Enjoy scenic Greenbelt and Oak Ridges Moraine road bike routes from 30km to 160km & Family 10km.  
Registration for 30-160km routes includes fully supported rest

## VISUAL IDENTITY

Maize and Royal Blue, matching sans-serif and script typefaces are used throughout our branding. All marketing, signage and social media follow these consistent design cues.



## WEB DESIGN

Simple and clean, following the Branding and Visual Identity guidelines above, our website is easy to navigate and provides all information required to become a participant, or supporter of the event. Sponsors are highlighted on the homepage.

## SPONSORSHIP PACKAGES

01

### DIAMOND (1 ONLY)

- Exclusive logo placement directly under Port Perry Pedals on all media and volunteer t-shirts
- Premier recognition on all marketing as Diamond Event Sponsor (to be denoted as “Port Perry Pedals by Sponsor Name”)
- Set up tent at event start/finish area
- Host a rest-stop location (at your discretion)
- Primary recognition on rider identification plates.

\$5,000.00

02

### PLATINUM (5 ONLY)

- Secondary extra large logo placement under Port Perry Pedals logo on all media and key placement on volunteer t-shirts
- Secondary recognition on marketing as Platinum Event Sponsor (to be denoted as “Port Perry Pedals Sponsor Name”)
- Secondary recognition on rider identification plates.

\$2,000.00

### ADDITIONAL PERKS

- Platinum and Gold sponsors may host one of our all-important rest stops. You supply your tent or use one of ours; we supply two (2) tables plus the water and food. You can use your staff at the rest stop. You are free to promote your business to participants during the event, using your signage and promo materials.
- Platinum and Gold sponsors may setup a booth at the start at Palmer Park. We'll provide tables but you'll have to provide a shelter. You can use your staff and your marketing materials to directly reach the participants. Platinum and Gold sponsors can stay all day at Palmer Park, including through the after-activities. Silver sponsors may setup a booth after 12:00PM at Palmer Park and stay through the after activities.

SPONSORSHIP PACKAGES

03

**GOLD**

- Large Logo placement beneath the Platinum sponsors on all media and volunteer t-shirts
- Recognition on website and social media as Event Sponsor (to be denoted as “Port Perry Pedals Sponsor Name”)
- Tertiary recognition on rider identification plates.

\$1,000.00

04

**SILVER**

- Medium size Logo placement beneath Gold sponsors on all media and volunteer t-shirts
- Recognition on website and social media as Silver Event Sponsor (to be denoted as “Port Perry Pedals Sponsor Name”)
- Recognition on rider identification plates.

\$500.00

05

**BRONZE**

- Small logo placement grouped with other Bronze sponsors on all media and volunteer t-shirts
- Recognition on website and social media as Bronze Event Sponsor (to be denoted as “Port Perry Pedals Sponsor Name”)
- Recognition on rider identification plates.

\$250.00

# PAST MARKETING



FRONT



BACK



FRONT



BACK



Thank you to our sponsors & partners





PHOTOS & FEEDBACK







**FUN  
RIDE  
FOR  
ALL  
AGES**

“See the picturesque countryside of Scugog on the ride and help the Rotary Club.”

“Getting out and enjoying Port Perry’s surroundings.”

“Loved the ride and the company. Well marked and beautiful ride.”

“The simple fact that we have an event like this in our great town.”

REQUIREMENTS
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SPONSOR	CONTACT	DATE
_____	_____	_____

**SIGNATURE**  
\_\_\_\_\_

**PAYMENT**

Please make cheque payable to Rotary Club of Port Perry or e-transfer to:  
PPRmerchant@gmail.com  
Please use password Pedals2023

**BUSINESS INFORMATION**

Send your logo in vector AI/EPS format to will@cyclelife.bike. Please note any Pantone or Custom colours in your email. Send both horizontal and portrait versions of your logo or advise if we may adjust your logo to fit.  
Please include any special instructions in this message.

**SOCIAL MEDIA**

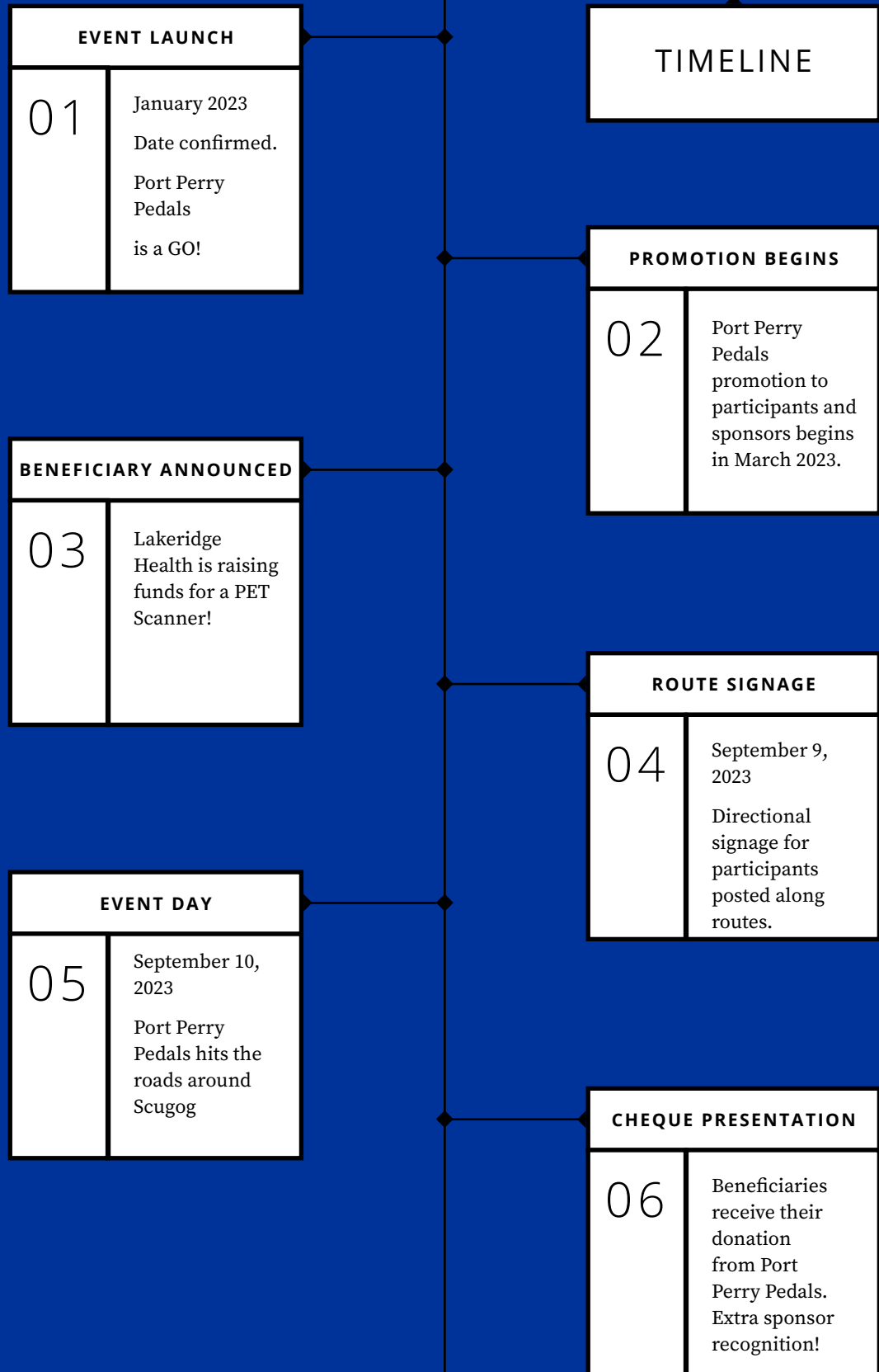
Kindly include all website and social media addresses as well as preferred hashtags in your email with your logo.

**MAKE SURE YOU FOLLOW US**

Be sure to follow @portperrypedals on Facebook, Instagram and Twitter. We'll follow you back and tag you in our posts.

**CONTACT**

info@portperrypedals.ca





PORT PERRY PEDALS

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