



# Sponsorship Proposal

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## Riverview Health Centre Foundation

2024 Event Sponsorship  
Opportunities

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Cycle on Life

### Contact

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## Introduction

Riverview Health Centre Foundation is a dedicated and compassionate non-profit committed to enhancing the lives of patients, clients, and residents at RHC. Through our annual events, we strive to raise essential funds to provide meaningful assistance, activities, and tools to those who live, or spend time receiving treatment at the Riverview Health Centre. RHC has provided care to Manitobans between the ages of 16 and 108.

By becoming a sponsor for our events, you will not only be aligning your brand with a cause that positively impacts lives but also gaining exposure to the diverse and engaged audience of the Riverview community, friends, and family members. Your support will play a pivotal role in enabling us to continue our vital work and make a lasting difference in the lives of the RHC patients, clients, and residents.

Join us in our mission to uplift and empower. Together, we can create a lasting impact.

Thank you for considering the Riverview Health Centre Foundation as a worthy recipient of your support.

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# Cycle on Life



**Date:** June 9, 2024

**Location:** Riverview Health Centre

**Time:** 8:00 a.m.

On Sunday, June 9, cyclists will pedal their way to success for Riverview Health Centre!

Cycle on Life is a fun-filled day for everyone involved. The options for participation are 65km Ride, 20km Ride, 5km Family Ride and the 0km No Ride, Ride. There are also activities for families and riders at Riverview Health Centre before and after the race.

Money raised from Cycle on Life 2024 will support quality of life programs and equipment for patients and residents of all ages at Riverview Health Centre.

Whether people call Riverview home in the Alzheimer's or personal care home areas, or they are being supported as inpatients or outpatients for stroke, acquired brain injury, nerve or muscle disorders in the EMG clinic, or use the Day Hospital or Adult Day programs, your support and participation of Cycle On Life supports the unique needs of everyone who comes to Riverview for care.

## 2023 Numbers

**224**  
Cyclists

**\$193,000+**  
Raised



# Sponsorship Levels



Note: This is a great team building event for companies!



## Geared-Up Sponsor

**\$10,000**

### One Available

- Corporate name and logo included as Presenting Sponsor in all advertising (radio, TV, newspaper, signage);
- Corporate logo prominently displayed on Cycle participant shirts;
- Corporate logo included on posters distributed in the community;
- Recognition with logo and link on Foundation website;
- Company name on Riverview's electronic sign;
- Verbal recognition at the ride;
- Individual signage recognition at the event on ride day;
- Opportunity to send staff to volunteer at event;
- Opportunity to bring greetings at the event;
- Mention in e-blasts to Foundation database and participant info e-blasts (over 6,500 contacts);
- Recognition on Foundation social media.



## 5km Ride Sponsor

**\$7,500**

### One Available

- Logo on 5km participant bib;
- Corporate logo displayed on Cycle participant shirts;
- Corporate name and logo included as sponsor in all advertising (radio, TV, newspaper, signage);
- Recognition on Riverview's outdoor electronic sign;
- Corporate logo included on posters distributed in the community.

## 20km Ride Sponsor

**\$7,500**

### One Available

- Logo on 20km participant bib;
- Corporate logo displayed on Cycle participant shirts;
- Corporate name and logo included as sponsor in all advertising (radio, TV, newspaper, signage);
- Recognition on Riverview's outdoor electronic sign;
- Corporate logo included on posters distributed in the community.

## Start / Finish Line Sponsor **\$3,000**

### One Available

- Signage recognition at the Start/Finish line on ride day;
- Corporate logo displayed on Cycle participant shirts;
- Recognition with logo and link on Foundation website;
- Recognition on Riverview's outdoor electronic sign;
- Verbal recognition at the ride;
- Recognition on Foundation social media.

## Pedal Pusher Sponsor

**\$2,500**

- Corporate logo displayed on Cycle participant shirts;
- Recognition with logo and link on Foundation website;
- Recognition on Riverview's outdoor electronic sign;
- Sponsorship group signage recognition at the event on ride day;
- Recognition on Foundation social media.

## Tour de Friend Sponsor

**\$5,000**

- Corporate name and logo included as sponsor on signage and newspaper ads;
- Corporate logo displayed on Cycle participant shirts;
- Recognition with logo and link on Foundation website;
- Recognition on Riverview's outdoor electronic sign;
- Verbal recognition at the ride;
- Individual signage recognition at the event on ride day;
- Recognition on Foundation social media.

## Half-Way Rest Stop Sponsor **\$2,500**

### One Available

- Signage recognition at the two rest stops on ride day;
- Corporate logo displayed on Cycle participant shirts;
- Recognition with logo and link on Foundation website;
- Recognition on Riverview's outdoor electronic sign;
- Verbal and signage sponsorship recognition at the ride;
- Recognition on Foundation social media.

## Kid's Activity Sponsor

**\$1,500**

### One Available

- This family friendly event includes facepainting, yard games, and bike decorating!
- Recognition with logo on Foundation web site;
- Recognition on Riverview's outdoor electronic sign;
- Signage recognition in the Kid's Activity Area on ride day;
- Recognition on Foundation social media.

## Participant Prize Sponsor

- Add some excitement to the event by donating a prize to a draw to be taken home by event participants after their ride!
- Logo/company name recognition on prize display;
- Recognition on Foundation social media.

# Benefits for Sponsors



By being an event sponsor for one (or all!) of our community events, you are supporting the many residents, patients, and clients at Riverview Health Centre by purchasing specialized equipment, RHC Staff professional development opportunities, activities throughout the Centre and research looking at a variety of questions. Each sponsorship level offers various benefits, but here are the benefits that come along with whichever sponsorship level you choose.

## **Inclusion in three mailing lists**

Riverview Health Centre Foundation is involved in three newsletters. There is the Foundation's monthly e-blast, which has over 6,500 subscribers; the staff newsletter, which goes to over 800 people; and the Residents and Families newsletter, which began in April 2023 and already has 160 subscribers. As a sponsor, your logo and brand will be included in each of these leading up to the event, sharing your brand with a wide variety of people.

## **Opportunity for an interview with CJNU**

Should you choose to sponsor all three events at any cash tier (excluding prize donations), you will be extended an invitation for an interview with CJNU during November, the RHCF Feature Month.

## **Create Community Connections**

Become an event sponsor for the RHCF and watch your brand in the spotlight! Your logo won't just be seen by the amazing patients, residents, clients and staff of RHC – it'll reach even further, captivating their families and friends. This is a dynamic, diverse, and community-driven crowd all with eyes on your brand.

## **Give Back to Your Community**

At RHC, the sense of community is incredibly strong. The people surrounding us truly grasp the significance of what RHC and RHCF bring to the table. With unwavering enthusiasm, they eagerly join us at events, ready to lend a helping hand and radiate positivity. As a sponsor, you're not just supporting events; you're becoming a vital thread in the rich fabric of the RHCF community. Your involvement goes beyond sponsorship – it's an invitation to immerse yourself in the lively spirit that defines us at RHC. Join us, and let's make a difference together!

## **Invest in the Future of the Province**

RHCF is always looking for ways to improve the already excellent care at RHC. We have shown this through the creation of the Alzheimer's Centre of Excellence and by becoming the only in-patient acquired brain injury and stroke rehabilitation program of its kind in the province. Additionally, we have the largest palliative care unit, a personal care home, and numerous outpatient services. By being a sponsor, you are helping RHC care for Manitobans.

# About RHCF

As healthy people, it's easy to take simple experiences for granted—experiences like having the correct bed to sleep in, furniture suited to our needs and appropriate bathroom equipment. We also need activities that we can do, entertainment that we can enjoy, and sidewalks and benches so that we can enjoy the outdoors.

These are examples of what RHCF invests in to improve the lives of residents and patients at Riverview Health Centre.

Our job at the Foundation is to make sure Riverview patients and residents enjoy the best quality of life possible, whether they're recovering from a stroke or living in our Alzheimer's Centre of Excellence. You have the opportunity to help us give them the quality of life they deserve.

The Riverview Health Centre Foundation is a non-profit, charitable organization that provides funds to the Riverview Health Centre to support its vision, goals and operation. We are guided by our deep commitment to the outstanding care of patients and residents—and the best possible quality of life—in our community.



## Mission

- The mission of Riverview Health Centre Foundation is to raise funds and awareness for Riverview Health Centre to enhance the care of its residents and patients.



## History

- The Riverview Health Centre Foundation has focused since 1997 as an organization of dedicated staff and volunteers who work hard to enhance the Centre's ability to provide quality care and home-like surroundings to patients and residents.



# Thank you!

## We hope you are interested!

To select your sponsorship level or to discuss the opportunities further, please contact Delaney using the information below. We can't wait to find a sponsorship opportunity that works for you!

### Contact

Delaney O'Hara, Events & Communications  
Coordinator, RHCF

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