



ANNIVERSARY ● 2004 - 2024

A group of cyclists are riding on a paved road. In the foreground, a man in a bright yellow-green jersey and a woman in a blue jersey are reaching out to shake hands. Other cyclists in blue jerseys are visible behind them. The background shows a rural landscape with green fields and trees under a clear sky.

# 2024 SPONSORSHIP PACKAGE

The Healing Cycle Challenge is back for 2024! Join us in supporting hospice and palliative care by taking part in our in-person challenge on September 22<sup>nd</sup> or our virtual challenge for 30 days in September.

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

# Our Mission

Our aim is to support hospice palliative care programs that compassionately uphold the quality of end-of-life care and foster the vision that palliative individuals can live every day to the fullest with dignity, meaning, and hope.



## Our Story

As the Healing Cycle Foundation marks its 20th anniversary in 2024, it reflects on two decades of supporting Ontario hospices. Established in 2004 with the goal of raising \$1M for the Credit Valley Hospital palliative care unit, we've exceeded expectations, raising over \$3 million dollars. Looking forward, we aspire to inspire a new generation of riders, continuing to positively impact the hospice and palliative care community. With gratitude for our supporters, we embark on the next 20 years, committed to fostering compassion and dignity for those facing life-limiting illnesses.



WHY WE NEED YOU

# ABOUT HOSPICE & PALLIATIVE CARE

Hospice palliative care is a “combination of active and compassionate therapies intended to comfort and support persons and families who are living with, or dying from, a progressive life-limiting illness, or are bereaved.”



Hospices provide around-the-clock palliative care services in a home-like setting. In most cases, hospices admit only those who are in the very last stages of life, although some may also offer respite services.



Developing a Compassionate Community – supporting individuals, families, the community through the phases of living and dying.



It is estimated that up to 89% of all Canadians could benefit from palliative care in their last year of life, but only 15% of people who died in Ontario in 2016–2017 received publicly funded palliative home care.



While the government partially funds the clinical operation of hospices, it is estimated that more than 50% of the overall operating expenses must be raised year after year to make up for shortfalls.

# OUR 2024 EVENTS

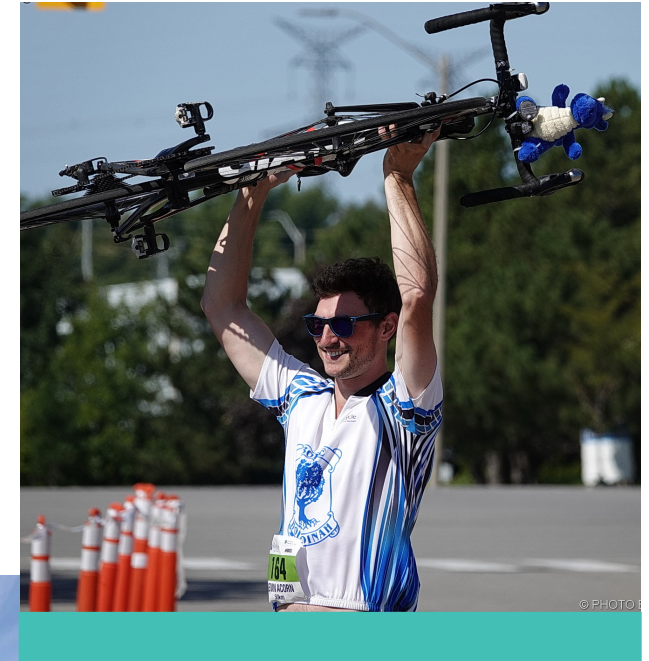
## ONE CAUSE, MULTIPLE GREAT EVENTS

We're thrilled to host our 20th annual live ride on September 22<sup>nd</sup>, 2024! Whether you're a novice or experienced cyclist join us in making a difference for Hospice Palliative Care in Ontario.

This event is just one of many being held across Ontario, all with the same goal: to support the hospice and palliative community. Don't miss out on this opportunity to make a difference and create unforgettable memories!

Not a cyclist? No problem, we've got you covered! Pick your favourite activity and set & track your personal goal to accomplish over the month of September for our "Virtual Challenge"

**100% of funds raised by Hospice Teams are given to the hospice for which they were raised.**



**In-Person Main Ride**  
September 22<sup>nd</sup>, 2024

**30-Day Virtual Challenge**  
September 24

## 2024 SPONSORSHIP PROGRAM

# JOIN OUR TEAM

Your investment in our event not only helps us bring it to life, but it also demonstrates your commitment to our shared goals and values. Your generosity will help us create a memorable experience for all attendees and enable us to deliver on our mission to support hospice palliative care programs.



**Financial Commitment:**  
• In-Kind



# Of Spots Available: 10

**Financial Commitment:**  
• \$500-\$999



# Of Spots Available: 4

**Financial Commitment:**  
• \$1,000-\$2,499



# Of Spots Available: 3

**Financial Commitment:**  
• \$2,500-\$4,900



# Of Spots Available: 1

**Financial Commitment:**  
• \$5,000+

# Of Spots Available: 1

IN-KIND OPPORTUNITIES

# A LA CARTE SPONSORSHIPS

JOIN US IN CREATING AN UNFORGETTABLE EVENT!

The activations we offer for sponsorship are carefully curated and tailored to provide specific benefits to your brand. We have a range of options available that can be selected individually to best suit your needs. However, we understand that every brand is unique and may require a more customized approach. Therefore, we are also open to exploring other options that can be specifically designed to align with your brand's objectives and messaging.

## WELLNESS STATION

Exercise is medicine. No one understands this better than our event attendees. Calling on all registered kinesiologists to educate our attendees on the merits of physical activity and well being

## BARISTA BAR

Coffee is known to be the fuel of cyclists, and cycling is a tradition. Everyone loves coffee! This opportunity allows you to sponsor a barista bar or promote your own –

## HAPPY HOUR

Who doesn't want to celebrate crossing the finish line! Promote your beverage of choice. Have a booth to promote your brand – bring it along!

## BON APPETITE

Calling on all Foodies. There's nothing cyclists love more than a great food experience. Have a pop-up or food truck? We have a perfect venue for you.

## 360° PHOTO BOOTH

Help us take our event to the next level! Support interactive photobooth where participants can capture their glorious moments.

## RELAXATION STATION

Guaranteed to be a popular booth! Soothe those aching muscles. Attendees can enjoy a mini-chair massage by a licensed professional massage therapist.

SHOWCASE YOUR BRAND!

# PARTICIPANT SHIRTS

All Sponsorship Levels



Become a sponsor for our upcoming event by having your logo prominently featured on the participant shirts. This is a great chance for your organization to gain visibility among our diverse group of participants and show your support for our cause.

As a sponsor at any level, your logo will be printed on the shirts worn by all of our participants, ensuring that your brand is seen by a wide audience. The placement and size of your logo on the shirts will be based on the level of sponsorship value you provide.



SHOWCASE YOUR BRAND!

# PARTICIPANT BIBS

Silver, Goal and Title Levels



Become a sponsor for our upcoming event by having your logo prominently featured on the participant bib. This is a great chance for your organization to gain visibility among our diverse group of participants and show your support for our cause.

As a Silver, Gold or Title sponsor, your logo will be printed on the bibs worn by all of our participants, ensuring that your brand is seen by a wide audience. The placement and size of your logo on the bibs will be based on the level of sponsorship value you provide.



## 2024 RIDE

**ANIXTER**

# 11



 **SHAWCOR**



# PARTICIPANT SWAG BAG

All Sponsorship Levels

## ADD PROMO INSERTS AND PRODUCTS

As a sponsor at any level, your logo will be printed on an insert inside the swag bag given to the participants, ensuring that your brand is seen by a wide audience. The placement and size of your logo on the bag will be based on the level of sponsorship value you provide. Sponsors can add any promo insert or products to the swag bag.



EMBRACE THE CYCLE OF LIFE

**CONTACT US  
TODAY!**

**HELP US REACH OUR  
2024 GOAL \$175,000!**

If you'd like to learn more about becoming a sponsor for our 2024 September events, please contact Ron or Helen. We'd be happy to help.



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