

401 AIR CANADA VACATIONS BIKE CHALLENGE



The Air Canada Vacations 401 Bike Challenge is an epic bike ride from Toronto to Montreal. A dedicated group of cyclists and volunteers will depart the Toronto Hospital for Sick Kids (SickKids) on **Wednesday, August 21st, 2019** and arrive at the Montreal Children's Hospital (MCH) on **Friday, August 23rd**, traveling 580 km in 3 days! The cyclists will make the inspired ride linking these two pediatric institutions and making a difference in their respective hematology/oncology departments.

Tuesday, August 20th	Montreal riders are transported to Toronto, providing an opportunity for them to get to know each other and build their team spirit for the peloton.
Wednesday, August 21st	Toronto riders join their Montreal teammates for the 9:00 a.m. celebratory send-off from the SickKids. Cycle from Toronto to Belleville (188 km). Dinner and overnight in Belleville.
Thursday, August 22nd	Cycle from Belleville to Cornwall (260 km). Stop at Thousand Islands/Gananoque for lunch. Team Dinner and overnight in Cornwall.
Friday, August 23rd	Join Day 3 riders and cycle from Cornwall to Montreal (135 km) arrival party at Montreal Children's Hospital with post-ride festivities. Friends, family and supporters are invited to come celebrate the arrival of these brave and inspirational cyclists .



Mission of the Air Canada Vacations 401 Bike Challenge

Our mission is to help improve the care and treatment of children battling cancer and their families and support the dedicated people who care for them at the Montréal Children's Hospital and the Toronto SickKids Hospital.

Where it all began

In 2005, Gene Piccoli, Portfolio Manager and Vice President at CIBC Wood Gundy, decided he wanted to give back to the community. Inspired by his wife Angie's successful battle with cancer prior to having their children, and his passion for cycling, the 401 Bike Challenge went from dream to reality. Organizing a cycling event between Canada's two major cities was always something Gene dreamt of, so drawing from Angie's inspiration, he decided to launch his own initiative for children's cancer. Gene quickly aligned the 401 Bike Challenge with the Montreal Children's Hospital.

Gene formed the first peloton with his son James by his side and a small group of friends. His daughter Lauren and wife Angie prepared and provided all the necessary support for the riders along the way.

In its inaugural year, the 401 Bike Challenge raised \$17,000. Since then, the event has continued to grow each year in terms of dollars raised, numbers of riders, awareness and enjoyment, and commitment to pediatric oncology. In 2019, Air Canada Vacations will field a corporate team of over 10 riders to accompany the Piccoli family as they make their annual 580km journey from Toronto to Montreal in support of the Montreal Children's Hospital and Toronto Sick Kids.

Inspired by the increased generosity of the corporate sponsors and the many donors along the 401 corridor, the 401 Bike Challenge is proud to support the hematology /oncology departments of both the Toronto Sick Kids and Montreal Children's Hospitals

For the past 14 years, the 401 Bike Challenge has been a remarkable grass roots success raising over \$2.2 million to date. Together, with the support of the brave riders, donors and corporate partners, we are making a difference in the lives of children with cancer and the people who care for them.

And the wheels keep on turning!



Phil Liggett, 2014 401 ambassador and voice of the Tour de France, interviewed on Breakfast Television



The Suburban Newspaper, serving Montreal's most affluent communities



The 401 mentioned on Global Montreal



The 401 Bike Challenge mentioned on CTV Montreal



Corporate Partnership Opportunities

By becoming a partner and sponsor of the **401 Bike Challenge** from August 21st to 23rd, 2019 with your contribution, you can help us keep our expenses low so that more of the money raised can go directly to support our mission. In return, you will be prominently promoted as an official partner throughout the event.



There are two ways you can sponsor our event:

1. Provide a cash donation to underwrite the expenses of the event.
2. Provide an in-kind product or service, such as food, supplies, vehicles, media time; bus driver, bus transportation, medical personnel, communications staff, graphic designers, bike mechanics and **ride related products** and services.

PLATINUM, GOLD, SILVER or BRONZE PEDAL Sponsorship

Platinum Sponsor - Participation in excess of \$25,000

As a Platinum Sponsor your company will enjoy the highest level of exposure offered. The package includes extensive benefits and branding opportunities:

- Corporate logo on event t-shirt (premium location)
- Prominent logo identification on custom 401 Bike Challenge rider jerseys. Logo and link to corporate website on www.401bikechallenge.ca
- Recognition on 401Bike Challenge Facebook page. Opportunity to take part in the
- arrival or departure events at either SickKids in Toronto or at the Montreal Children's Hospital. Logo on banner at arrival and departure events.
- Opportunity to take part in the presentation of medals to riders at arrival event at the MCH.
- Logo on banner at arrival and departure events.
- Opportunity to take part in the presentation of medals to riders at arrival event at the Montreal Children's Hospital.
- Logo on the outside of support vehicle following peloton.
- Opportunity to include premium item in rider gift bags
- Mention of company name in all press releases including pre and post press coverage.
- Prominent logo on 401 Bike Challenge posters.

MERCI / THANK YOU



Air Canada Vacations 401 Bike Challenge Corporate Packages



Gold Sponsor - \$10,000

A Gold Sponsorship provides a lasting reminder of your company's involvement with the event.

- Corporate logo on 401 Bike Challenge jersey and T-shirt.
- Recognition on 401 Bike Challenge Facebook page.
- Logo and link to corporate website on www.401bikechallenge.ca
- Opportunity to include premium item in rider gift bags.
- Mention of company name in all press releases including pre and post press coverage.
- Exposure and visibility at departure event at Sick Kids Hospital in Toronto on the Wednesday, on the rider support vehicles, and at the arrival event at Montreal Children's Hospital on the Friday.
- Logo on 401 bike challenge posters.
- Logo identification on custom 401 rider jerseys.

Silver Sponsor - \$5,000

A Silver Sponsorship provides the opportunity for branding and product exposure. This opportunity provides a lasting reminder of your company's involvement with the event.

- Corporate logo on event jersey
- Logo on signage at the departure event at Sick Kids Hospital in Toronto, rider support vehicle, and at the arrival event at the Montreal Children's Hospital.
- Recognition on 401 Bike Challenge Facebook page.
- Visibility on the www.401bikechallenge.ca website.

Bronze Sponsor - \$3,000

A Bronze Sponsorship provides the opportunity for branding and product exposure. This opportunity provides a lasting reminder of your company's involvement with the event.

- Corporate logo on the event t-shirt
- Logo on signage at the departure event at Sick Kids Hospital in Toronto, rider support vehicle, and at the arrival event at the Montreal Children's Hospital.
- Recognition on 401 Bike Challenge Facebook page.
- Visibility on the www.401bikechallenge.ca website.



CORPORATE TEAM PACKAGE SPONSORSHIPS

The 401 welcomes Corporate teams

- minimum 5 riders
- \$3000 sponsorship per rider
- Corporate logos displayed on website, Support vehicles, banners at departure and at arrival.
- Photo Ops with Corporate Team Jerseys



**AIR CANADA
VACATIONS**

AMGEN

POWERWATTS



The 401 Bike Challenge Team



Gene Piccoli
Chairman,
CIBC Wood Gundy, Vice-President



Angie Lemmo
Co-Founder
Event Coordinator



James Piccoli
Co-Founder
Professional
Cyclist,
Canadian
National Team



Lauren Piccoli
Co-Founder
Royal Bank,
Campus
Recruitment

The Air Canada Vacations 401 Bike Challenge Committee

Gene Piccoli,
401 Bike
Challenge Chairman

Angie Lemmo
Piccoli Family Fund
Event Coordinator

Lauren Piccoli
Piccoli Family Fund
RBC
Campus Recruitment

James Piccoli
Piccoli Family Fund
Professional Cyclist

Andreas Anastassopoulos
Corporate Sponsorships

Rob Ramsey
Webmaster
IT Logistics

Howard Mamane
Corporate Sponsorships

Peter Cote
PowerWatts

Lynda Ramsey
Ride Co-ordinator



The
Piccoli Family
Fund



Donation and Sponsorship Form



**Veillez remplir le formulaire ci-dessous avec toutes les informations requises.
Please fill in the following form with all the required information**

Veillez attribuer ma donation au cycliste suivant:
Please designate my donation to the following rider:

Nom de famille / Last name

Prénom / First Name:

Compagnie / Company:

Position / Title:

Adresse / Street Address:

Ville / City:

Province :

Code postal / Postal Code:

Tel:

Fax:

E-mail:

Paiement: Visa MC AMEX This credit card is: Corporate Personal

Card Holder's Name

Tax receipt is: Corporate Personal

Montant promis / Amount pledged

Credit Card #

Exp. Date

***Please note that tax receipts are only issued for donations and NOT sponsorships**

Cheque- à l'ordre de **Defi Velo 401 — ref. 401**
 Cheque - made payable to **401 Bike Challenge— ref. 401**

Aimeriez-vous que votre don soit anonyme?

Do you want your donation to remain anonymous? **Oui / Yes** **Non / No**

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The Piccoli Family Fund



MERCI / THANK YOU



The Piccoli Family Fund

MEDIQUE



CIBC MELLON



3M

nature's bakery



PEDAL



martin SWISS

Simple Protein



SARAH FUND FOR CEDARS

LE FONDS DE SARAH DES CEDRES

FONDATION DU CANCER DES CEDRES

CEDARS CANCER FOUNDATION

Centre de recherche de santé McGill McGill University Health Centre

SickKids