



SPONSORSHIP PACKAGE 2019

The Ride for Refuge is a super-fun, family-friendly fundraiser supporting charities who provide refuge and hope for displaced, vulnerable + exploited people everywhere.



Blue Sea Foundation
260-659 King Street East
Kitchener, Ontario, N2G 2M4

Phone 1.877.743.3413
Web blueseafoundation.org



Community Care of West Niagara
4309 Central Ave. P.O. Box 171
Beamsville, Ontario, L0R 1B0

Phone 1.905.563.5822
Web communitycarewn.ca



About the Ride for Refuge Niagara

The Niagara Ride for Refuge takes place on October 5, 2019, and is a well-loved community fundraiser event. Each year, hundreds of participants raise thousands of dollars to support many local and vital charities.

- Since 2004, the RIDE has helped 500+ charities raise more than \$16,000,000!
- In our community, 100+ participants rode and walked together last year
- In 2018, Niagara raised \$30,000 for 7 participating charities



About Community Care of West Niagara

Community Care of West Niagara is the proud host charity for Ride for Refuge Niagara. Your sponsorship of the RIDE helps us fund the operation of the event for our whole community and for our own programs. With help from companies like yours, we:

- Provide food and housing assistance to over 230 families per month
- Respond to over 4500 requests for help from the most vulnerable in our community per year
- Connect over 40 nonprofit agencies with food donors in Niagara Region through FoodRescue.ca. This has given them access to over 32,00lbs. of food that would have been lost to waste
- Help 180 children grow and learn through programs that prepare them for the school year, offer nutritious snacks and allow them to participate in community activities



To find out more about our programs and services, please visit www.communitycarewn.ca

▶▶▶▶▶ **9 out of 10**
participants recommend the RIDE

ranked among the **TOP 30** Fundraising Events **in Canada**



Become a Sponsor!

Sponsoring the RIDE is a unique opportunity for businesses to reach a wider audience while aligning with a charity and event dedicated to life change. **Community Care of West Niagara** relies on businesses like yours to expand our care and grow the event locally.

Lead Sponsor for Niagara - \$5,000

- Opportunity for opening remarks at event
- Recognition on team/participant pages, website, social media, and during opening ceremonies
- Logo on RIDE banner displayed on event day
- Option for RIDE Day booth or display
- Key volunteer roles set aside

Supporting Sponsor - \$2,000

- Recognition on team/participant pages, website, social media, and during opening ceremonies
- Invitation to attend/speak at lunch party (where applicable)
- Logo on presentation slides displayed on RIDE Day
- Option for RIDE Day booth or display
- Key volunteer roles set aside

Rest Stop Sponsor - \$1,000

- Your logo on signs by well-attended rest stop along route
- Recognition on team/participant pages, website, social media, and during opening ceremonies
- Option for your staff to volunteer at rest stops

Event Sponsor - \$500

- Recognition on team/participant pages, website, social media, and during opening ceremonies

Distance Sponsor - \$250

- Your logo on "distance marker" signs for each sponsored km
- Recognition on website, social media, and RIDE Day

Media Sponsor - In-Kind Support

- Option to exclusively sponsor and be recognized as a radio, print, or TV media supporter
- Recognition as Media Sponsor on website, social media, opening ceremonies, and RIDE Day

Goods & Services - In-Kind Support

- Recognition on RIDE Day, website, and social media



Don't see what you're looking for?

Talk to us! We can work with you to create your own customized sponsorship opportunity.

////////// IN 2018 //////////

6,500+ participants
and **28,000** donors
in over **27** locations

(from the Pacific all the way across to the Atlantic)

••• helped raise over •••

\$2.3 million

Did you know?
RIDE participants
and volunteers are
70% more likely
to support a
RIDE Sponsor

RIDE FACTS

- 100 riders and walkers raised \$30,000 in the Niagara RIDE last year
- Across Canada, over 250 charities use the RIDE to raise money for their work
- The average age is 38
- The average participant raises \$335
- In 2018, over 220 businesses across Canada supported the RIDE through sponsorship

To become a Ride for Refuge sponsor, please contact:
Jen Taylor, Director of Events
Phone: (519) 603-2250 x8
Email: jen@blueseafoundation.org

Next Steps

1. Confirm Your Sponsorship Level

Please call or email your RIDE sponsorship rep to discuss your sponsorship type and financial level (see yellow contact box above).

2. Make a Payment

Once you have confirmed your sponsorship type and amount with your RIDE rep, you will receive an invoice directly from Blue Sea Foundation (the charity that operates the RIDE). From there, you can quickly and securely pay your invoice online via credit card.

(Note: We also accept cheques, payable to "Blue Sea Foundation" – please allow 1-2 weeks for processing.)

3. Email Logo

Please email your RIDE sponsorship rep with a good quality copy of your corporate logo. Your logo will then appear on your RIDE location's page, usually within a day or so. (Take a look at rideforrefuge.org/locations to see the location list, and click on your city name to see your local page). You will also be included on the RIDE's national sponsor listing page at rideforrefuge.org/sponsors.



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FOUNDATION

Blue Sea Foundation is a registered Canadian charity (819882655 RR0001) that exists to help other charities thrive financially by providing easy access to profitable turn-key fundraising events and services, like the **Ride for Refuge**, the **Coldest Night of the Year**, and **The Grand Parade**.

**RIDE
FOR
REFUGE**

what moves you?
rideforrefuge.org