

# 2023

## THE TUGGLE TREK

### RIDE FOR CANCER SUPPORT

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## SPONSORSHIP AND PARTNERSHIP OPPORTUNITIES

MAY 23 - 29, 2023

TORONTO TO CHARLEVOIX



# THE TUGGLE TREK

## RIDE FOR CANCER SUPPORT



Teams of up to 10 cyclists ride together, peleton style, for seven days to complete a 800 km journey from Whitby, Ontario to Charlevoix, Quebec, final ride route is subject to change pending travel restrictions.

Cyclists will travel through the stunning Ontario countryside, along the breath-taking St Lawrence River, and will end their journey with a celebration in one of Canada's most beautiful locations, Charlevoix, Quebec.

Ed was passionate about the Electrical Industry, joining the family business in 1993 and becoming president in 2007. Under Ed's leadership the company has grown to 18 employees, never losing the family values that started D.A.D Sales. He was a member of many electrical associations including president of CEMRA from 2005-2006. He truly loved the electrical industry and the people he met along the way.

Outside of work, Ed was an avid downhill skier, spent hours on the river fly fishing with his two boys and competed in mountain bike races.



### KEY FACTS

#### 2023 TUGGLE TREK Toronto to Charlevoix

This is not another group charity cycling event. Instead, it is an epic adventure and a unique cycling challenge, that makes a difference in the lives of people living with cancer.

**Date:** May 23 - 29

**Number of Cyclists:** Maximum team of 10 cyclists

**Funds Raised:** All funds raised will go towards the West Island Cancer Wellness Center. The WICWC is a registered charity dedicated to offering compassionate care and support to anyone experiencing cancer - either having it themselves or supporting others with cancer.

#### How does it work:

Each cyclist rides for six hours, covering a distance of approximately 120 km, while maintaining an average speed of 25-28 km/h. At the end of their seven day journey, the cyclist are greeted in Charlevoix by EFC members and sponsors. Together the cyclists, the volunteers, sponsors and industry peers will come together to celebrate the success of the ride and honor those who have been, and will be, impacted by cancer.



# 2023 SPONSORSHIP OPPORTUNITIES

We are grateful to be part of such an outstanding industry and to have such an incredibly compassionate and generous supporters of this year exciting and unique event.

We look forward to including you as a supporter of this year's Tuggle Trek Cancer Support - In appreciation for your sponsorship, we will work closely with you to ensure we accommodate all your needs and recognition goals.

**Title Sponsorship**  
1 available | \$5,000

Your logo and brand is integrated and prominently displayed on all event materials. *Digital and Print promotions, front of all Jerseys and T-shirts, and Support Vehicle signage.*

**Start & Finish Line Sponsor**  
15 available | \$500

*Your logo is displayed prominently at the Launch Line, Finish Line and included in all event materials. Digital and Print promotions.*

**Lead Vehicle Sponsor**  
SOLD OUT | \$2,500

*Your logo is displayed prominently placed on the hood and trunk of a Peloton Support Vehicle. Digital and Print promotions..*

**Follow Vehicle Sponsor**  
2 available | \$2,500

*Your logo is displayed prominently placed on the hood and trunk of a Peloton Support Vehicle. Digital and Print promotions.*

**Apparel Sponsor**  
SOLD OUT | \$3,500

Your logo is displayed prominently on the sleeves of the Jerseys and T-shirts. *Digital and Print promotions, Sleeves of all Jerseys and T-shirts.*



<http://weblink.donorperfect.com/WICWCTuggleTrek2023>



**For further information and how to customize your options:**

**Daryl Witiuk**, Northwinds Corporation  
416-882-9207 | [dwitiuk@northwinds.ca](mailto:dwitiuk@northwinds.ca)