



PROVINCIAL SPONSOR ENGAGEMENT PACKAGE

# WHAT IS MEGA BIKE



## MEGA Bike

One Day. One Bike.  
30 Seats. 8 Rides. Endless Potential.

MEGABike is rolling into downtown Regina on [Wednesday June 28th, 2023](#) and Saskatoon [Thursday June 29th, 2023](#), join us to Pedal for the Potential of young people facing adversities in our communities. Hop on the 30-seater MEGABike with your co-workers, clients and friends and enjoy a fun and unforgettable team building event!

## What can you expect?

- 🌀 2.5 km loop around downtown Regina or Saskatoon
- 🌀 1 hour time slots, starting at 9:00 am
- 🌀 After-party with your fellow MEGAbikers
- 🌀 Prizes
- 🌀 MEGA fun!
- 🌀 Team photos, videos, and much more!





# MENTORING MATTERS IN REGINA

## HERE'S WHY ...

Big Brothers Big Sisters of Regina and Area enables life changing mentoring relationships to ignite the power and potential of young people, right here in Regina. Every day, youth in our community are facing challenges like bullying, isolation, social anxiety, low self-esteem, loneliness and more. Our professional Mentoring Coordinators match young people (ages 6-17) with volunteer mentors who spend time together each week, building a Developmental Relationship. This friendship helps the young person overcome adversities, make healthier choices and ultimately be supported to reach their full potential. **Your investment in MEGABike means we are able to make and support new mentoring matches, for the kids that need it the most.**

84%

of our Littles have experienced parental separation or divorce

65%

of our Littles have experienced bullying

63%

of our Littles have experienced the death or terminal illness of someone close to them

IN 2022...



OVER 340 YOUNG PEOPLE SERVED

SUPPORTED 118 1:1 MENTORING MATCHES

GRADUATED 12 THRIVING MATCHES

TOGETHER **WE** CAN IGNITE THEIR POTENTIAL

# MENTORING MATTERS IN SASKATOON

## HERE'S WHY ...

Big Brothers Big Sisters of Saskatoon provides 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, mental health challenges and more. BBBS Coordinators match children & Youth (ages 6-18) with mentors to help them overcome adversities, make healthy choices and ultimately reach their full potential. **Your investment in MEGABike means we are able to make and support new mentoring matches, for the kids that need it the most.**

### IN 2022...



# 88%

suffer from high to very high anxiety (SAYCW stat)

# 49%

come from a home that is financially stressed (BBBS stat)

# 43%

has a household member with a mental illness (BBBS stat)

## OVER 495 YOUTH SUPPORTED

## MATCHED 453 VOLUNTEERS

## GRADUATED 3 THRIVING MATCHES

## OVER 64,531 VOLUNTEER HOURS

## TOGETHER WE CAN IGNITE THEIR POTENTIAL

# YOUR SUPPORT CHANGES LIVES

## THE MENTORING EFFECT:

Together, the family, Big Brothers Big Sisters, and the mentor help young people develop social emotional competencies.



# YOUR SUPPORT CHANGES LIVES

**\$23:\$1**

EVERY \$1 INVESTED IN MENTORING  
RETURNS \$23 TO SOCIETY<sup>1</sup>

MENTORED YOUTH SEE POSITIVE RESULTS:

## IN LIFE

81% REPORT FINANCIAL LITERACY  
98% BELIEVE THEY MAKE GOOD  
LIFE CHOICES  
80% PURSUE HEALTHY LIFESTYLES

## 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!)

## AT WORK

47% HOLD SENIOR LEADERSHIP POSITIONS  
17% MORE LIKELY TO BE EMPLOYED  
13% HIGHER EARNINGS  
(\$315,000 HIGHER LIFETIME INCOME!)



THE FAMILY



THE ORGANIZATION



THE MENTOR

THAT'S THE POWER OF THREE

<sup>1</sup> Among economically disadvantaged groups, \$1 invested in mentoring by Big Brothers Big Sisters returns \$23 to society. The Boston Consulting Group understood a multi-stage study that compares the outcomes of children who participated in community 1-on-1 programs with those that did not.

# PROVINCIAL SPONSOR OPPORTUNITY

## As a Provincial Sponsor

of the MEGABike Ride in Regina and Saskatoon, you will enjoy the following advantages and recognition opportunities:

### EVENT DAY

- Entire bike reserved for you\*
  - Preferred premium time slot for your ride
- \*29 seats, minimum of 20 recommended

### SPONSOR PROFILE

- Listed as Provincial Sponsor on all MEGABike communications and event materials
- website, social media, newsletter and Event Press Release

### ON SITE EXPOSURE

- Personalized Team Photo
- Logo on MEGABIKE
- Opportunity to provide participant giveaways
- Company banner at event sites
- Branded signage at start/finish lines
- Recognition from microphone during events

### POST EVENT ACKNOWLEDGMENT

- Logo on post-event videos
- Dedicated Team videos
- MEGABike recognition keepsake
- Recognition in Agency Annual Reports
- First right of refusal for MEGABike 2024

## PROVINCIAL SPONSOR: \$8,000

As a Provincial Sponsor in both Regina and Saskatoon, you will enjoy significant recognition in both communities as well as a discount of \$2000 for 2 full bike rides, 1 in Regina on June 28th and 1 in Saskatoon on June 29th.

Provincial investment for both Regina and Saskatoon events = \$8000

### EXPECTED PROMOTIONAL AUDIENCE:

**REGINA SOCIAL MEDIA**  
5.4K FOLLOWERS    
400+ NEWSLETTER SUBSCRIBERS  
174 LINKDIN FOLLOWERS

**SASKATOON SOCIAL MEDIA**  
3.3K FOLLOWERS    
1.3K TWITTER FOLLOWERS  
455 LINKDIN FOLLOWERS

TO CONFIRM YOUR SPONSORSHIP FOR **MEGABike** 2023, PLEASE CONTACT:



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**IGNITE THEIR POTENTIAL**

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