

# 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 17th, 2022** and arrive at the Montreal Children’s Hospital (MCH) on **Friday, August 19th, 2022** traveling 580 km in 3 days! The cyclists will make the inspired ride

<b>Tuesday, August 16th</b>	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.
<b>Wednesday, August 17th</b>	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.
<b>Thursday, August 18th</b>	Cycle from Belleville to Cornwall (260 km).  Stop at Thousand Islands/Gananoque for lunch.  Team Dinner and overnight in Cornwall.
<b>Friday, August 19th</b>	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 .



The Piccoli Family Fund



# 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. For 2020, Air Canada Vacations will field a corporate team 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



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



The Suburban Newspaper, serving Montreal's most affluent commu-



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 17th—19th, 2022 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](http://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.



# 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](http://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.

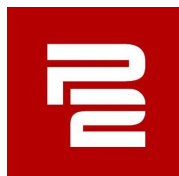
- Corporate logo on event jersey
- Logo on signage at the departure event at Sick Kids Hospital in Toronto, rider support vehicle, and at the arrival event at the Montreal Children's Hospital.
- Recognition on 401 Bike Challenge Facebook page.
- Visibility on the [www.401bikechallenge.ca](http://www.401bikechallenge.ca)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

Some of our previous sponsors



# ***CORPORATE TEAM PACKAGE SPONSORSHIPS***

The 401 welcomes Corporate teams

- minimum 5 riders
- \$1000 sponsorship per rider
- Corporate logos displayed on website, Support vehicles, banners at departure and at arrival.



# **AIR CANADA VACATIONS**

**POWERWATTS**



# The 401 Bike Challenge Team



**Gene Piccoli**  
Chairman,  
CIBC Wood Gundy, Vice-President



**Angie Lemmo**  
Co-Founder  
Event Coordinator



**James Piccoli**  
Co-Founder  
World Tour Cyclist



**Lauren Piccoli**  
Co-Founder

## 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 Human Resources
James Piccoli Piccoli Family Fund World Tour Cyclist Canadian National Team	Andreas Anastassopoulos Corporate Sponsorships	Rob Ramsey Webmaster IT Logistics
Howard Mamane Corporate Sponsorships	Lynda Ramsey Volunteer Co-ordinator	



# SPONSORSHIP FORM



**Veillez remplir le formulaire ci-dessous avec toutes les informations requises.**

Veillez attribuer ma donation au cycliste suivant:

Nom de famille / Last name

Prénom / First Name:

Compagnie / Company:

Position / Title:

Adresse / Street Address:

Ville / City:

Province :

Co

Tel:

Fax:

E-mail:

Paiement:  Visa  MC  AMEX This credit card is:  Corporate  Person-

Card Holder's Name

Tax receipt is:  Corporate  Person-

Montant promis /Amount

Credit Card #

Exp. Date

**\*Please note that tax**

**receipts are only issued for donations and NOT**

Cheque- à l'ordre de **Defi Velo 401 — ref. 401**

Aimeriez-vous que votre don soit anonyme?

**Sponsorship cheques made out to; 401 Bike Challenge**

**c/o;**

Angie Lemmo

390 Lazard Ave.

Mount Royal, Quebec, H3R 1P3

514-847-6344



MERCI / THANK YOU



# AIR CANADA VACATIONS



The  
Piccoli Family  
Fund

MEDIQUE



VACANCES  
AIR CANADA  
VACATIONS 

CIBC MELLON



3M

nature's bakery



FOUNDED BY  
**PEDAL**



martin   
**SWISS**

**Simple Protein**<sup>®</sup>



SARAH  
FUND  
CEDARS

LE FONDS DE  
SARAH  
DES CEDRES

FONDATION DU  
CANCER DES  
CEDRES

CEDARS  
CANCER  
FOUNDATION

Centre universitaire  
de santé McGill  McGill University  
Health Centre

SickKids