



Mackenzie
Health
Foundation



Proud partner

AT WESTLIN FARMS

SUNDAY, SEPTEMBER 24, 2023

MHFRide.ca

THE ULTIMATE RIDE

RIDE ON FOR MACKENZIE HEALTH

Get ready to ride and join us at the 9th annual Ride for Mackenzie Health, presented by CIBC, on **Sunday, September 24, 2023** at Westlin Farms.

Each year Ride brings passionate cyclists together to help accelerate leading specialized care in York Region. While each rider has their reason for riding, we are all heading towards the same goal: building a better and bolder future for the health of our growing community.

From welcoming new babies to mending broken arms to treating cancers, stroke and other life-threatening diseases, Mackenzie Health is there for all of us. This year, our goal is to raise **\$360,000**, and we invite all participants to raise funds with their families, friends and peers. With your support, Cortellucci Vaughan Hospital and Mackenzie Richmond Hill Hospital can continue to make critical investments in the spaces, programs, people and technology that ensure world-leading, compassionate health care is close to home.

Riders can sign up for a 40, 70, or 100 KM route. Riders will receive a Ride for Mackenzie Health jersey and have a chance to win great prizes. There will also be dedicated rest stops along the way.

Whether you ride solo, join a team, become a sponsor or donate, we thank you for your consideration and look forward to riding together for Mackenzie Health!

Sincerely,



A handwritten signature in blue ink, appearing to read 'Domenic Gurreri'.

Domenic Gurreri
Co-Chair
Ride for Mackenzie Health



A handwritten signature in blue ink, appearing to read 'Mark Roccatani'.

Mark Roccatani
Co-Chair
Ride for Mackenzie Health

P.S. Hurry! Early bird pricing ends June 30, 2023.



A CYCLIST WHO SERVES

MEET STEPHANIE CERA AMENTA

After the difficult loss of her father to cancer in 2011, Stephanie was motivated to fundraise for causes close to her heart.

To honour his legacy, Stephanie bought her first bike in 2014 and started participating in fundraising rides. Her first event was a 200km Ride to Conquer Cancer. She pinned a picture of her Dad to the back of her jersey because she wanted to keep her dad close on her journey. “That was such a challenging first ride. But I felt my Dad’s hand on my back, helping me up those climbs, the whole time.”

“It felt so good to give back in that meaningful way. I just kept riding and chose charities that were important to me.” Since then, Stephanie’s raised over \$150K for cancer research, heart and stroke, mental health and her local hospitals, including Mackenzie Richmond Hill and Cortellucci Vaughan Hospital.

Her own family has received care at Mackenzie Health’s two hospitals: she gave birth to both her children, her son was diagnosed with a congenital heart defect and later underwent open heart surgery

as an infant, her husband had a heart attack and her father-in-law suffered a stroke.

That’s why Stephanie is committed to paying it forward by joining Ride for Mackenzie Health for her third consecutive year.

“Having two state-of-the-art hospitals just 10 minutes from home provides peace of mind that me and my family will be taken care of our whole lives.”

In 2021, Stephanie formed the event’s first all-female team, with several first-time riders. She’s on a mission to boost female participation in these ambitious and philanthropic rides and raise awareness for women’s health.

Stephanie encourages riders to “get out of your comfort zone, have fun and gather as a community. You don’t have to be an avid cyclist to participate. You can choose the route that works for you. And it feels great to pay it forward.”

Stephanie’s philanthropic spirit and passion for cycling is why she’s known as a cyclist who serves.



RIDE WITH US!

REGISTER AS A RIDER OR TEAM CAPTAIN

\$95 | EARLY BIRD RIDER RATE
until June 30, 2023

\$125 | RIDER RATE
until September 15, 2023

FUNDRAISING

All Riders are encouraged to use the Participant Centre and fundraise.

ALL RIDERS WHO REGISTER WILL RECEIVE A:

- Ride for Mackenzie Health jersey.*
- Post-ride t-shirt.
- Post-ride celebration with food and beverage.

* Deadline to register to receive a jersey June 30, 2023.



CONTESTS

YOU CAN WIN!

GEAR UP CONTEST

Raise \$1,200 by July 31, 2023 and you will be entered into a draw for a chance to WIN a bike tune up at **Forza Performance Bike Shop**.†



SHOP 'TIL YOU DROP FUNDRAISING CONTEST

Register and raise \$1,500 by September 15, 2023 and you will be entered into a draw for the chance to WIN a **\$500 gift card to Hillcrest Mall**!†



† The prize is subject to the terms and conditions imposed by the issuer. All participants must reach the required fundraising goal in accordance with the contest rules to be entered into the draw for the chance to win. See full rules and regulations at MHFRide.ca.



\$10K TEAM CHALLENGE

As a team of 10 riders, raise or pledge a collective amount of \$10,000 by September 24, 2023.

Your team will participate in:

- Being a part of a team of 10 (minimum).
- Customized area on jersey (deadline: June 30, 2023).
- Social shout-out.
- Podium shout-out.
- Printed team photo.
- Team listed on MHFRide.ca.
- Special post ride Celebration benefits.

Each rider on the team needs to raise a minimum of \$1,000 each. Minimum of 10 riders per team. Each additional team member will be required to meet the \$1,000 minimum fundraising threshold.

Funds must be raised by September 24, 2023, or individual participants will be automatically charged for any outstanding funds.

Contests are outside of Team Challenge. Riders must adhere to contest rules to be eligible. To opt in to Team Challenge, please email ride@mackenziehealth.ca.

CORPORATE PARTNERSHIPS

Our corporate partners play a major role in helping us fund the lifesaving tools, systems and programs our patients rely on to get better. As one of our valued partners, you'll receive:

- Access to a niche club of over 300 cyclists.
- The opportunity to increase sales, build a loyal fan base and attract new customers.
- The opportunity to engage your staff and boost morale by building your own cycling team.
- Pre-event, day-of and post-event recognition in digital and print promotional materials.
- Brand exposure in our communities of Vaughan, Richmond Hill and King.

DONATION & GIFT-IN-KIND

Make a financial gift or contribute with an in-kind donation — consider products, services or gift certificates our riders will love.

BENEFITS CAN INCLUDE:

- Recognition in the 2023 Ride for Mackenzie Health sponsor listing at MHFRide.ca.
- Business acknowledgment receipt for the full sponsorship amount.

MARKET REACH



OUR RIDERS

Over 300 cycling enthusiasts
Male skew • Ages 45+
Affluent business professionals
living in Vaughan,
Richmond Hill and King



PRINT MEDIA AUDIENCES

Vaughan Citizen – 58,400
Richmond Hill Liberal – 48,550
Thornhill Liberal – 29,400
King Connection – 6,900



MACKENZIE HEALTH STAFF

Approximately 5,900 staff
members and volunteers,
including 780 physicians



SOCIAL MEDIA FOLLOWERS

Facebook: 4,000
Instagram: 5,600
Twitter: 8,250



\$25,000 | CIBC

PRESENTING PARTNER

BENEFITS:

EVENT DAY RECOGNITION

- Logo recognition:
 - Print and/or electronic signage at event.
 - Premium placement on Ride for Mackenzie Health jerseys (deadline: June 30, 2023).
 - Premium placement on Ride for Mackenzie Health t-shirts (deadline: July 31, 2023).
 - Start and finish line banners.
 - Featured on stage banner.
- Corporate recognition from podium.
- Opportunity to donate promotional items/products.

EVENT MARKETING & PROMOTIONAL BENEFITS

- Logo recognition:
 - Exclusive lock up with event branding.
 - Event promotional materials and giveaways.
 - Print and electronic advertising, including pre and post newspaper ads, paid social media and emails.
 - Event website and partner listing at MHFRide.ca.
 - Pre and day-of event messaging on Mackenzie Health's social media channels: Instagram, Twitter, Facebook, and LinkedIn reaching 38,000+ followers.
- Rights to use Ride for Mackenzie Health name and logo in promotions (Mackenzie Health Foundation retains the right to approve all artwork).

HOSPITAL MARKETING & ADDITIONAL BENEFITS

- Digital screen at Cortellucci Vaughan Hospital.
- Recognition in Mackenzie Health Foundation's donor listings, including our donor walls at Mackenzie Richmond Hill and Cortellucci Vaughan Hospitals.
- Business acknowledgment receipt for the full sponsorship amount.
- 15 Complimentary ride registrations (value of \$1,875).



\$20,000 BREAKAWAY PARTNER

BENEFITS:

EVENT DAY RECOGNITION

- Logo recognition:
 - Print and/or electronic signage at event.
 - Back of Ride for Mackenzie Health jerseys (deadline: June 30, 2023).
 - Back of Ride for Mackenzie Health t-shirts (deadline: July 31, 2023).
- Corporate recognition from podium.
- Opportunity to donate promotional items/products.

EVENT MARKETING & PROMOTIONAL BENEFITS

- Logo recognition:
 - Print and electronic advertising, including pre and post newspaper ads, paid social media and emails.
 - Event website and partner listing at MHFRide.ca.
 - Pre and day-of event messaging on Mackenzie Health's social media channels: Instagram, Twitter, Facebook, and LinkedIn reaching 38,000+ followers.

HOSPITAL MARKETING & ADDITIONAL BENEFITS

- Digital screen at Cortellucci Vaughan Hospital.
- Recognition in Mackenzie Health Foundation's donor listings, including our donor walls at Mackenzie Richmond Hill and Cortellucci Vaughan Hospitals.
- Business acknowledgment receipt for the full sponsorship amount.
- 10 Complimentary ride registrations (value of \$1,250).

EXCLUSIVE BRANDING OPPORTUNITY (SELECT ONE):

Logo will be featured on one of the following:

- Celebration Area (Post-Ride)
- Rest Stops



\$15,000 PELOTON PARTNER

BENEFITS:

EVENT DAY RECOGNITION

- Logo recognition:
 - Select print and/or electronic signage at event.
 - Back of Ride for Mackenzie Health jerseys (deadline: June 30, 2023).
 - Back of Ride for Mackenzie Health t-shirts (deadline: July 31, 2023).
- Corporate recognition from podium.
- Opportunity to donate promotional items/products.

EVENT MARKETING & PROMOTIONAL BENEFITS

- Logo recognition:
 - Select print and electronic advertising, including pre and post newspaper ads, paid social media and emails.
 - Event website and partner listing at MHFRide.ca.
 - Mackenzie Health's social media channels: Instagram, Twitter, Facebook, and LinkedIn reaching 38,000+ followers.

HOSPITAL MARKETING & ADDITIONAL BENEFITS

- Digital screen at Cortellucci Vaughan Hospital.
- Recognition in Mackenzie Health Foundation's donor listings, including our donor walls at Mackenzie Richmond Hill and Cortellucci Vaughan Hospitals.
- Business acknowledgment receipt for the full sponsorship amount.
- 8 Complimentary ride registrations (value of \$1,000).

EXCLUSIVE BRANDING OPPORTUNITY (SELECT ONE):

Logo will be featured on one of the following:

- Ride for Mackenzie Health t-shirt (logo on sleeve)
- Cyclist Kits (logo on the front of all cyclist kits)
- Safety Partner (logo on bike tool and safety vehicle contact card)
- Lunch Partner (signage in the lunch area post-Ride)



\$10,000 ECHELON PARTNER

BENEFITS:

EVENT DAY RECOGNITION

- Logo recognition:
 - Select print and/or electronic signage at event.
 - Back of Ride for Mackenzie Health jerseys (deadline: June 30, 2023).
 - Back of Ride for Mackenzie Health t-shirts (deadline: July 31, 2023).
- Corporate recognition from podium.
- Opportunity to donate promotional items/products.

EVENT MARKETING & PROMOTIONAL BENEFITS

- Logo recognition:
 - Select print and electronic advertising, including pre and post newspaper ads, paid social media and emails.
 - Event website and partner listing at MHFRide.ca.
 - Mackenzie Health's social media channels: Instagram, Twitter, Facebook, and LinkedIn reaching 38,000+ followers.

HOSPITAL MARKETING & ADDITIONAL BENEFITS

- Digital screen at Cortellucci Vaughan Hospital.
- Recognition in Mackenzie Health Foundation's donor listings, including our donor walls at Mackenzie Richmond Hill and Cortellucci Vaughan Hospitals.
- Business acknowledgment receipt for the full sponsorship amount.
- 6 Complimentary ride registrations (value of \$750).

EXCLUSIVE BRANDING OPPORTUNITY (SELECT ONE):

Logo will be featured on one of the following:

- Neck gaiter
- Water bottle
- Photo Partner (logo on each printed photo)
- Breakfast Partner (signage in breakfast area pre-Ride)
- Entertainment Partner



\$7,500 JERSEY PARTNER

BENEFITS:

EVENT DAY RECOGNITION

- Logo recognition:
 - Ride for Mackenzie Health t-shirts (deadline: July 31, 2023).
- Opportunity to donate promotional items/products.

EVENT MARKETING & PROMOTIONAL BENEFITS

- Logo recognition:
 - Select print and electronic advertising, including pre and post newspaper ads, paid social media and emails.
 - Event website and partner listing at MHFRide.ca.
 - Mackenzie Health's social media channels: Instagram, Twitter, Facebook, and LinkedIn reaching 38,000+ followers.

HOSPITAL MARKETING & ADDITIONAL BENEFITS

- Digital screen at Cortellucci Vaughan Hospital.
- Business acknowledgment receipt for the full sponsorship amount.
- 4 Complimentary ride registrations (value of \$500).

BRANDING OPPORTUNITY:

Logo will be featured on:

- Ride for Mackenzie Health jersey (deadline: June 30, 2023) – Multiple opportunities available



\$5,000 ROUTE PARTNER

BENEFITS:

EVENT DAY RECOGNITION

- Logo recognition:
 - Select print and/or electronic signage at event.
- Opportunity to donate promotional items/products.

EVENT MARKETING & PROMOTIONAL BENEFITS

- Logo recognition:
 - Select print and electronic advertising, including post newspaper ads, paid social media and emails.
 - Event website and partner listing at MHFRide.ca.

HOSPITAL MARKETING & ADDITIONAL BENEFITS

- Digital screen at Cortellucci Vaughan Hospital.
- Business acknowledgment receipt for the full sponsorship amount.
- 4 Complimentary ride registrations (value of \$500).

BRANDING OPPORTUNITY (SELECT ONE):

Logo will be featured on one of the following:

- | | |
|--|--|
| <input type="checkbox"/> KM marker
(Multiple opportunities available) | <input type="checkbox"/> Motivational Signs |
| <input type="checkbox"/> Massage Station | <input type="checkbox"/> Route signage
(Multiple opportunities available) |



\$3,000 PEDAL PARTNER

BENEFITS:

EVENT DAY RECOGNITION

- Logo recognition:
 - Select print and/or electronic signage at event.
- Opportunity to donate promotional items/products.

EVENT MARKETING & PROMOTIONAL BENEFITS

- Logo recognition:
 - Event website and partner listing at MHFRide.ca.

HOSPITAL MARKETING & ADDITIONAL BENEFITS

- Business acknowledgment receipt for the full sponsorship amount.
- 4 Complimentary ride registrations (value of \$500).

CONTACT INFORMATION

Name _____ Company _____

Address _____

City _____ Province _____ Postal code _____

Home phone _____ Business phone _____ Mobile _____

Personal email _____ Business email _____

This is a business donation.

YES, I'D LIKE TO SPONSOR RIDE FOR MACKENZIE HEALTH!

~~Presenting Sponsor | \$25,000~~ **SOLD!**

Breakaway Partner, Celebration Area | \$20,000

Breakaway Partner, Rest Stops | \$20,000

Peloton Partner, T-Shirt (Sleeve) | \$15,000

Peloton Partner, Cyclist Kits | \$15,000

Peloton Partner, Safety Partner | \$15,000

Peloton Partner, Lunch Partner | \$15,000

Echelon Partner, Neck Gaiter | \$10,000

Echelon Partner, Water Bottle | \$10,000

Echelon Partner, Photo Partner | \$10,000

Echelon Partner, Breakfast Partner | \$10,000

Echelon Partner, Entertainment Partner | \$10,000

Jersey Partner, Jersey | \$7,500

Route Partner, KM Marker | \$5,000

Route Partner, Route Signage | \$5,000

Route Partner, Massage Station | \$5,000

Route Partner, Motivational Signs | \$5,000

Pedal Partner | \$3,000

Gifts of \$10,000+ will receive recognition on Mackenzie Health Foundation's donor walls. Please confirm the donor name that should appear:

TEAM CHALLENGE

I would like to participate in the Team Challenge. Please contact me.

I would like to make a donation to Mackenzie Health Foundation.

\$2,000 \$1,500 \$1,000 Other \$ _____

Please contact me about donating a product or gift cards to this event.

PAYMENT INFORMATION

My cheque made payable to **Mackenzie Health Foundation** is enclosed.

Please send an invoice to the address above.

Please charge my credit card: VISA MasterCard AMEX

Cardholder name _____

Card number _____ Expiry date _____

Signature _____

RETURN TO

Attn: Dota Bidzios
Specialist, Signature Events
Mackenzie Health Foundation
10 Trench St., Richmond Hill ON L4C 4Z3
dota.bidzios@mackenziehealth.ca

YOUR PRIVACY

Mackenzie Health Foundation is committed to protecting the privacy of all personal information you share with us. Any personal information collected is solely used to process donations and to keep you informed about the Foundation. We do not sell, share or rent any donor lists or information. For more details, please contact us by phone at 905-883-2032 or email foundation@mackenziehealth.ca to opt out of receiving communications.