

Sponsorship Opportunities 2024



RIDE TO LIVE

THE AMAZING RIDE



Prostate Cancer
Foundation Canada

ABOUT US - SINCE 1997

Prostate Cancer Foundation Canada operates with a small staff and hundreds of wonderful volunteers. We are the only organization in Canada to provide support services, research grants to young scientists, and educational and awareness campaigns to prostate cancer patients and their families. All this is done without government funding. Therefore, you can rest assured that every dollar we raise is going to where it matters the most, men who need it.

Prostate cancer is the [number one](#) cancer in men and the [second leading cause](#) of cancer deaths

WHY WE NEED YOUR HELP?

Men across Canada are facing an uncertain future with a [prostate cancer](#) diagnosis. As we all know, there is no vaccine for prostate cancer. Yes, there are treatment options, but the reality is that many men suffer from long term impacts on their quality of life even once their cancer is in remission.

This is why our support groups across Canada are so important. We help newly diagnosed men learn more about their cancer through the lived experience of men who have gone through these treatments before, and have learned to cope with, or overcome, these side effects (erectile dysfunction, urinary dysfunction and mental health impacts). It is only one of the many things we do, but it's a big one!

With your financial contribution to [The Ride to Live](#) we will not only be able to continue to support the thousands of men across Canada affected by prostate cancer, but provide research grants, educational webinars, mentoring and awareness campaigns.



ABOUT THE EVENT

The 15th annual Westcoast Motorcycle Ride to Live in-person event is back on May 26th, 2024 in Metro Vancouver. Virtually the event runs until September 4th.

This is a time to celebrate survivors, families, loved ones and remember those we've lost.

Metro Vancouver

We revamped the ride in 2022. No longer will we travel from destination to destination to receive a poker punch, but instead create an adventure at each stop. The event is limited to 200 riders who will each head to four different destination, but will all end at the same location. Here the festivities include live music, lunch and top awards (top fundraiser, top team & top poker hands) as a way to kick off the beginning of the riding season. This new format was a big hit with our riders and we will continue to expand on this format for 2024.



Virtually

The virtual event has participants partake in a self guided ride to gather photos for their poker stops. These are then transferred onto an interactive map celebrating the remarkable awareness campaign and adventures that our participants get involved in.

WHERE DOES YOUR SUPPORT GO?

Funds for the Ride to Live come from registration fees, pledges and sponsorships.

With these funds we can provide **education**, **support** for those diagnosed, and offer **funding** for critical research.

Some of our Programs and Services Offered

Funding for
Research

Support Groups
In-person / Virtually

Education
Campaigns

Webinars

Clinical Trials

Mentoring

www.prostatecanada.ca

To date we have provided **\$2,680,000** for research grants, including **\$200,000** in 20223



A SPONSORSHIP TAILORED FOR YOU

Sponsoring The Ride to Live is more than just having your logo on our website; sponsors become part of a great community that consists of thousands of attendees, volunteers and supporters, while also offering brand exposure leading up to, during, and following the event through marketing and advertising.

We would love talk to you about customizing a package perfect for you. Please contact Nicole with any questions - big or small.

POTENTIAL OPPORTUNITIES

Naming Rights
Complimentary Team Registration
Logo on Website and Print Materials
Email Blast to over 10,000
On-site Booth
Category Exclusivity
Social Media Promotion
& More

Let's get started today.
Contact Nicole at nicole@prostatecanada.ca
or by phone 604-574-8000



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