

In Support of:



The
Children's
Hospital
Foundation
of Manitoba

CHEO
FOUNDATION
FONDATION



Small Business Sponsorship Package

August 15, 2026 to September 19, 2026



All financial contributions connected with Roy's Ride for Research are made directly to the Children's Hospital Foundation of Manitoba and the CHEO Foundation through my dedicated Roy's Ride for Research donation pages

Hello,

My name is Roy Collingwood. From August 15 to September 19, I will be cycling 2,600 km by bike from the Children's Hospital in Winnipeg to the Children's Hospital of Eastern Ontario (CHEO) in Ottawa to raise funds and awareness for pediatric cancer research.

This ride combines my passion for cycling with my commitment to supporting research that gives every child a healthier tomorrow. I invite a select group of community-minded businesses to partner with me as sponsors.

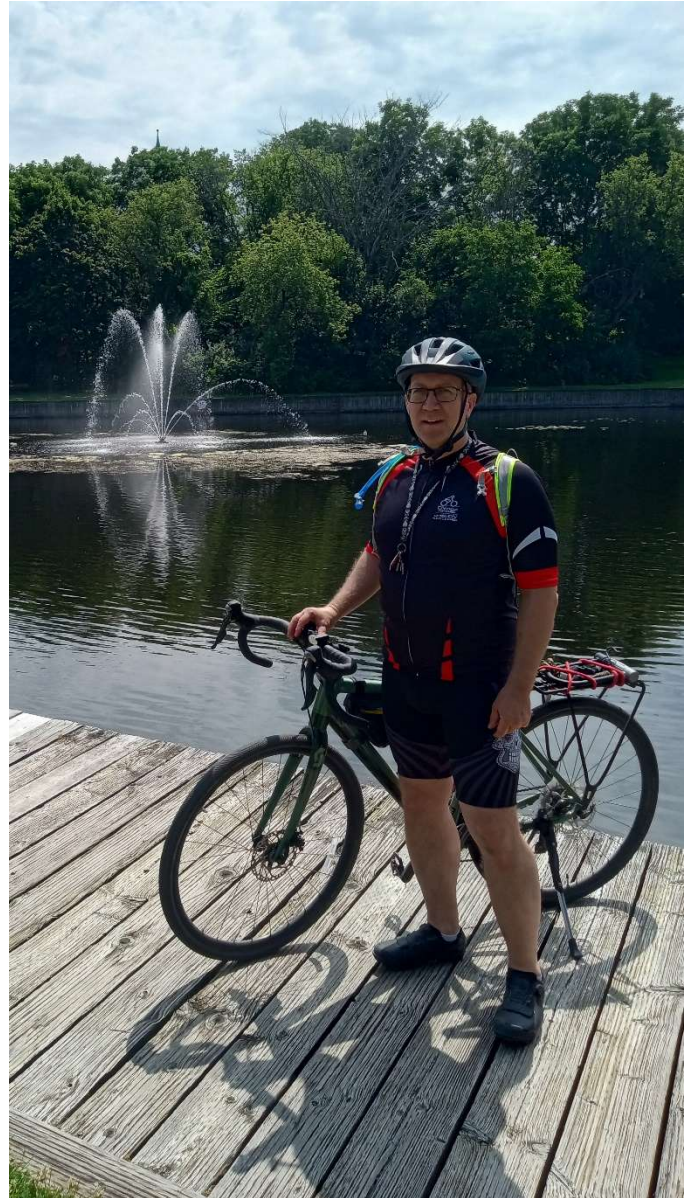
Attached is an overview of sponsorship levels and the recognition your business will receive in return for your support.

Thank you for considering this opportunity to support pediatric cancer research and make a meaningful impact.

Sincerely,

Roy Collingwood

Email: roy@roysrideforresearch.ca



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About the Ride

Roy's Ride for Research is a 2,600 km cycling journey supporting pediatric oncology research.

- Ride Distance: 2,600 km!
- Duration: Approximately 30 Days
- Route: Winnipeg to Ottawa
- Beneficiaries: Children's Hospital Foundation of Manitoba & CHEO Foundation

This self-powered endurance ride connects communities, raises awareness for childhood cancer, and inspires people to support life-changing research.

The Cause – Why It Matters

Every child with cancer deserves a future.

That future is being built right now in Canadian labs and children's hospitals—and the fuel is research funding from donors like you.

From 10% to Nearly 90%: A Canadian Success Story

In the early 1970s, childhood cancer was almost always a tragedy. Fewer than 1 in 10 children with certain cancers survived five years after diagnosis. Today, thanks to decades of research, collaboration, and clinical trials, nearly 8–9 out of 10 children with cancer in Canada will survive.

Those numbers are not an accident. They are the direct result of:

- Smarter, more precise chemotherapy combinations
- Better ways to target the brain and nervous system without devastating side effects.
- Improved surgery, radiation, and supportive care
- Data-driven risk stratification so kids get treatment tailored to their disease.

And all of that only exists because people decided to fund research.

By sponsoring Roy's Ride for Research, your business helps:

- Fund innovative pediatric cancer research.
- Increase awareness in communities across Manitoba and Ontario
- Demonstrate meaningful community leadership!

Sponsorship Opportunities

Small Business Tiers	Benefits
Community Partner \$250-500	<ul style="list-style-type: none"> • recognized as a Community Partner on www.roysrideforresearch.ca with your logo linked to your website • a short description of your business • thanked in a group social media post • provided with an in store poster with a QR code linking directly to the foundation donation page, so patients and customers can learn more and give if they wish.
Route Supporter \$550-1500	<ul style="list-style-type: none"> • More prominent logo placement on www.roysrideforresearch.ca under “Route Supporters” • inclusion by name in at least one route specific update or recap in your region. • logo placement on the Roy’s Ride banner displayed at major community stops where space allows. • You will also receive poster/QR materials to highlight your support in your clinic or shop.
Anchor Partner \$1550-5,000	<ul style="list-style-type: none"> • Anchor Partners receive prominent logo placement on the website and event banner, may be mentioned in select media interviews or stories when local business support is highlighted, and can share a short “why we support Roy’s Ride for Research” quote to feature on the website or in social posts. This level is ideal for clinics and businesses that want to visibly stand with kids and families facing childhood cancer.

Next Steps:

To become a Sponsor, go to www.RoysRideForResearch.ca. On the Donations Page use the links to access my donation pages for each foundation.

To maximize impact across both endpoints of the ride, we ask Major Sponsors to split their gift evenly between the two foundations (50/50).

After you have donated send an email to Roy@roysrideforresearch.ca with the following information:

- Subject: Corporate Donor – [Your Company Name]
- Donation Amount
- Email Address associated with the donation.

For sponsor recognition on www.roysrideforresearch.ca, we invite each sponsor to submit a brief company blurb (1–2 sentences), plus a logo and website link. Community Partners and Route Supporters are asked to keep their blurb within 300 characters, while Anchor Partners

may use up to 450 characters. Please highlight what your organization does and why you have chosen to support pediatric cancer research through Roy's Ride for Research.

Note:

I do not collect or process donations myself.

Tax receipts are issued by the foundations in accordance with their charitable receipting policies, and funds are directed to support pediatric oncology research and related programs at HSC Children's Hospital in Winnipeg and at CHEO in Ottawa.

Route Map

