



# SPONSORSHIP PACKAGE 2021

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



*Community Involves Everyone*

## **Community Care of West Niagara**

4309 Central Avenue, Beamsville | 3831 Victoria Avenue, Vineland

**Mail** PO Box 171, Beamsville, ON L0R 1B0

**Phone** (905) 563-5822

**Website** [www.communitycarewn.ca](http://www.communitycarewn.ca)

**9 out of 10**

participants  
recommend the RIDE

**top 30**

ranked among the top  
fundraising events in Canada



## About Community Care of West Niagara

Community Care of West Niagara is the proud host charity for Ride for Refuge in West Niagara. Your sponsorship of the RIDE helps us “Grow our Community Beyond Hunger”!

Last year’s participants were polled, results said  
**over the next 18 months...**

- **25%** will purchase a new vehicle
- **12%** will apply for a credit card
- **60%** will buy sports equipment
- **48%** will renovate their home
- **11%** will apply for a mortgage
- **46%** will purchase insurance
- **37%** will buy a new smartphone
- **80%** will stay in a hotel

### **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.

**CCWN** relies on businesses like yours to expand our care and grow the event locally.

*Sponsorship Opportunities on Next Page...*



#### **Don't see what you're looking for?**

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

### **Lead Sponsor - \$2,500**

- Name on 2 Mobile Signs on a main street in Lincoln for a minimum of 2 weeks
- Recognition on team/participant pages, National Ride website & CCWN website, logo on all staff email signatures, social media, and a Video or AD in the event video
- Logo on oversized RIDE poster displayed on event day
- Logo on CCWN Event Video on YouTube, CCWN website & shared on Social media
- Option for RIDE Day booth or display
- Promo item included in goodie bag

### **Supporting Sponsor - \$1,500**

- Name on 2 Mobile Signs on a main street in Lincoln for a minimum of 1 week
- Recognition on team/participant pages, National Ride & CCWN website, logo on our email signatures, on social media and an AD on the event video
- Logo on oversized RIDE poster displayed on event day at lunch
- Logo on CCWN Event Video on YouTube, CCWN website & shared on Social media
- Option for RIDE Day booth or display
- Promo item included in goodie bag

### **Rest Stop Sponsor - \$1,000**

- Recognition on team/participant pages, National Ride & CCWN website, logo on our email signatures, on social media
- Logo on oversized RIDE poster displayed on event day at lunch
- Logo on CCWN Event Video on YouTube, CCWN website & shared on Social media
- Option for RIDE Day booth or display
- Promo item included in goodie bag

### **Distance Sponsor - \$500**

- Recognition on team/participant pages, Ride & CCWN website, social media,
- Logo on CCWN Event Video on YouTube, CCWN website & shared on Social media
- Lawn signs with logo at all 3 of the Pit Stop/Pick up locations
- Promo item included in goodie bag

### **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 the National Ride website, CCWN website, social media, and on RIDE Day
- Logo on CCWN Event Video on YouTube, CCWN website & shared on Social media

### **Goods & Services - In-Kind Support**

- Recognition as Goods & Services Sponsor on the National Ride website, CCWN website, social media, and on RIDE Day
- Logo on CCWN Event Video on YouTube, CCWN website & shared on Social media

To become a CCWN Ride for Refuge sponsor, please contact:  
Lynda O'Donnell, Manager of Community Engagement  
Phone: (905) 563-5822 x3  
Email: [lynda@communitycarewn.ca](mailto:lynda@communitycarewn.ca)

## 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 2-4 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](http://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](http://rideforrefuge.org/sponsors).



**blueseas**  
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](http://rideforrefuge.org)