

# One Day. One Bike. One Goal.



Big Brothers Big Sisters  
OF GUELPH

## TEAM BUILDING & CLIENT ENGAGEMENT PACKAGE



# WHAT IS MEGABIKE?

At Big Brothers Big Sisters of Guelph, we see the potential in each child. And when you and your peers ride the big teal MEGABike, you ignite that potential for more than 600 children in BBBSG's local mentoring programs.



## What to Expect?

- We'll be pedaling through the streets of Guelph (2.5-3km route TBD) on Friday, June 2nd.
- Only 10 rides available!
- Sign up as a Team Captain to secure your teams spot - up to 29 seats are available for a full-bike and 15 seats for a half-bike reservation

Friday June 2nd, 2023

Hop on the MEGABike with your co-workers, clients, family and friends. Enjoy a fun team-building experience while you pedal for the potential of children and youth in our community!

# MENTORING MATTERS... HERE'S WHY!

Big Brothers Big Sisters provides supportive adult mentors to kids who need someone the most. Many children and youth in Guelph struggle with societal barriers and face adversities in their lives like detrimental living conditions, family violence, risk factors for mental health, school issues and identity challenges. With the guidance and support of a mentor, these risks can be reduced or even avoided, and youth are reminded they can be anything they dream of being. Your investment in Big Brothers Big Sisters of Guelph supports the creation and continuation of mentoring matches over one year.



**57%**

of participants reported  
mentorship helped them to  
graduate highschool

**74%**

of participants reported  
mentorship helped improve  
their grades

**66%**

of participants reported a  
more positive outlook  
on highschool

# 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 SISTERS OF BCLM



### 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

## **GOLD LEVEL SPONSOR** Full Bike 29 Seats | \$2,500

- Full Bike buyout
- Premium time-slot selection for team participation
- Logo Recognition via eblast to participants
- Logo Recognition on MEGABike event page
- Logo Recognition in monthly newsletter
- Branded Signage at Event
- 3 Social Media mentions
- Personalized Team Photo

## **SILVER LEVEL SPONSOR** Half Bike 15 Seats | \$1,250

- Logo Recognition via eblast to participants
- Logo Recognition on MEGABike event page
- Logo Recognition in monthly newsletter
- Branded Signage at Event
- 2 Social Media mentions
- Personalized Team Photo

## **BRONZE LEVEL SPONSOR** Non-Bike Cash Sponsor | \$500

- Logo Recognition via eblast to participants
- Logo Recognition on MEGABike event page
- Logo Recognition in monthly newsletter
- 1 Social Media Mention

**One Day. One Bike. One Goal.**

**You have the  
power to Pedal for  
Potential.**

The MEGA Bike seats 29 people.  
Limited spots available on the day  
of as there are only 10 rides.



To confirm your sponsorship for MEGABike 2023, please contact

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IGNITE **THEIR** POTENTIAL

**@bbbs.guelph**

**www.bbbsg.ca**

**#MEGABike**

**#PedalForPotential**