



Big Brothers Big Sisters

MEGABike

PEDAL FOR POTENTIAL

June 1st, 2023 - Peterborough



TEAM BUILDING AND CLIENT ENGAGEMENT PACKAGE

WHAT IS MEGABIKE?

 Big Brothers Big Sisters

MEGA Bike

Our bike is MEGA BIG, MEGA FUN!
You have the power to **pedal for the potential** of young people in our community.

The MEGABike seats 30 people (includes driver)

We invite your company or group, clients and friends to hop on our 30-person MEGABike and join us in our **brand new** Big Brothers Big Sisters initiative and our **inaugural ride** in Peterborough. The MEGABike is travelling across the country and stopping in other major cities such as Vancouver, London, Montreal and more! This **exclusive community initiative** offers a fun team-building event while giving back to youth in our community who face many challenges.

What can you expect?

- 2 km loop around Lansdowne and Monaghan Rd
- 60 minute slots available starting at 8:30AM
- After-ride celebration with your fellow MegaBikers!
- Video, photos and much more!



MAKE A MEGA IMPACT!

At Big Brothers Big Sisters we believe that **every connection counts**. We see with youth in our programs that connection matters now more than ever before. Since 1975, we have been creating inspiring and decisive mentoring relationships that reveal the full potential of young people and equip them for the future. We are here to support youth and our goal is to build back better, by **empowering young people** to fully embrace their unique selves, find their sparks, and ignite the power and potential within them to achieve all that they dream of.



Make MEGABike your 2023 Team-Building Event!

MEGABike is more than just a fun day out. Connection with your team increases morale, employee retention and opportunities for in-office mentorship. Join us on **June 1st** for a great, visible community event - peddling through the streets of Peterborough!

Who is the event for? Companies looking to be visible in the community

What's the route? Starting at Chuck's Roadhouse on Lansdowne St W, we will be pedalling around Monaghan , Romaine, Park and back down Lansdowne street

What's the cost? Reserve today: ONLY \$2500 for a full bike! Check out the Sponsor Opportunities for details.



MENTORING MATTERS... HERE'S WHY!

Big Brothers Big Sisters provides supportive adult mentors to kids who need someone the most. Every day, youth in our community face challenges like bullying, isolation, poverty, social anxiety, low self-esteem, disabilities and more. Our caseworkers match children and youth (ages 6 to 16) with mentors who help them overcome adversities, make healthy choices and ultimately reach their full potential. Your investment in Big Brothers Big Sisters supports the creation and continuation of mentoring matches over one year.

Compared to non-mentored youth who face adversities, Mentored youth are:

- 17%** more likely to be gainfully employed and earn 13% more on average in those jobs
- 98%** believe they make good life choices and 96% report being happy
- 87%** have strong social networks



What our Big Brothers Big Sisters of Peterborough families are saying...



YOUR SUPPORT WILL HELP CHANGE LIVES

\$1 : \$23

EVERY \$1 INVESTED IN MENTORING
RETURNS \$23 TO SOCIETY

MENTORED YOUTH SEE POSITIVE RESULTS:



IN LIFE

81% REPORT FINANCIAL LITERACY
98% BELIEVE THEY MAKE
GOOD LIFE CHOICES
80% PURSUE HEALTHY LIFESTYLES



THE FAMILY



IN COMMUNITY

87% HAVE STRONG SOCIAL NETWORKS
50% MORE LIKELY TO VOLUNTEER
(AND GIVE 30% MORE TIME!)
13% MORE LIKELY TO DONATE
(AND GIVE 20% MORE MONEY!)



BIG BROTHERS BIG SISTERS



AT WORK

47% HOLD SENIOR LEADERSHIP POSITIONS
17% MORE LIKELY TO BE EMPLOYED
13% HIGHER EARNINGS
(\$315,000 HIGHER LIFETIME INCOME)



THE MENTOR

THAT'S THE POWER OF THREE

SPONSORSHIP OPPORTUNITIES



Benefits and Opportunities	PRESENTING (1 available)	MEGA Level	BIG Level
	\$7,500	\$2,500	\$1,250
Event Day			
Entire Bike Buyout* -----	•	•	Half Bike**
Premium time choice for MEGABike ride -----	•	•	
On-Site Refreshments -----	•	•	•
Sponsor Profile			
Exclusive Company Name with event (<i>MEGA Bike sponsored by</i> ____) -----	•		
Company Logo on MEGABike Website -----	•	•	•
Mentions on Social Media (1800+ followers) -----	•	•	•
Logo recognition via eBlasts to participants -----	•	•	•
Company Name in Event Press Release -----	•	•	
Invited to participate to appear in media segments and exclusive interviews -----	•		
Video message to participants -----	•		
On-Site Exposure			
Company Logo on bike on day of the event (June 1st) -----	•	•	
Company Name across full front panel of bike during your ride -----	•	•	
Logo on participant video -----	•	•	
Opportunity to provide participant giveaways at event -----	•	•	
Personalized team photo -----	•	•	•
Company banner at event -----	•		
Branded signage at start/finish line -----	•		
Recognition from microphone at event -----	•		
Post-Event Acknowledgement			
Recognition in our Event Thank you -----	•	•	•
Team Video -----	•	•	•
Recognition Keepsake -----	•	•	•
Logo on "Big Believers" wall for 1 year (Over 1.45 mil George st. exposure) -----	•		



*up to 29 seats, minimum 20 recommended

** up to 14 seats



To confirm your sponsorship with MEGAbike 2023, Please Contact:

Brent Shepherd

Executive Director

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IGNITE **THEIR** POTENTIAL

1 MEGAbike. 29 CYCLISTS. 1 **BIG** CAUSE
1 **UNFORGETTABLE DAY!**

@peterboroughbig
#MEGAbike
#PedalForPotential