

June 7, 2025



SPONSORSHIP PACKAGE



BikeBrampton.ca
*Biking in Brampton
Builds our Community*



BRAMPTON
Flower City
brampton.ca



TOWN OF CALEDON



Region of Peel
working with you



MISSISSAUGA



Toronto and Region
Conservation
Authority

BIKE THE CREEK 2025

Bike the Creek is an awesome community event that raises awareness on the benefits of cycling and how active transportation is essential to building a healthy and sustainable community. Established in 2014, the event is planned with partners, BikeBrampton, Toronto and Region Conservation Authority (TRCA), City of Brampton, City of Mississauga and the Town of Caledon. This event attracts over 1000 cycling enthusiasts and engages over 50 volunteers from the community.

Cycling leads to a strong, healthy, vibrant, sustainable communities. Your sponsorship will align your business with these benefits while gaining exposure to hundreds of cyclists.

Event Vision

To inspire the community to get out and enjoy cycling and educate them on the benefits of active transportation and highlighting the incredible trail system in the Region of Peel.



BIKE THE CREEK SPONSORSHIP LEVELS 2025

Platinum Sponsor - \$1500

- o Five (5) complimentary passes to TRCA Conservation Parks
- o Your logo featured on Bike the Creek's event page and registration page, with a hyperlink to your company website using language such as "Event Proudly Sponsored by"
- o Adopt one of our Pavilions along the event route which includes signage visible to all participants
- o Vendor space at the main event site (tent provided upon request)
- o Social media mentions from one of the event partners
- o Logo included on marketing material for event where possible
- o Recognition by Master of Ceremonies

Gold Sponsor - \$750

- o Two (2) complimentary passes to TRCA Conservation Parks
- o Vendor space at the main event site (tent provided upon request)
- o Social media mentions from one of the event partners
- o Logo included on marketing material for event where possible
- o Recognition by Master of Ceremonies

Silver Sponsor - \$500

- o Social media mentions from one of the event partners
- o Vendor space at the main event site
- o Logo included on marketing material for event where possible
- o Recognition by Master of Ceremonies

Bronze Sponsor - \$300

- o Logo included on marketing material for event where possible
- o Recognition by Master of Ceremonies

Prize Draw Sponsor

- o Recognition by Master of Ceremonies

In-Kind Donations

- o Name or Logo on event website
- o Recognition by Master of Ceremonies*

** For in-kind donations of \$300 or more*

For more information on becoming a sponsor, please contact events@trca.ca.

