



Big Brothers Big Sisters

# MEGA Bike

A graphic element below the 'MEGA Bike' text, featuring three horizontal teal lines on the left and a series of overlapping, colorful (teal, yellow, teal) wave-like shapes on the right.

PEDAL FOR POTENTIAL

June 13, 2023 - Fredericton



## TEAM BUILDING AND CLIENT ENGAGEMENT PACKAGE

# WHAT IS MEGABIKE?

 Big Brothers Big Sisters

## MEGA Bike

**Our bike is MEGA BIG, MEGA FUN!**  
You have the power to **pedal for the potential** of young people in our community.

*The MEGABike seats 30 people (includes driver).  
Limited spots available on June 13, 2023 starting at 9:00 am.*

We invite your company or group, clients and friends to hop on our 30-person MEGABike and join us in our **brand new** Big Brothers Big Sisters initiative and our **inaugural ride** in Fredericton. The MEGABike is travelling across the country and stopping in other major cities such as Vancouver, London, Montreal, Saint John's and more! This **exclusive community initiative** offers a fun team-building event while giving back to youth in our community who face many challenges.

### What can you expect?

- 2.7km loop around Downtown Fredericton!
- 60 minute slots available starting at 9:00AM
- Chance to win fun prizes!
- 20% off a meal at RustiCo
- Videos, photos, and much more!



# MAKE A MEGA IMPACT!

At Big Brothers Big Sisters we believe that **every connection counts**. We see with youth in our programs that connection matters now more than ever before. Since 1967, we have been creating inspiring and decisive mentoring relationships that reveal the full potential of young people and equip them for the future. We are here to support youth and our goal is to build better communities, by **empowering young people** to fully embrace their unique selves, find their sparks, and ignite the power and potential within them to achieve all that they dream of.

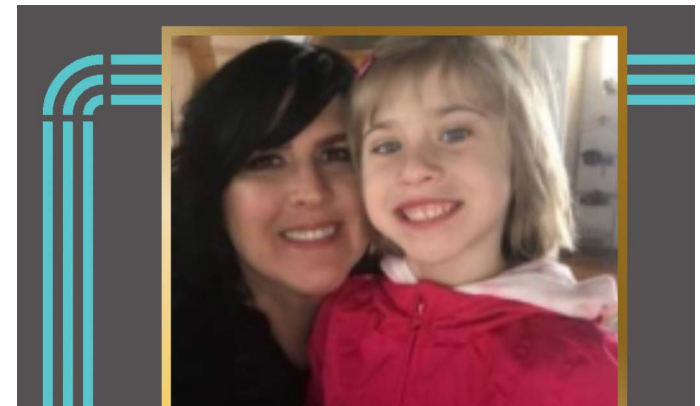
## Make MEGABike your 2023 Team-Building Event!

Make MEGABike your 2023 Team-Building Event! MEGABike is more than just a fun day out. Connection with your team increases morale, employee retention, and opportunities for in office mentorship. Join us on June 13 for one of the most exciting community events of the year - peddling a cool bike around Fredericton's downtown in support of local youth

**Who is the event for?** Large, medium and small organizations welcome! Or register and fundraise as an individual (age 14+)

**What's the route?** We'll be pedalling around Downtown Fredericton!

**What's the cost?** Starting at \$100 per seat, check out the Sponsor Opportunities for details.



"I was a "Little" 40 years ago and I always knew that I would be a "Big" myself when the time was right in my life. That happened when I was matched with Rosalee. She was eager to try new things and very quickly came out of her shell, going from a girl that would hide behind my leg when she met someone new to shaking hands and saying "nice to meet you." . I continue to be amazed by her strength and tenacity." - Kelly



# MENTORING MATTERS... HERE'S WHY!

Big Brothers Big Sisters provides supportive adult mentors to kids who need someone the most. Every day, youth in our community face challenges like bullying, isolation, poverty, social anxiety, low self-esteem, disabilities and more. Our caseworkers match children and youth (ages 5 to 16) with mentors who help them overcome adversities, make healthy choices and ultimately reach their full potential. Your investment in Big Brothers Big Sisters supports the creation and continuation of mentoring matches over one year.

73%

of Littles come from a family with parental separation or divorce

52%

exposure to financial stress in the home

66%

Struggle with mental health challenge in the home



## OUR MATCHES...

When Everett and his family moved to Fredericton, he didn't adjust well to the move. After the match, there was a dramatic change in him. Having us as mentors made a huge life-change manageable for him. Occasionally, we can directly see that we are helping Everett to develop. During one visit, we were watching him develop right before our eyes: cognitively, emotionally, and physically, while learning to climb a fireman pole. It was exciting. As Mike says, "Everett breathes life into everything that we do together." In fact, he breathes life into our world.

-Carol Ann & Mike (mentors)

## TOGETHER WE CAN IGNITE MORE POTENTIAL

I was nine, going on ten, when I met Anita. At that point in my life, I had said goodbye to many people. This was one person I would never have to say goodbye to. I had finally found someone who liked me for me. I got a happily ever after — not a castle and a Prince Charming, but something much better: a lifelong friendship with an incredible, giving woman. I have thirty- five years and counting of learning, laughing, sharing, and bonding with a woman who always sees and loves the real me. I got a Big Sister that day. I have truly been blessed. The one constant in my life is, and always will be, Anita.

-Rhea (former little)

# YOUR SUPPORT WILL HELP CHANGE LIVES

## \$1 : \$23

EVERY \$1 INVESTED IN MENTORING  
RETURNS \$23 TO SOCIETY

MENTORED YOUTH SEE POSITIVE RESULTS:



### IN LIFE

81% REPORT FINANCIAL LITERACY  
98% BELIEVE THEY MAKE  
GOOD LIFE CHOICES  
80% PURSUE HEALTHY LIFESTYLES



THE FAMILY



### IN COMMUNITY

87% HAVE STRONG SOCIAL NETWORKS  
50% MORE LIKELY TO VOLUNTEER  
(AND GIVE 30% MORE TIME!)  
13% MORE LIKELY TO DONATE  
(AND GIVE 20% MORE MONEY!)



BIG BROTHERS BIG SISTERS



### AT WORK

47% HOLD SENIOR LEADERSHIP POSITIONS  
17% MORE LIKELY TO BE EMPLOYED  
13% HIGHER EARNINGS  
(\$315,000 HIGHER LIFETIME INCOME)



THE MENTOR

## THAT'S THE POWER OF THREE

# SPONSORSHIP OPPORTUNITIES



Benefits and Opportunities	PRESENTING	MEGA Level	BIG Level	LITTLE Individual Seat
	\$5,000	\$3,500	\$2,000	\$100
<b>Event Day</b>				
Entire Bike Buyout*	•	•	Half Bike**	One Seat***
Premium time choice for MEGABike ride	•	•		
Opportunity to purchase additional bike (29 seats) at reduced cost (\$2,500)	•	•		
On-Site Refreshments	•	•	•	•
<b>Sponsor Profile</b>				
Exclusive Company Name with event (MEGABike sponsored by___) Company	•			
Logo on MEGABike Website	•	•	•	
Mentions on Social Media	•	•	•	
Logo recognition via eBlasts to participants	•	•	•	
Company Name in Event Press Release	•	•		
Company Recognition in Radio Ads	•			
<b>On-Site Exposure</b>				
Company Logo on bike for event (June 13)	•	•		
Company Name across full front panel of bike during your ride	•	•		
Opportunity to provide participant giveaways at event	•	•		
Personalized team photo	•	•	•	
Company banner at event	•			
Branded signage at start/finish line	•			
Recognition from microphone at event	•			
<b>Post-Event Acknowledgement</b>				
Recognition in our Annual Report	•	•	•	
Recognition in our Event Thank you	•	•	•	
Recognition Keepsake	•	•	•	•

\*up to 29 seats, minimum 20 recommended

\*\* up to 14 seats

\*\*\*Gather friends, family, colleagues and fundraise a minimum \$100 each



To confirm your sponsorship for MEGABike 2023, please contact:

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# IGNITE THEIR POTENTIAL

1 MEGABike. 29 CYCLISTS. 1 **BIG CAUSE**  
1 **UNFORGETTABLE DAY!**

#MEGABike  
#PedalForPotential