

12th
edition

An initiative of



cycling for inclusion

COMMITTEE MEMBERS

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Sponsorship plan 2025

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Cycling for Inclusion
Together, let's ride for
a more equitable future!

Join us on Sunday, May 25, 2025,
for the 12th edition of Cycling
for Inclusion !

We'll be delighted to work with you to develop
a partnership program that fits in with your
marketing strategy.



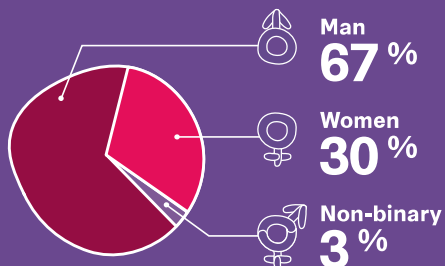
STATISTICS FROM 2024

NUMBER OF CYCLISTS

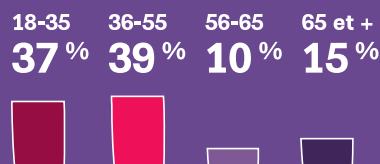


140

PARTICIPANTS GENDER



AGE GROUP



SOCIAL MEDIA

Followers **5K**

Followers **1 043**

Subscribers **7K**

NEWSLETTER

Subscribers **5334**

Average open rate **40 %**

Average click rate **4 %**



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Purposes

- **Associate your company with an unifying event** while keeping it relevant to your brand
- **Provide cyclists with a positive experience** that is align to your company's image
- **With your help**, achieving our goal of \$100,000

Strategy

Position your company as a partner of the Cycling for Inclusion, through partnership status and visibility.

Activation on the day of the event:

We will be more than happy to discuss with you the possibility of an activation to take advantage of your partner status.



About Mission inclusion

For over 75 years, Mission Inclusion has transformed the generosity of thousands of people into concrete action to build an inclusive and sustainable world.

With projects in Quebec and abroad, we support marginalized or vulnerable populations in their immediate needs while proposing long-term solutions. In collaboration with our partners, we work to create lasting change in the pursuit of inclusion, equity, the environment and social justice.



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Cycling for Inclusion: a meaningful challenge

As part of the Metropolitan Challenge organized by Vélo Québec, Cycling for Inclusion has been bringing together the largest peloton of the day for over 10 years.

Mission Inclusion's event embodies a powerful solidarity movement. Experienced cyclists and recreational cyclists come together to support initiatives in Quebec: giving hope to young people in distress, supporting families in difficulty and improving the quality of life of seniors and people in vulnerable situations.

Who is Cycling for Inclusion for?

Sponsors: Enjoy exceptional visibility and associate your brand with an event that promotes social and environmental values.

Corporate teams: Strengthen team cohesion and demonstrate your commitment to corporate social responsibility (CSR).

Individual or team cyclists: For passionate cyclists and leisure riders. Take on a challenge of your own while supporting a cause close to your heart. Every pedal stroke helps build a fairer, more inclusive society.




































Proposal of partnership



**cycling
for inclusion**

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	Presenter \$ 10 000	Dynamic \$ 5 000	Gatherer \$ 3 500	Accomplice \$ 1 500	Support \$ 500
Free entries	10	5	5	2	
Free entries					
Your company logo on all marketing items					
Logo with hyperlink on home page for 1 year					
Logo on the front and back of the jersey					
Acknowledgement of your support on our social networks <i>(LinkedIn- Facebook- Instagram)</i>					
Logo in Mission Inclusion's annual report					
Recognition of our partnership in a newsletter					
Reconnaissance de votre soutien dans le courriel aux participants* : • In the invitation e-mail • In the reminder e-mail • In the thank-you e-mail <i>* Provided that your commitment is confirmed before the date scheduled for sending</i>					
Team Portrait Text and images that highlight your employees' commitment on our social networks • Cross marketing					
Workplace presentation An inspiring opportunity to raise awareness among employees about the concrete impact of your commitment to the communities and strengthen their involvement.					
Recognition of your company on social media <i>(LinkedIn- Facebook- Instagram)</i>					
Recognition of your company on social media					
Logo on the partners' poster at the welcome table					
Activation - offer a promotional item to cyclists					
Your company logo on the jersey worn by the cyclists - <i>(location and size of logo according to sponsorship value)</i>					

Rise to the challenge Cycling for inclusion as a team

An unforgettable teambuilding adventure for your company

A mobilizing event that encourages personal achievement, strengthens team spirit and supports concrete action in support of vulnerable communities.

Offer your employees a unique experience: a memorable spring day, cycling routes adapted to all levels (60 to 160 km), and the enchanting setting of Vélo Québec's Metropolitan challenge. Together, let's ride for a more inclusive future.

MISSION INCLUSION
130, avenue de L'Épée
Montréal, QC H2V 3T2

Let your values shine through your commitment!

1 Visibility and corporate pride:

- > personalized team portrait (text and image) published on our social networks to highlight your team's commitment. You can also share this content in your internal and external communications, reinforcing your corporate social responsibility. (cross-marketing)
- > personalized registration page to facilitate participation of your team

2 Benefits for you employees

- > All-inclusive registration: registration fee, high-quality cycling jersey and a lunch box for each participant.
- > A day dedicated to well-being, sport and team building.

2 Flexibility in your commitment

- > Choose from these options to suit your objectives

OPTION 1 : 3 500\$

Maximum visibility

Includes the participation of 5 employees with enhanced visibility at the event.

OPTION 2: 500\$

Individual participation

(additional fee for visibility)

Registration fees are covered with no fund-raising requirement

OPTION 3: 1500 + fundraising

Participation with fundraising

(Company logo printed on jersey)

The team commits to raise a total equivalent to 500\$ per participant with the possibility of dividing the effort among members. Collective commitment is the key to success!

Maximize your impact with matching gifts!

By matching your employees' contributions, you reinforce their commitment, improve your corporate social responsibility image and support initiatives that transform lives. A simple action, concrete benefits! We would be delighted to help you in setting up a matching gifts program.