

7TH ANNUAL NEWROADS

LAKERIDE

SPONSORSHIP OPPORTUNITIES



The 7th Annual NewRoads LakeRide is actively seeking major corporate partners who share our mission and common goal to support The Mental Health Program at Southlake Regional Health Centre.

SUNDAY, SEPTEMBER 25, 2022

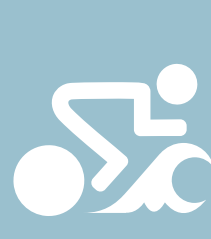
LAKERIDE SPONSORSHIP OPPORTUNITIES

	CORPORATE	JERSEY	COMMUNITY	CARES	REST & REFRESH	INSPIRE & MOTIVATE	SILENT AUCTION*
Benefit \$	10K	5K	3.5K	2.5K	1.5K	1K	\$200
Jersey	✓	✓					
Banner	✓	✓	✓				
Rest Stop Signs	✓		✓		✓		
Sponsor Route Signs	✓						
Directional Route Signs			✓			✓	
Ride Kit Bags	✓			✓			
Kit Pickup Display				✓			
Post Event Social Coverage	✓	✓	✓	✓	✓	✓	✓
Event Web Page	✓	✓	✓	✓	✓	✓	✓
Ride Registration	6	4	4	2			
Certificate	✓	✓	✓	✓	✓	✓	✓
Customization	✓						

* Silent Auction Sponsor: \$200 or silent auction item with a minimum value of \$200.

2021 NEWROADS

LAKERIDE REACH



168
LAKERIDERS



14,175
KMS CYCLED



26
SPONSORS



57
VOLUNTEERS



275K
SOCIAL IMPRESSIONS



\$106,139
RAISED FOR SOUTHLAKE



With the anticipated opening of our new Adult Inpatient Unit in December, we continue to transform mental health care at Southlake by building spaces that heal. It hasn't been easy, especially as the pandemic lingers on. We face unrelenting demand for mental health care with an average of **17 people coming to our Emergency Department in crisis every day**. The effects on mental health will be felt long after the pandemic is over.

"While we have made significant progress in mental health, we need help to give help. We invite our caring and generous communities to donate today to give our mental health patients the spaces that provide the privacy, peace, and dignity they need and deserve to support their recovery."

- Jennifer Klotz, President & CEO of Southlake Foundation

NEW RETRO RED KIT



Let's Chat

We look forward to chatting with you about sponsorship opportunities.

Rachel Hawtin
Community Liaison & Brand Manager,
NewRoads Automotive Group

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