



TRIPLE CROWN

for Heart

SPONSORSHIP PACKAGE

2023



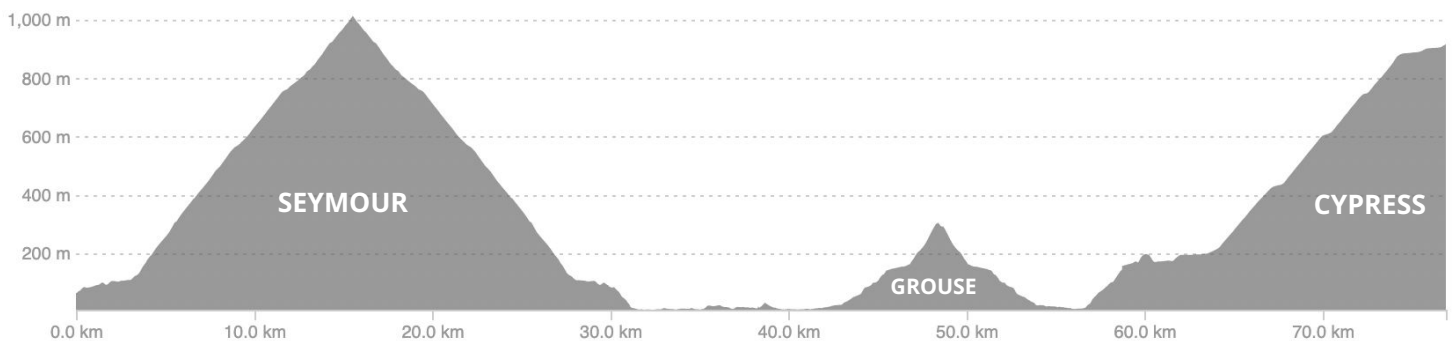
OVERVIEW



THE CHALLENGE

Since 2010, Triple Crown for Heart has been Vancouver's most challenging, and rewarding, community impact event.

The event is fully volunteer driven, spans three municipalities, more than 75 kilometers, and over 2,000 meters of elevation. Participants begin in the District of North Vancouver at the base of Mount Seymour, where they will scale one, two or three of Vancouver's iconic peaks on bicycle.



THE CAUSE

Triple Crown for Heart supports projects at BC Children's Hospital which strive to promote healing and health recovery of children and families. Our non profit also supports Camp Zajac hosted by the Children's Heart Network.

By supporting The Triple Crown for Heart in their efforts to fundraise for these causes your generosity will be supporting cardiac children and families to ease their burden while in hospital and provide children and teens a chance to have a life-changing experience after recovery through a dedicated cardiac camp.



HISTORY



MAKING AN IMPACT SINCE 2010

Since its inception in 2010, the Triple Crown for Heart has raised more than \$240,000 to benefit the British Columbia's Children's Hospital Foundation (BCCHF) and the Children's Heart Network (CHN). The first Triple Crown funded a project to revamp an outdoor garden at the hospital for patients recovering from heart surgery and their families to enjoy. The funds enabled the outdoor space to be maintained for three years until the construction of the new hospital began. In 2018 Triple Crown also decided to support cardiac children and teen to go to Camp Zajac.

Over the last 12 years the funds raised have supported: nutrition programs, purchase of family waiting room furniture, comfort packages for parents, and a coffee and tea program for parents on the inpatient ward.

This year the funds we raise from our event will continue to support a specialty nutrition program for children who are recovering from heart surgery. The funds will also support Camp Zajac's summer camp, giving children who have recovered from heart surgeries and treatments the opportunity to learn new skills, grow and make new friends.

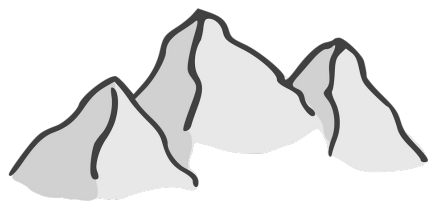


EVENT OVERVIEW



TC4H 2023 will be the 11th event of the series, targeting 250 riders from around the region and 10+ sponsors to support the event.

Our fundraising target for 2023 is \$35,0000.



EVENT STATISTICS

- **Event Pricing:**
 - March 31: \$80
 - April 1 – July 6: \$100
 - July 7 – July 14: \$120
- **Kilometers Cycled:** 78.7km
- **Elevation Climbed:** 2,298m
- **Approximate Time:** 4hrs
- **Volunteers:** 30-35



FUNDRAISING HISTORY

Recent Years

- **2022:** \$26,610
- **2019:** \$37,053
- **2018:** \$22,577
- **2017:** \$21,000

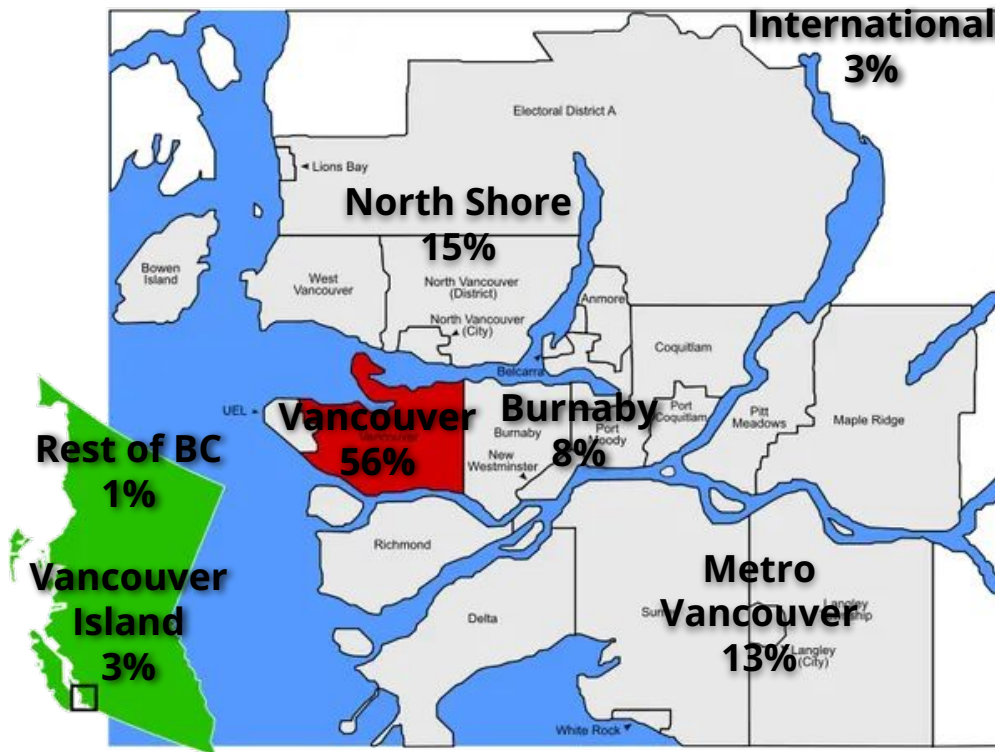
Total fundraised since 2010: \$240,486



PARTICIPANTS & MARKETING



PARTICIPANT INFORMATION



Participants

2018	181
2019	212
2022	180
2023*	250

Skill Level

Beginner	5%
Intermediate	52%
Advanced	43%

MARKETING CHANNELS



Sponsors will have access to a robust set of marketing channels used to create awareness for the event.

- 670 verified subscribers to the TC4H newsletter.
- Close to 3,000 visits to the website around the event date.
- Social media channels including Facebook, Instagram, and Youtube.



Triple Crown for Heart is back!
Saturday, July 15, 2023

Raising money for:



* 2022 the Triple Crown for Heart returned after a pandemic hiatus; we managed to restart the event in just 10 busy, creative, short weeks. With the support of our pledge riders and sponsors we were able to surpass our fundraising goals of \$25,000 and raised \$26,650!

SPONSOR LEVELS



In sponsoring the Triple Crown for Heart corporate you are providing funds to support the event, the riders, volunteers, and helping create a safe and sustainable event.

The event in turn raises funds for two avenues of support: Specific comfort and healing projects for Cardiac patients through the **BC Children's Hospital foundation** and Camp Zajac through the **Children's Heart Network**.

	TITLE SPONSOR	GOLD TIER	SILVER TIER
Contribution Value	\$5,000	More than \$500	Less than \$500
Name Association	Title Sponsor	Verbal Acknowledgement	Verbal Acknowledgement
Brand Participation	Speaking opportunity for representative +	Booth on course or at finish line	Opportunities to give in swag bag
Logo Exposure	Title sponsor - featured on front page of all marketing material and event signage.	Featured prominently on event signage and marketing material	Featured on select event signage and material.
Web Exposure	Title sponsor - featured on front page of all marketing material and event signage.	Featured prominently on sponsorship page.	Featured on select pages.
Promotional Material	Opportunity to include promotional material in rider swag bags.	Opportunity to include promotional material in riders wag bags.	Opportunity to include promotional material in rider swag bags.
Event Registrations (Complimentary)	Team registration included.	2 entries.	None

THANK YOU!



TRIPLE CROWN *for Heart*

PAST SPONSORS:

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DEVELOPMENTS



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wesgroup
we see potential.

MARIE CAMPBELL
CO-CHAIR & EVENT FOUNDER
STUART LEW
CO-CHAIR
SHAUN CARPENTER
SPONSORSHIP DIRECTOR
MATT DIXON
SPONSORSHIP TEAM

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