



RIDE FOR THE RIDGE

Supporting  Lakeridge Health

SPONSORSHIP OPPORTUNITIES

May 24, 2026
Ajax Downs, Ajax Ontario

SNAPSHOT OF 2025

-  **190 RIDERS**
-  **20 TEAMS**
-  **10,860 KM TRAVELLED**
-  **OVER \$191,000 RAISED**

WHAT TO EXPECT IN 2026

Riders will enjoy the ultimate experience from arrival to finish. With various breakfast items to fuel passionate participants and an exuberant cheering section, riders will take off on expertly planned routes – 10km, 25km, 60km, and 100km – that showcase Durham Region’s landscape.

Riders will have peace of mind with the presence of mechanical bike support pre-race and on the road. Post-race, we’ll offer warming or cooling stations based on the weather, along with a gourmet lunch, to help you rest and recharge.

Through Ride for the ‘Ridge, we’re building a community of riders dedicated to advancing health care in Durham Region. Will you join us?



WHY SPONSOR RIDE FOR THE ‘RIDGE?'

Your investment in the health of our community bonds you to a cause that impacts everyone.

When you join as a sponsor, you'll **gain valuable exposure** and **access to potential clients and customers**, all while helping to **build a stronger, healthier Durham Region.**

Sponsorship puts your brand in front of a dynamic, engaged audience, builds recognition, and aligns your company with a cause that matters to thousands of families across the region.

Choose a level with rider registration and take advantage of this unique opportunity to either enjoy the ride or invite clients to join you for the ultimate networking atmosphere.

SPONSORSHIP CONTACTS

Pamela Loveless
Manager, Philanthropy
ploveless@lh.ca
W: 905-576-8711 ext. 33824
C: 416-545-7569

Samantha Di Feo
Corporate Giving Officer
sdifeo@lh.ca
W: 905-576-8711 ext. 33847

Benefitting



SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR

\$40,000 (EXCLUSIVE | 1 AVAILABLE)

SOLD OUT

Marketing and Brand Exposure:

- Inclusion in press release to Durham Region media outlets
- Premium brand exposure on ALL marketing materials: digital and print materials, signage, website (approx 20,000 views), various local and GTA advertising channels (including 1 full page ad in Toronto Star)
- Logo on Ride for the 'Ridge jersey, water bottle and gaiter
- Mention in Foundations' e-newsletters between March and June with a combined subscriber list of over 16,651
- Social media posts on Foundations' channels and Ride for the 'Ridge account with over 34,000 followers combined
- Inclusion in Hospital internal and external newsletter with combined recipients of over 10,000
- Logo on banners in lobby of Hospital sites with combined patient visits of over 148,000 between March and May
- Speaking opportunity during event
- Templates for internal communications

FAMILY EXPERIENCE SPONSOR

\$25,000 (1 AVAILABLE)

On-Site Event Perks:

- 40 'Ridge Rider Registrations (Jerseys included and fundraising minimum waived)
- VIP 'Ridge Rider Experience
Exclusive event-day perks for ALL members of the sponsor cycling team including clients and partners invited by staff
 - Reserved VIP Parking
Stress-free exclusive priority parking
 - On-Call Support & VIP Ride Assistance
A private rider support number for immediate assistance and ride-day logistics
 - Front-of-the-Pack Access
Skilled riders will have first priority at the starting line
 - Custom Branded Jerseys
Stand out on the road with a limited-edition jersey for qualifying team members
 - Recovery Zone
On-site massage therapist and special recovery kit
 - Dedicated Lunch Area
Reserved tables for teammates to enjoy lunch and connect with colleagues and clients
- Premium logo placement on starting line
- Logo on volunteer shirts and cheer zone

On-Site Visibility & Marketing Benefits

- 15 Rider Registrations (Jerseys included)
- VIP parking + front-of-pack start
- Priority logo at the starting line
- Exclusive naming and premium logo placements on our inaugural family and new rider 10km route and Family Fun Zone
- Inclusion in regional press release
- High-visibility placement across all marketing initiatives
- Hospital screens in public areas
- Hospital Screen Saver visibility
- Social media + e-news features
- Hospital newsletter and lobby banner exposure
- Internal communications toolkit and kick off call
- Event-day speaking opportunity
- Discount code for additional Rider Registrations

SPONSORSHIP OPPORTUNITIES

TRAILBLAZER SPONSOR

\$15,000 (2 AVAILABLE)

On-Site Visibility & Marketing Benefits

- 8 Rider Registrations (Jerseys included)
- Starting line logo placement
- Choose one premium logo placement in high traffic area:
 - Registration
 - Bike Rack Zone
 - Breakfast Station
 - Lunch Station
- Logo inclusion across marketing initiatives
- Logo on website + select print signage
- Social media and e-news features
- Hospital lobby banner exposure
- Discount code for additional Rider Registrations

PACESETTER SPONSOR

\$10,000 (2 AVAILABLE)

On-Site Visibility & Marketing Benefits

- 5 Rider Registrations (Jerseys included)
- Choice of one premium logo placement:
 - Directional Signage
 - First Aid Station
- Logo on website + select print signage
- Social media and e-news feature
- Discount code for additional Rider Registrations

BREAKAWAY SPONSOR

\$7,500 (4 AVAILABLE)

On-Site Visibility & Marketing Benefits

- 3 Rider Registrations (Jerseys included)
- Logo at starting line
- Choice of one premium logo placement:
 - Cheer Zone
 - Warming/Cooling Zone
- Logo on website & select print signage
- Social media and e-news feature
- Discount code for additional Rider Registrations

PELOTON SPONSOR

\$5,000 (10 AVAILABLE)

On-Site Visibility & Marketing Benefits

- 2 Rider Registrations (Jerseys included)
- Logo on website & shared event signage
- Group social media recognition & e-news mention
- Discount code for additional Rider Registrations

SWEEPER SPONSOR

\$3,000 (15 AVAILABLE)

On-Site Visibility & Marketing Benefits

- 2 Rider Registrations (Jerseys included)
- Logo on website + shared event signage
- Group social media acknowledgement
- Discount code for additional Rider Registrations

COMMUNITY SPONSOR

\$1,000 (UNLIMITED SPOTS)

On-Site Visibility & Marketing Benefits

- Logo on event website and a shared "Thank You to Our Community Supporters" sign on-site.

NEW: ADD-ON OPPORTUNITIES

AVAILABLE TO ANY SPONSOR OR A LA CARTE

Brand Activations - \$1,500

Bring a branded 10x10 tent for product demos, giveaways, or engagement activities. Includes power access and prime placement at the main venue.

Rest Stop Activation – \$3,000

Exclusive branding and activation at one of three rest stops. Includes custom signage and product placement rights. A fantastic volunteer opportunity for your employees!

Rider Services Add-Ons

- Bike Mechanic Station at main venue – \$2,500
- Massage & Recovery Zone – \$2,500
- "Bike First Aid" Roving Mini-Station – \$1,500

Visibility Add-Ons

- Hospital Food Court Screens – \$2,500
- Regional Hospital Screensavers – \$2,500
- Photo-Op Zone – \$2,000 Custom branded photo backdrop for riders and families

MARKETING & AUDIENCE REACH

DIGITAL REACH

- 20,000+ annual website views leading up to event day
- 34,000 combined social media followers across Foundation and event channels
- 16,651 e-newsletter subscribers, receiving multiple touchpoints from January-May
- Average email open rate - above industry standard: 35%

COMMUNITY REACH

- 148,000+ patient visits across hospital lobbies where sponsor banners are displayed (March-May)
- Digital screen visibility across multiple Lakeridge Health sites, reaching patients, visitors, and staff daily
- 10,000+ recipients across internal and external hospital newsletters
- Our 2025 Riders: 89% live in Durham Region. 68% are male and 32% are female.

MEDIA REACH

- Inclusion in targeted press releases to Durham Region outlets
- Featured in local and GTA media campaigns, including digital ads, print placements, and a Toronto Star ad
- Additional reach through rider-generated content and community sharing

ON-SITE ENGAGEMENT

- 500+ riders and spectators, volunteers, and families engaging with branded activations
- High-traffic touchpoints including registration, start/finish lines, rest stops, and rider village
- Photo ops, cheer zones, and branded tents amplify sponsor visibility and social shareability



Supporting



Lakeridge
Health