



SEPTEMBER 14 - 18, 2022 FIVE DAYS. OVER 850KMS. ONE EPIC JOURNEY.

R2//NYC is a 5-day fully supported ride taking the roads less travelled through southern Ontario, New York State, and Pennsylvania with an epic finish in New York City, every September. The challenging new route brings together a passionate group of cyclists who are bound by their love of cycling, and motivated by raising funds to give kids affected by childhood cancer the chance to just be kids.

[Click here to learn more & check out the awesome riding](#)

With your leadership, R2//NYC will put **50-70 riders** on the road, powered by **25 support crew**, collectively raising **\$500,000** for **CAMPFIRE CIRCLE**. These crucial funds will give **200 kids** affected by **childhood cancer** the chance to attend camp for a transformative week. And this is just the beginning!

CHILDHOOD CANCER CHANGES LIVES. SO DOES CAMP. AND SO CAN YOU!



A diagnosis of childhood cancer changes life in an instant. For kids and families, it can suddenly feel like everything is about cancer. Simple childhood joys like friendships, birthday parties, or sports teams being left behind in the need for medical appointments, hospital stays, and long absences from school.

Whether it's in a hospital setting, in the community, online or at overnight camp, [CAMPFIRE CIRCLE](#)* fills the void, creating safe spaces for kids to be kids, so families can be families, at no cost to them.

It's where curiosity and confidence, bravery and acceptance come to play, and healing through happiness is on the agenda, every day, and in every way!

*Did you know that Camp Ooch & Camp Trillium merged in 2020, and that we have a new name? Announcing ... **CAMPFIRE CIRCLE**! We aren't changing what we do—we're just changing our name.

LEARN MORE TODAY: r2nyc.ca | r2nyc@campfirecircle.org | 1-888-961-6624 ext. 403

R2//NYC
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FORMERLY CAMP OUCH & CAMP TRILLIUM

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PARTNERSHIP OPPORTUNITIES

R2//NYC creates an excellent forum for you to engage with the riders and support crew while showcasing your commitment to the community as we travel from Toronto to NYC. Your investment will make it possible for more kids and families from across Ontario to enjoy the transformative power of camp. Below is a highlight of the benefits you will receive as a partner, contact us to learn more.

Opportunity	Presenting \$50,000	Campfire \$25,000	Cabin \$15,000	S'Mores \$10,000	Lake \$7,500	Circle Up \$5,000	Canoe \$2,500
Branding							
Logo on support crew kit	X						
Social media recognition on social media	X	X	X				
Logo in post-ride newspaper thank you ad	X	X	X				
Logo on rider kit	Vest & bib shorts	Vest & bib shorts	Vest only				
Logo on rider jerseys	Sleeve	X	X	X			
Naming of a component of R2//NYC (ex. Vehicles, team, dinners, etc)	X	X	X	X			
Linked logo on rider & support crew emails	X	X	X	X			
Logo on event signage	X	X	X	X	X	X	
Logo & ad in Rider, Team Captain & Support Crew Toolkits	Full page	Full page	Full page	½ page	½ page	¼ page	Logo only
Use of CAMPFIRE CIRCLE proud support logos	X	X	X	X	X	X	X
Linked logo on r2nyc.ca	X	X	X	X	X	X	X
Engagement							
Engagement opportunity for 10-40 employees at your office or CAMPFIRE CIRCLE's Toronto location	X	X					
Custom message to riders in training email	X	X	X				
Event activation opportunity at rider events	X	X	X	X			
Opportunity to provide riders a benefit to participate in sponsor experience pre or post-ride	X	X	X	X	X		
Sampling in rider and support crew kits	X	X	X	X	X	X	

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