

# Sponsorship Opportunities



# RIDE TO LIVE 2023

THE AMAZING RIDE

PROSTATE CANCER FOUNDATION BC

# ABOUT US - SINCE 1997

Prostate Cancer Foundation BC operates with a small staff and hundreds of wonderful volunteers. We are the only organization in BC 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 BC 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 BC 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 BC affected by prostate cancer, but provide research grants, educational webinars, mentoring and awareness campaigns.



# ABOUT THE EVENT

The 14th annual Westcoast Motorcycle Ride to Live in-person event is back on May 28th, 2023 in Langley.

Virtually the event runs until September 6th.

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

## Langley

We are revamping the ride for 2023. 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.



## Virtually

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

# 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.prostatecancerbc.ca/home/resources/](http://www.prostatecancerbc.ca/home/resources/)

To date we have provided **\$2,680,000** for research grants, including **\$535,000** in 2022.



# 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@prostatecancerbc.ca](mailto:nicole@prostatecancerbc.ca)  
or by phone 604-574-8000



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# WE'RE HERE FOR YOU

Whether we can work together on a sponsorship or not, we hope you'll consider helping us raise awareness about prostate cancer in your community. We're always open to ideas, but here's a little bit about some of the services we currently offer:

## ONLINE VIDEOS & WEBINARS

All of our webinars are recorded and available online - from improving quality of life with prostate cancer to promising research updates.

## ONE ON ONE PEER SUPPORT

Men aren't always ready for a support group. We connect people with peer navigators who can share about their journey or help with finding resources.

## REEF KNOT KIT INFORMATION PACKAGES

The more men know about their prostate cancer, the better able they are to make informed decisions. Our free kits take men and their families from deciding on treatments to living with cancer for decades to come.



## SUPPORT GROUPS

An incredibly powerful, research-backed way to gain a sense of empowerment over a man's diagnosis and living with prostate cancer.

### LOCAL

More than 60 local support groups across Canada can be accessed through our support initiative, Prostate Cancer Support Canada.



### Coast to Coast:

A nationwide group that welcomes patients from across Canada, features renowned experts, and an opportunity for Q&A.

### Partners in Prostate:

A group just for partners of prostate cancer patients.

### NATIONWIDE

### Active Surveillance:

A group just for patients going through Active Surveillance treatment.

### Advanced Prostate Cancer:

A group just for patients with metastatic, recurrent, or advanced prostate cancer.

## CUSTOMIZED WEBINARS & INFO SESSIONS

Want us to provide an educational session on prostate cancer to your employees? We can visit you in person and bring lunch, or we can offer a session over Zoom.



Whatever you choose, our goal is to raise as much awareness about the cancer that affects more Canadian men than any other - in whatever way we can.

**Prostate cancer is also almost 100% treatable when detected early. We want to encourage men to get checked and we want to encourage women to remind the men in their lives to too.**

**TOGETHER, WE CAN MAKE A DIFFERENCE.**