

In Support of:



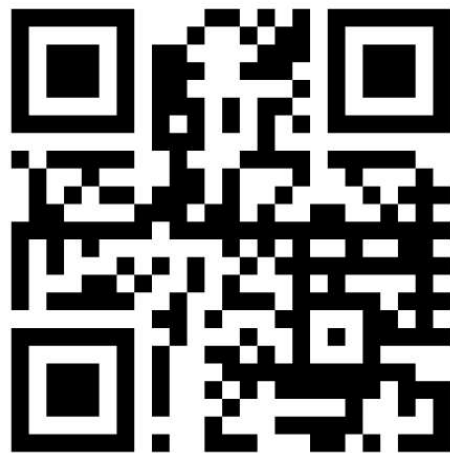
The  
Children's  
Hospital  
Foundation  
of Manitoba

CHEO  
FOUNDATION  
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# Corporate 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.

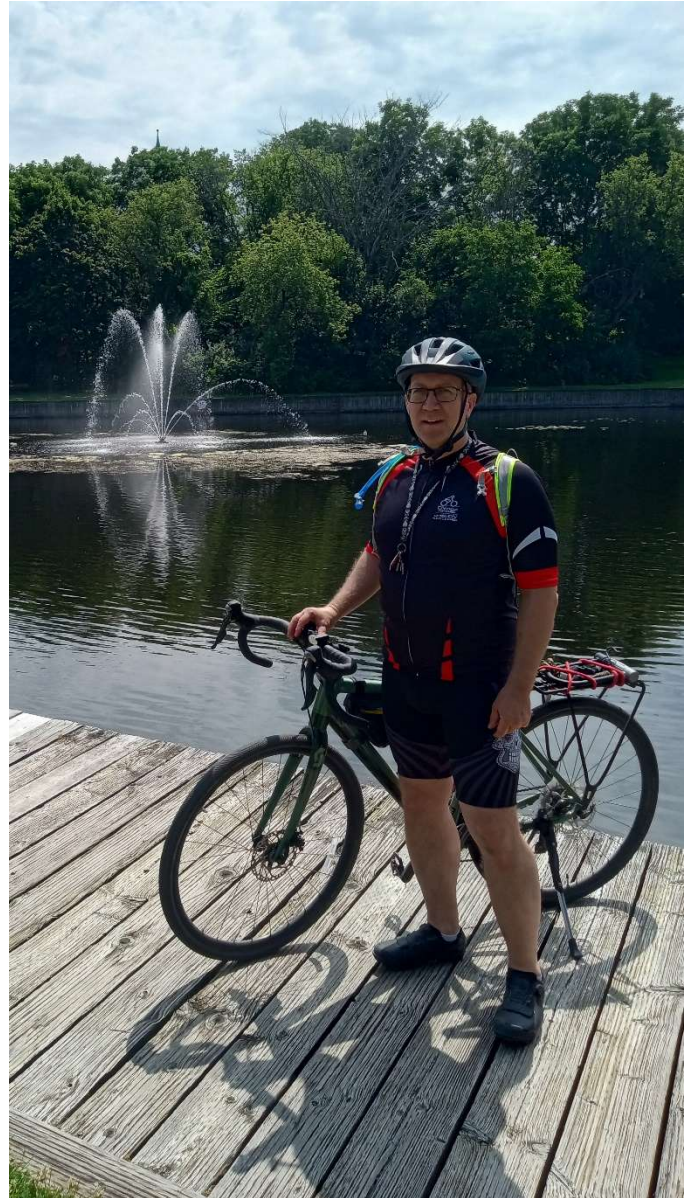
Attached is an overview of sponsorship levels and the recognition your business will receive in return for your support.

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

Sincerely,

Roy Collingwood

Email: [roy@roysideforresearch.ca](mailto:roy@roysideforresearch.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

Sponsorship Level	Benefits
Bronze – \$1,000	<ul style="list-style-type: none"> <li>• Feature on charity website with link to your business</li> <li>• Small sized logo on event banner</li> <li>• Thank you in group social media post.</li> <li>• Monthly prep email updates starting in June 2026</li> <li>• Certificate of Recognition suitable for framing</li> </ul>
Silver – \$2,500	<p>All Bronze-level benefits PLUS</p> <ul style="list-style-type: none"> <li>• Medium sized logo on event banner and support vehicle</li> <li>• Logo placement on ride other promotional items (TBD)</li> <li>• Named shout-outs in social posts during the ride.</li> <li>• (Optional) internal-use branded material you can share with your staff about the partnership</li> </ul>
Gold – \$5,000	<p>All Silver-level benefits PLUS</p> <ul style="list-style-type: none"> <li>• Naming visibility on charity website with link to your business</li> <li>• Large sized logo on event banner and support vehicle</li> <li>• Logo placement on ride other promotional items (TBD)</li> <li>• Logo placement on ride Jerseys</li> <li>• Feature in at least one pre-ride or post-ride email newsletter</li> <li>• Named shout-outs in media outreach and speaking events.</li> <li>• Speaking engagement by Roy at a corporate event</li> <li>• Thank you in Roy's finish-line speech at CHEO.</li> <li>• Personal Thank You call from Roy after the ride</li> </ul>
Platinum – \$7500+	<p>All Gold-level benefits PLUS</p> <ul style="list-style-type: none"> <li>• Dedicated social media post including sponsor profile.</li> <li>• Exclusive meeting with Roy either pre- or post-ride</li> <li>• Framed photo from the ride signed by Roy with a personal thank you message</li> </ul>

### Next Steps:

To become a Sponsor, go to [www.RoysRideForResearch.ca](http://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](mailto:Roy@roysrideforresearch.ca) with the following information:

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

