

# IN 2024, LET'S CYCLE FOR SOCIAL INCLUSION

## Members of 2024 Cycling for Inclusion committee

Louis Roberge, president

Jean-Éthier

Patrick St-Onge

Jessica Vona

Alain Thériault



**cycling  
for inclusion**

An initiative of



## Join us Sunday May 26, 2024 to Cycle for Inclusion !

This fundraising activity is organized by **Mission inclusion** as part of **Vélo Québec's Metropolitan Cycling Challenge!** An unforgettable spring day, a different location each year, routes for all levels ranging from 45 to 150 km – that's the recipe for Cycling for inclusion!

Since 2014, **Mission inclusion** has been able to count on 100 teams (more than 500 cyclists) who have participated in the challenge, collectively raising over \$500,000. The fundraising goal is to support partner organizations so they can help families and children in Quebec facing significant life challenges and vulnerability.

## Your participation makes a difference !

Your involvement in the Cycling for Inclusion challenge will directly support vulnerable families and children in Québec.

For example, Mission inclusion has been supporting **Mères avec Pouvoir** since 2021, an organization that accompanies mothers and their children from birth to the age of 5 by providing psychosocial support, housing, and a place at the CPE of Carrefour. Centre-Sud is an area identified as a «food desert» where nearly 30% of the population lives below the poverty line. That's why the project involving collective kitchens and **Inspired Boxes** allows families access to healthy food.

Learn more about the organizations we support across Quebec by viewing our interactive map at [missioninclusion.ca/carte-quebec](https://missioninclusion.ca/carte-quebec).



## You would like to support this kind of organizations ?

Participate to the **11th** edition of Cycling for Inclusion Sunday May 26, 2024 !

The location will be announced soon.

**11<sup>th</sup>**  
édition



# Together, Let's Cycle for Social Inclusion

Do you want to support  
an organization like  
this?

Are you a company wi-  
shing to get involved in  
our flagship event for  
the benefit of Mission  
inclusion?

Don't wait any longer  
and enjoy generous vi-  
sibility...


































## Become a sponsor of Cycling for Inclusion

The benefits of sponsoring this Mission  
inclusion's event

- ✔ Enjoy **great visibility** before, during, and after the event.
- ✔ Display **your logo on the jersey** of the largest group of participants, bringing together nearly 3,300 cyclists
- ✔ Enhance your **Corporate Social Responsibility (CSR)** by supporting children and families in Quebec
- ✔ Benefit from **high-quality photos** to share in your communications
- ✔ Participate to Mission inclusion's **annual recognition cocktail**
- ✔ Tell your employees and clients that you support an organization that supports inclusion, one of the most popular values of our decade



# Visibility program

	PRINCIPAL Partner \$10,000	MAJOR Partner \$5,000	TEAM Partner \$3,500	SILVER Partner \$1,500	BRONZE Partner \$500
<b>Number of registered cyclist</b>	10	5	5	2	
<b>Official Presenter of Cycling for Inclusion 2024</b> <ul style="list-style-type: none"> <li>acknowledged in all communications</li> <li>spokesperson speaks on the day of the event</li> </ul>					
<b>Your company logo with hyperlink</b> <ul style="list-style-type: none"> <li>on the Mission inclusion homepage for 1 year</li> <li>in Mission inclusion annual report</li> </ul>					
<b>Your support acknowledged after the event in our monthly newsletter</b> <ul style="list-style-type: none"> <li>(≈5,000 subscribers)</li> </ul>					
<b>Your logo in our kiosk during the Montreal Biking show from 16th to 18th of february 2024</b> <ul style="list-style-type: none"> <li>(≈16 000 visitors)</li> </ul>					
<b>Brand activation</b> <ul style="list-style-type: none"> <li>use and promotion of your product</li> </ul>					
<b>Your name/business mentioned</b> <ul style="list-style-type: none"> <li>in the invitation email</li> <li>in the reminder email</li> <li>in the thank-you email</li> </ul>	  				
<b>Your support acknowledged on our social media :</b>  LinkedIn (≈4500 followers) : one (1) publication  Facebook (≈4600 followers) : one (1) publication  Instagram (≈1000 followers) : one (1) publication	  				
<b>Your company logo on the cyclists' jersey</b> <ul style="list-style-type: none"> <li>(logo position and size depending on sponsorship value)</li> </ul>	 1	 2	 3	 4	 5
<b>Your company logo with hyperlink</b> <ul style="list-style-type: none"> <li>on the official registration site of Cycling for Inclusion</li> <li>on the Cycling for Inclusion page on Mission inclusion website</li> </ul>					

1. Top back of jersey 2. Both sides (torso and shoulders) and sleeve edge 3. Top front of jersey 4. Collar or back pockets 5. Centre back 6. All sponsors will receive a copy of the event impact report

## You have some questions or would like more informations ?

Contact **Marie-Luce Altémé**, Fundraising Events Officer  
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