

SPONSORSHIP OPPORTUNITY



SCAN THE QR
TO REGISTER



SATURDAY, JULY 27TH

Run begins at Classy Chassis with KSU at 10 AM

2ND

ANNUAL POKER
RUN FOR



Last year more than 60 bikes showed up in force for the inaugural **United on the Highway** poker run event to benefit United Way Peterborough & District.

Those who joined in 2023 are eagerly anticipating this year's run and, building on last year's success we are trending to more than double the number of registrants in 2024.

Align your brand with this family-friendly, scenic run through the Kawarthas!



About Us



United Way
Peterborough & District

We love where we live. This local love fuels our efforts to tackle even the toughest social issues, finding solutions to the complex challenges that make life difficult for our communities' most vulnerable people.

A strong, supported, resilient community benefits all of us. Every day, United Way Peterborough & District has a profound impact on our community by ensuring an essential network of programs and services work together to achieve lasting, positive change. No other organization has the same depth, reach and history of making such a profound difference in the lives of others.

When you partner with United Way, social purpose meets community impact to **improve lives locally.**



46,263

PEOPLE WERE HELPED THROUGH UWP FUNDED PROGRAMS AND INITIATIVES



\$2,109,560

INVESTED INTO VITAL SUPPORTS AND SERVICES LOCALLY



275

PROGRAMS AND INITIATIVES WERE SUPPORTED IN OUR COMMUNITY

United.
together we can...

How your dollars impacted our community last year



United Way
Peterborough & District

Our Vision

Everyone in every community has the opportunity to reach their full potential.

Our Mission

To empower everyone to improve lives and build strong communities.

\$2500

1 AVAILABLE

Leader of the Pack *Event Sponsor*



PROMOTION

- Recognition across United Way's social media platforms (7,130+ followers)
- Recognition on United Way Peterborough & District website & Event Registration website
- Promotion on event poster at all Bike Night Events in Port Hope, Buckhorn, Lindsay & Marmora
- Social media inclusion 3x/week on posts across bike club sites

EVENT RECOGNITION

- Company logo included on Poker Hand Sheet to each rider
- Verbal recognition during event
- Opportunity to supply company promotional materials to riders
- Opportunity to present a prize at event

Road Captain *Sponsor*



\$1000

3 AVAILABLE

PROMOTION

- Recognition across United Way's social media platforms (7,130+ followers)
- Recognition on United Way Peterborough & District website & Event Registration website
- Promotion on event poster at all Bike Night Events in Port Hope, Buckhorn, Lindsay & Marmora

EVENT RECOGNITION

- Verbal recognition during event
- Opportunity to present a prize at event

\$500

5 AVAILABLE

Easy Rider *Sponsor*



PROMOTION

- Recognition across United Way's social media platforms (7,130+ followers)
- Recognition on United Way Peterborough & District website & Event Registration website
- Promotion on event poster at all Bike Night Events in Port Hope, Buckhorn, Lindsay & Marmora

EVENT RECOGNITION

- Verbal recognition during event
- Opportunity to supply company promotional materials to riders

Poker Hand Prize Sponsors

GIK
UNLIMITED

We need 3 incredible companies to donate a prize or prize pack to inspire even more registrants for this important fundraiser -



Best Hand
\$1000

Second Best Hand

Approximate retail value \$500

Most Hearts

Approximate retail value \$500



Sponsor benefits can include but are not limited to those listed below, contact Sara Mountenay to discuss your unique needs!

- Recognition across United Way's social media platforms (7,130+ followers)
- Recognition on United Way Peterborough & District website & Event Registration website
- Company Promotion on event poster at all Bike Night Events in Port Hope, Buckhorn, Lindsay & Marmora leading up to event
- Verbal recognition during event
- Opportunity to supply company promotional materials to riders

In addition to the 3 prize sponsors we are looking for door prizes!!

Terry Guiel

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David Feeley

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Stuart Harrison

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Ben vanVeen

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Organizing Team

United.
together we can...



Staff Support

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