



# RIDE FOR THE RIDGE

In Support of Lakeridge Health

## SPONSORSHIP OPPORTUNITIES

Sunday May 25  
1805 Taunton Rd,  
Hampton, ON L0B 1J0

Ajax  
Pickering  
Hospital  
Foundation



PORT PERRY  
HOSPITAL  
Foundation



# 2024 SUCCESS: BIKE FOR HEALTH INSPIRES DURHAM REGION COMMUNITY

On **June 2, 2024** we were joined by 265 riders for the Bike for Health event, an exciting collaboration of the Foundations of Lakeridge Health to raise important funds for all five of our hospital sites: Ajax Pickering, Whitby, Oshawa, Bowmanville and Port Perry.

With the support of top sponsors like RBC and Elexicon, and fundraising by our riders, the event raised over \$363,900 for health care in Durham Region!

These funds helped purchase:

- Bladder Scanners in Whitby and Oshawa
- C-Arm in Ajax
- Critical Needs for the Bowmanville Redevelopment
- AEDs in Port Perry

# 2025: ANNOUNCING RIDE FOR THE 'RIDGE

**SUNDAY, MAY 25**  
**PINGLE'S FARM, HAMPTON**

In 2025, Bike for Health will transform into Ride for the 'Ridge. Sponsors can expect an invigorated experience, palpable excitement, comprehensive recognition, enviable swag and unique opportunities to join participant interaction on event day.

Riders will enjoy the ultimate experience from arrival to finish. With various breakfast items to fuel passionate participants and exuberant cheering section, riders will take off on expert planned routes – 25km, 50km and 100km – that showcase the Durham Region 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 weather and gourmet lunch to 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?

**BIKE  
FOR HEALTH**

IS NOW

**RIDE  
FOR THE  
'RIDGE**







# WHY SPONSOR RIDE FOR THE 'RIDGE?

**This isn't just a bike ride. It's a movement for better health care.**

Ride for the 'Ridge is Durham Region's premier cycling event bringing together over 300 passionate cyclists, community leaders, and health care supporters, all riding to make a difference for the hospitals of Lakeridge Health. When cyclists become 'Ridge Riders, they join an exclusive group of passionate individuals with a mission to advance health care close to home.

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

When you join as a sponsor, you'll simultaneously gain valuable exposure and get access to potential clients and customers all while helping 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.

Your support will help fund **state-of-the-art medical equipment, enhanced patient care, and critical hospital needs** at Ajax Pickering Hospital, Bowmanville Hospital, Whitby Hospital, Oshawa Hospital, and Port Perry Hospital—a **5-in-1 impact!**

**Be more than a sponsor—be a 'Ridge Rider and help power the future of health care in Durham Region!**

**'RIDGE  RIDER**



# SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR – \$40,000  
(EXCLUSIVE – 1 AVAILABLE)

SOLD OUT

Own the road as the Presenting Sponsor for Ride for the ‘Ridge—this is your chance to lead the pack while enjoying the most unique and exclusive sponsor experience ever provided.

ON-SITE EVENT PERKS:

- 30 ‘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 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, designed for both style and performance
  - 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

SUMMIT SPONSOR – \$25,000  
(1 AVAILABLE)

The ultimate measure of strength and endurance, the summit is the peak accomplishment for riders. Take advantage of comprehensive brand visibility, premium placement and unique opportunities for engagement.

ON-SITE EVENT PERKS:

- 10 ‘Ridge Rider registrations  
(jerseys included and fundraising minimum waived)
- VIP Reserved Parking –  
stress-free exclusive priority parking
- VIP Front-of-the-Pack Access –  
skilled riders will have priority at the starting line
- VIP Dedicated Lunch Area –  
reserved tables for teammates to enjoy lunch and connect with colleagues and clients
- Prominent logo placement on starting line for all to see

MARKETING AND BRAND EXPOSURE:

- Inclusion in press release to Durham Region media outlets
- Superior 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-June with a combined subscriber list of 16,651
- Social media posts on Foundations’ channels and Ride for the ‘Ridge account with combined 34,000 followers
- Inclusion in Hospital internal and external newsletter with combined recipients of almost 10,000
- Logo on banners in lobby of Hospital sites with combined patient visits of over 148,000 between March and May
- Templates for internal communications



TRAILBLAZER SPONSOR – \$15,000  
(2 AVAILABLE)

Break away from the pack and make your mark on the future of health care. Riders will recognize your brand’s prime visibility and commitment to the community as one of our top sponsors.

ON-SITE EVENT PERKS:

- **5 ‘Ridge Rider registrations**  
(jerseys included and fundraising minimum waived)
- **VIP Dedicated Lunch Area** – reserved tables for up to 10 teammates to enjoy lunch and connect with colleagues and clients
- **Prominent logo placement on starting line for all to see**
- **Premium logo placement on one of the following**
  - Warming/Cooling Area
  - Directional Signage

MARKETING AND BRAND EXPOSURE:

- Inclusion in press release to Durham Region media outlets
- Excellent 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
- Mention in Foundations’ e-newsletters between March-June with a combined subscriber list of 16,651
- Social media posts on Foundations’ channels and Ride for the ‘Ridge account with combined 34,000 followers
- Inclusion in Hospital internal and external newsletter with combined recipients of almost 10,000
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- Templates for internal communications

PACESETTER SPONSOR – \$10,000  
(3 AVAILABLE)

Lead the charge and immerse your brand in one of the most visible event spots. As one of our top sponsors you’ll be highlighted as a champion for exceptional health care in Durham Region.

ON-SITE EVENT PERKS:

- **5 ‘Ridge Rider registrations**  
(jerseys included and fundraising minimum waived)
- **VIP Dedicated Lunch Area** – reserved lunch area for up to 10 teammates to enjoy lunch and connect with colleagues and clients
- **Prominent logo placement on starting line for all to see**
- **Premium logo placement on one of the following**
  - Breakfast Station
  - First Aid Station
  - Food Area (Lunch)

MARKETING AND BRAND EXPOSURE:

- Inclusion in press release to Durham Region media outlets
- Excellent 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)
- Mention in Foundations’ e-newsletters between March-June with a combined subscriber list of 16,651
- Social media posts on Foundations’ channels and Ride for the ‘Ridge account with combined 34,000 followers
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- Logo on banners in lobby of Hospital sites with combined patient visits of over 148,000 between March and May



**BREAKAWAY SPONSOR – \$7,500**  
**(3 AVAILABLE)**

It’s time to break away from the pack, leave your mark and inspire our community to transform health care. Gain visibility and drive brand awareness at our unique event.

**ON-SITE EVENT PERKS:**

- **5 ‘Ridge Rider registrations**  
(jerseys included and fundraising minimum waived)
- **Dedicated Lunch Area** –  
reserved lunch area for up to 10 teammates to enjoy lunch and connect with colleagues and clients
- **Logo placement on starting line for all to see**
- **Premium logo placement on one of the following**
  - Cheer Zone
  - Registration
  - Bike Rack

**MARKETING AND  
BRAND EXPOSURE:**

- Brand exposure on signage, website (approx 20,000 views) and print materials
- Mention in Foundations’ e-newsletters between March-June with a combined subscriber list of 16,651
- Social media posts on Foundations’ channels and Ride for the ‘Ridge account with combined 34,000 followers
- Logo on banners in lobby of Hospital sites with combined patient visits of over 148,000 between March and May

**PELOTON SPONSOR – \$5,000**  
**(10 AVAILABLE)**

Power the ride – and the cause! Gain solid visibility while backing our movement to provide the best health care, close to home.

**ON-SITE EVENT PERKS:**

- **2 ‘Ridge Rider registrations**  
(jerseys included and fundraising minimum waived)
- **Dedicated Lunch Area** –  
reserved lunch area for up to 4 teammates to enjoy lunch and connect with colleagues and clients
- **Logo on starting line for all to see**

**MARKETING AND BRAND  
EXPOSURE:**

- Brand exposure on signage, website (approx 20,000 views) and print materials
- Mention in Foundations’ e-newsletters between March-June with a combined subscriber list of 16,651
- Social media posts on Foundations’ channels and Ride for the ‘Ridge account with combined 34,000 followers
- Logo on banners in lobby of Hospital sites with combined patient visits of over 148,000 between March and May



SPONSORSHIP OPPORTUNITIES

SWEeper SPONSOR– \$3,000 (15 AVAILABLE)

BACK THE RIDERS. GET NOTICED.  
A solid, affordable way to show up and show off.

ON-SITE EVENT PERKS:

→ 2 ‘Ridge Rider registrations  
(jerseys included and fundraising minimum waived)

MARKETING AND BRAND EXPOSURE:

- Brand exposure on signage, website (approx 20,000 views) and print materials
- Social media posts on Foundations' channels and Ride for the 'Ridge account with combined 34,000 followers
- Logo on banners in lobby of Hospital sites with combined patient visits of over 148,000 between March and May

SPONSORSHIP CONTACT:

Daina Robinson  
Event Lead, Ride for the 'Ridge

darobinson@lh.ca  
905-391-0181



ALL SPONSORS WILL BE RECOGNIZED IN POST-EVENT COMMUNICATIONS & RECEIVE A SPECIAL THANK-YOU FROM THE RIDE FOR THE ‘RIDGE TEAM.

BE PART OF SOMETHING BIGGER. BE A ‘RIDGE RIDER & SUPPORT THE FUTURE OF HEALTH CARE IN DURHAM REGION.

	Presenting	Summit	Trailblazer	Pacesetter	Breakaway	Peloton	Sweeper
Ultimate VIP Experience	X	Limited					
Riders	30	10	5	5	5	5	2
Front of Pack access	X	X					
Reserved Parking	X	X	X				
Logo on Water bottle and gaiter	X	X					
Logo on Jersey	X	X	X	X			
Press release	X	X	X	X			
Reserved Lunch Area	X	X	X	X			
Designation Option	X	X	X	X			
Logo on starting line	X	X	X	X	X	X	
Logo and mention in print and digital materials	X	X	X	X	X	X	X
Mention in E-com and social media	X	X	X	X	X	X	Limited
Custom thank you	X	X	X	X	X	X	X



# ABOUT LAKERIDGE HEALTH

Lakeridge Health is the largest community-based health care system in Ontario, serving patients and their families in Durham Region, one of the fastest growing metropolitan areas in Canada.

We provide one of the most comprehensive ranges of acute, ambulatory, and long-term care services in Ontario, including five hospitals, four emergency departments, three critical care units, a long-term care home, a top-ranked Cancer Centre, more than 20 community health care locations, and a full range of medical and surgical specialties.

Lakeridge Health is home to ~9,000 staff and physicians making the organization the largest employer in Durham Region.

Ajax  
Pickering  
Hospital  
Foundation

Bowmanville  
Hospital Foundation  
We Care, We Can.

Lakeridge  
Health  
Foundation

PORT PERRY  
HOSPITAL  
Foundation

The Lakeridge Health system of hospitals is supported by four Foundations: Ajax Pickering Hospital Foundation, Bowmanville Hospital Foundation, Lakeridge Health Foundation and Port Perry Hospital Foundation.

Together through generous donations from individuals, organizations, community groups, events and local initiatives, we raise funds and awareness for the five hospital sites of Lakeridge Health.

Recent and ongoing projects made possible by donors include the building of the Jerry Coughlan Health and Wellness Centre in Pickering, the redevelopment of the Bowmanville Hospital, the purchase of a da Vinci Surgical Robot and PET-CT Scanner in Oshawa, the replacement of dialysis chairs in Whitby and a new CT-Scanner in Port Perry.





# THANK YOU FOR YOUR SUPPORT.



Connect with your community.  
Connect with us!

[www.ridefortheridge.ca](http://www.ridefortheridge.ca)

 @ridefortheridge

 @rideforth

1 Hospital Court  
Oshawa, ON L1G 2B9

905-433-4339  
[foundation@lh.ca](mailto:foundation@lh.ca)



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