



Big Brothers Big Sisters

MEGABike

PEDAL FOR POTENTIAL



September 14-15 - St. John's



TEAM BUILDING AND CLIENT ENGAGEMENT PACKAGE

WHAT IS MEGABIKE?

 Big Brothers Big Sisters

MEGA Bike

Our bike is MEGA BIG, MEGA FUN!
You have the power to **pedal for the potential** of young people in our community.

*The MEGABike seats 30 people (includes driver).
Limited spots available on September 14 and 15 starting at 9:00 am.*

We invite your company or group, clients and friends to hop on our 30-person MEGABike and join us in our **brand new** Big Brothers Big Sisters initiative and our **inaugural ride** in St. John's. The MEGABike is travelling across the country and stopping in other major cities such as Vancouver, London, Montreal and more! This **exclusive community initiative** offers a fun team-building event while giving back to youth in our community who face many challenges.

What can you expect?

- 1.5km loop around scenic downtown St. John's
(can repeat for longer ride)
- 60 minute slots available starting at 9:00AM
- After-ride celebration with your fellow MegaBikers!
- Chance to win fun prizes and ride with a "celebrity"
- Video, photos and much more!



MAKE A MEGA IMPACT!

At Big Brothers Big Sisters we believe that **every connection counts**. We see with youth in our programs that connection matters now more than ever before. Since 1975, we have been creating inspiring and decisive mentoring relationships that reveal the full potential of young people and equip them for the future. We are here to support youth and our goal is to build back better, by **empowering young people** to fully embrace their unique selves, find their sparks, and ignite the power and potential within them to achieve all that they dream of.

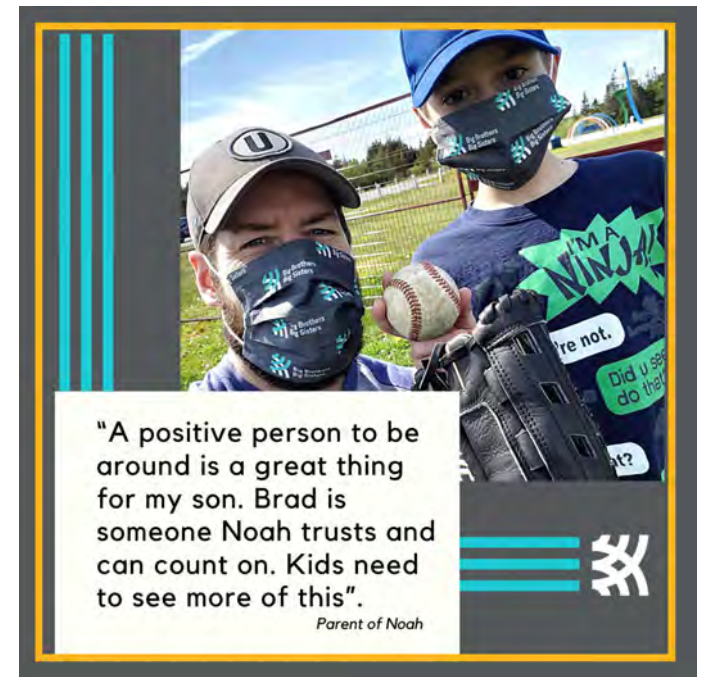
Make MEGABike your 2022 Team-Building Event!

MEGABike is more than just a fun day out. Connection with your team increases morale, employee retention and opportunities for in-office mentorship. Join us on **September 14 or 15** for one of the most visible community events of the year - peddling through the streets of downtown St. John's for two full days!

Who is the event for? Large, medium and small organizations welcome! Or register and fundraise as an individual (age 14+)

What's the route? We'll be pedalling along the Harbourfront and Water Street with the iconic Signal Hill and the narrows in the background to capture amazing photos.

What's the cost? Starting at \$150 per seat, check out the Sponsor Opportunities for details.



MENTORING MATTERS... HERE'S WHY!

Big Brothers Big Sisters provides supportive adult mentors to kids who need someone the most. Every day, youth in our community face challenges like bullying, isolation, poverty, social anxiety, low self-esteem, disabilities and more. Our caseworkers match children and youth (ages 6 to 17) with mentors who help them overcome adversities, make healthy choices and ultimately reach their full potential. Your investment in Big Brothers Big Sisters supports the creation and continuation of mentoring matches over one year.

73%

of Littles come from a family with parental separation or divorce

52%

exposure to financial stress in the home

66%

Struggle with mental health challenge in the home



IN 2021...

363 YOUNG PEOPLE SERVED

96 NEW YOUTH ENROLLED

2965 SUPPORT CHECK-INS FROM PROFESSIONAL CASEWORKERS TO VOLUNTEERS, YOUTH & FAMILIES

TOGETHER, WE CAN IGNITE MORE POTENTIAL

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 BROTHERS BIG SISTERS



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

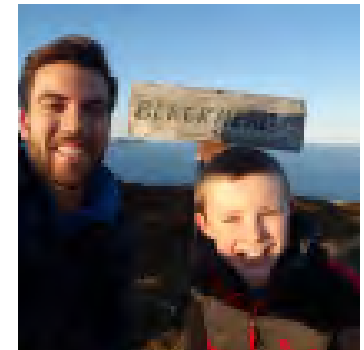


Benefits and Opportunities	PRESENTING (1 available)	MEGA Level	BIG Level	LITTLE Individual Seat
	\$7,500	\$5,000	\$3,000	\$150
Event Day	SOLD			
Entire Bike Buyout*	•	•	Half Bike**	One Seat***
Premium time choice for MEGABike ride	•	•		
Opportunity to purchase additional bike (29 seats) at reduced cost (\$3,000)	•	•		
On-Site Refreshments	•	•	•	•
Sponsor Profile				
Exclusive Company Name with event (<i>MEGABike sponsored by</i> ____) Company	•			
Logo on MEGABike Website	•	•	•	
Mentions on Social Media (4900+ followers)	•	•	•	
Logo recognition via eBlasts to participants	•	•	•	
Company Name in Event Press Release	•	•		
Opportunity to participate in NTV Community Segment Opportunity to provide video message to participants	•			
On-Site Exposure				
Company Logo on bike for 2 day event (Sept 14-15)	•	•		
Company Name across full front panel of bike during your ride	•	•		
Logo on participant video	•	•		
Opportunity to provide participant giveaways at event	•	•		
Personalized team photo	•	•	•	
Company banner at event	•			
Branded signage at start/finish line	•			
Recognition from microphone at event	•			
Post-Event Acknowledgement				
Recognition in our Annual Report	•	•	•	
Recognition in our Event Thank you	•	•	•	
Team Video	•	•	•	
Recognition Keepsake	•	•	•	•

*up to 29 seats, minimum 20 recommended

** up to 14 seats

***Gather friends, family, colleagues and fundraise a minimum \$150 each



To confirm your sponsorship for MEGABike 2022, please contact

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IGNITE **THEIR** POTENTIAL

1 MEGABike. 29 CYCLISTS. 1 **BIG** CAUSE

1 **UNFORGETTABLE DAY!**

@BBBSEasternNL

#MEGABike

#PedalForPotential