



SUNDAY, MAY 26,
2019

IN SUPPORT OF LONG-TERM CARE





13th Annual Giro in support of Long-Term Care

On **Sunday, May 26, 2019**, Villa Charities Foundation salutes Italy's renowned *Giro d'Italia* with the 13th Annual Villa Charities *Giro* community ride.

Join us for an exhilarating ride that takes you through the countryside of Vaughan, Kleinburg and King City.

This is your community ride! Get outdoors and do something you love.

Our Long Term Care

A long-term care renewal strategy was announced by the province of Ontario in 2014, requiring that long-term care facilities be brought up to new Ministry of Health and Long-Term Care (MOHLTC) design standards by 2025.

As the senior populations in Ontario rise to an all-time high, providing the highest quality of long-term care is our main focus. *Giro* is bringing the community together to help raise money required to enhance quality of life for our seniors.



Event Details

- Ride Day: **Sunday, May 26, 2019 at Veneto Centre**
- Registration opens at 6:30 a.m.; breakfast is served at 7 a.m.
- The Grand Marshall will officially start the ride at 8 a.m.
- Test your endurance and skills on one of our four routes:
 - *Gran Fondo* – 100 km
 - *Media Fondo* – 60 km
 - *Corto Fondo* – 25 km

What's Included In Your Ride

- Breakfast at Veneto Centre and rest stops jam-packed with water and popular Italian snacks to keep riders going
- A finish line celebration at Veneto Centre, followed by a hot lunch with Italian favourites like pasta fagioli, a prosciutto and parmigiano carving station, cannoli, espresso and more!
- Opportunity to fundraise and win great prizes
- *Giro* cycling gift for every rider that participates
- As a nod to the *Giro d'Italia* tradition, the Maglia Rosa (pink jersey) will be presented to the top *Giro* 2019 fundraiser
- A safe ride for everyone. Sweep cars and police are present throughout the ride to block off busy intersections and keep riders safe
- Free parking

Please note that Giro is a ride and NOT a race and will take place rain or shine. Only bicycles can participate in this event.

2018 Supporters

Join us as a 2019 sponsor – you'll be in good company!

We are extremely grateful to the corporate and family sponsors who continue to support *Giro*, grazie.



CYCLING SUPPORT SPONSORS

Alloray, Brampton Brick Ltd., Cardinal Sales Inc., Centro Scuola Cultural Exchange, Con-Elco Ltd., Connolly Marble & Granite Ltd., Delta Urban Inc., Forsa Equipment Rental Inc, Goemans Appliances, Hi Tech Paving & Contracting, Index Construction Inc., Maximum City, Novus Fire Protection Consulting Inc., Nortown Air, OTS Electric Ltd, Oakdale Kitchen Inc., Profile Wine Group, Rand Engineering Corp., Stefcon Construction Inc.

2018 Committee

Special thanks to the *Giro 2018* Committee for their hard work in ensuring the success of *Giro 2018*!

Steven Andreetta

Vito Barbera

Tony Caparotta

Lisa Carr

Amy Divincentiis

Joseph Gulizia

Giuseppe Mercurio

Frank Petti

Marco Presutto



Sponsorship Opportunities

villacharities.com

Sunday, May 26, 2019

 charities
villa foundation

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Presenting Sponsor

\$15,000 | LADY YORK FOODS

- Complimentary team of 14 riders; riders must register online. All riders receive the official *Giro* participation gift
- Logo recognition as the official “Presenting Sponsor” on all marketing and sales material, including route maps, all digital signage and on the official *Giro* website
- Exclusive branded signage at the start and finish line at venue/home base
- Opportunity to develop a tailored onsite activation
- Prominent logo placement on the Official *Giro* cycling gift
- Two (2) reserved tables in a premier location for breakfast and lunch
- Speaking opportunity during lunch
- Prominent logo placement on the Maglia Rosa, Maglia Azzurra, and Maglia Bianca jerseys
- Opportunity to contribute promotional items in the gift bag, distributed to all riders
- Minimum of three (3) social media posts from the Villa Charities account, promoting your support
- Recognition in the Villa Charities Newsletter and Foundation Annual Report

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100km Gran Fondo Route Sponsor

\$10,000 | LIUNA!

- Complimentary team of 10 riders; riders must register online. All riders receive the official *Giro* participation gift
- Logo placement on inspirational signage along the 100km route
- Prominent logo placement on the Official *Giro* cycling gift
- One (1) reserved table in a premier location for breakfast and lunch
- Prominent logo placement on the Maglia Rosa and Maglia Azzurra jerseys
- Exclusive naming rights of 100km route sponsor
- Opportunity to contribute promotional items in the gift bag, distributed to all riders
- Opportunity to develop a tailored onsite activation
- Opportunity to promote business to all cyclists on 100km route
- Logo placement on the official *Giro* website with a link of your choice
- Logo placement on route maps, sponsor signage and digital onsite signage
- Minimum of two (2) social media posts from the Villa Charities account, promoting your support
- Recognition in the Villa Charities Newsletter and Foundation Annual Report



Celebrasosta Sponsor

\$10,000 | ONE OPPORTUNITY AVAILABLE

The *Celebration Station* is the first rest stop for each route, located at Villa Colombo Vaughan. Riders enjoy energizing 'cibo e bevande' and best of all, residents from Villa Colombo will join in the celebration and cheer on riders!

- Complimentary team of 10 riders; riders must register online. All riders receive the official *Giro* participation gift
- One (1) reserved table in a premier location for breakfast and lunch
- Exclusive naming rights and branding opportunity (including prominent signage) at the Celebrasosta
- Logo placement on the Official *Giro* cycling gift
- Opportunity to contribute promotional items in the gift bag, distributed to all riders
- Opportunity to develop a tailored onsite activation and promote business to all riders
- Logo placement on the Maglia Rosa and Maglia Azzurra jerseys
- Logo placement on the official *Giro* website with a link of your choice
- Logo placement on route maps, sponsor signage and digital onsite signage
- Minimum of two (2) social media posts from the Villa Charities account, promoting your support
- Recognition in the Villa Charities Newsletter and Foundation Annual Report



60km Media Fondo Route Sponsor

\$8,000 | ONE OPPORTUNITY AVAILABLE

- Complimentary team of 8 riders; riders must register online. All riders receive the official *Giro* participation gift
- Logo placement on inspirational signage along the 60km route
- Prominent logo placement on the Official *Giro* cycling gift
- Prominent logo placement on the Maglia Rosa and Maglia Azzurra jerseys
- Exclusive naming rights of 60km route sponsor
- Opportunity to contribute promotional items in the gift bag, distributed to all riders
- Opportunity to promote business to all cyclists on 60km route
- Logo placement on the official *Giro* website with a link of your choice
- Logo placement on route maps, sponsor signage and digital onsite signage
- Minimum of one (1) social media posts from the Villa Charities account, promoting your support
- Recognition in the Villa Charities Foundation Newsletter and Annual Report

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Sosta Sponsor

\$8,000 | **SORBARA GROUP OF COMPANIES**

Giro's sostas (rest stops) are run by volunteers and offer energizing snacks to keep riders fueled and hydrated along the route. Sosta sponsors receive excellent branding opportunities at individual rest stops and offer an impactful way for your business to stand out to over 250 influential riders.

- Complimentary team of 8 riders; riders must register online. All riders receive the official *Giro* participation gift
- Exclusive branding and recognition at one rest stop station along the route
- Opportunity to staff and execute a customized activation at your rest stop
- Prominent logo placement on the Maglia Rosa and Maglia Azzurra jerseys
- Prominent logo placement on the Official *Giro* cycling gift
- Opportunity to contribute promotional items in the gift bag, distributed to all riders
- Logo placement on the official *Giro* website with a link of your choice
- Logo placement on route maps, sponsor signage and digital onsite signage
- Opportunity to promote business to all cyclists on 60k route
- Minimum of one (1) social media posts from the Villa Charities account, promoting your support
- Recognition in the Villa Charities Newsletter and Foundation Annual Report

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Maglia Azzurra Sponsor

\$7,000 | KPMG MSLP

The Maglia Azzurra (blue jersey) is awarded to the King & Queen of the Mountain – the fastest man and woman to climb *Giro's* biggest hill. This challenge is available on the 100 km route.

- Complimentary team of 6 riders; riders must register online. All riders receive the official *Giro* participation gift
- Exclusive event signage at the King & Queen of the Mountain challenge site
- Opportunity to address riders of 'The Mountain Challenge' and provide instructions and encouragement
- Opportunity to present the winners with the Maglia Azzurra jersey during lunch presentations
- Logo placement on the Maglia Azzurra and Maglia Rosa jerseys
- Prominent logo placement on the Official *Giro* cycling gift
- Opportunity to contribute promotional items in the gift bag, distributed to all riders
- Logo placement on the official *Giro* website with a link of your choice
- Logo placement on route maps, sponsor signage and digital onsite signage
- Recognition in the Villa Charities Newsletter and Foundation Annual Report

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25km Corto Fondo Route Sponsor

\$6,000 | CARMEN TANZOLA

- Complimentary team of 6 riders; riders must register online. All riders receive the official *Giro* participation gift
- Logo placement on inspirational signage along the 25km route
- Corporate logo placement on the Official *Giro* cycling gift
- Corporate logo placement on the Maglia Rosa jersey
- Exclusive naming rights of 25km route
- Opportunity to contribute promotional items in the gift bag, distributed to all riders
- Logo placement on the official *Giro* website with a link of your choice
- Opportunity to promote business to all cyclists on 25km route
- Logo placement on route maps, sponsor signage and digital onsite signage
- Recognition in the Villa Charities Newsletter and Foundation Annual Report

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Maglia Rosa Sponsor

\$6,000 | UNLIMITED OPPORTUNITIES AVAILABLE
FOREST CONTRACTORS

Traditionally, the winner of *Giro d'Italia* is awarded the Official Maglia Rosa (pink jersey) and wears it with pride. Our version of the Maglia Rosa is awarded to the event's overall top fundraiser.

- Complimentary team of 6 riders; riders must register online. All riders receive the official *Giro* participation gift
- Logo placement on the Maglia Rosa jersey
- Prominent logo placement on the Official *Giro* cycling gift
- Opportunity to contribute promotional items in the gift bag, distributed to all riders
- Logo placement on the official *Giro* website with a link of your choice
- Logo placement on route maps, sponsor signage and digital onsite signage
- One (1) social media post on each of Facebook, Twitter and Instagram
- Recognition in the Villa Charities Newsletter and Foundation Annual Report

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Colazione Sponsor

\$5,000 | UNIVERSAL CARE

- Complimentary team of 5 riders; riders must register online. All riders receive the official *Giro* participation gift
- Branding and recognition at the breakfast
- Opportunity to contribute promotional items in the gift bag, distributed to all riders
- Opportunity to promote business on site at breakfast
- Logo recognition on marketing and sales material, including route maps and on the official *Giro* website
- Recognition in the Villa Charities Newsletter and Foundation Annual Report

Pranzo Sponsor

\$5,000 | MASTERS INSURANCE

- Complimentary team of 5 riders; riders must register online. All riders receive the official *Giro* participation gift
- Branding and recognition at the lunch
- Opportunity to contribute promotional items in the gift bag, distributed to all riders
- Opportunity to promote business on site at lunch
- Logo recognition on marketing and sales material, including route maps and on the official *Giro* website
- Recognition in the Villa Charities Newsletter and Foundation Annual Report

3 SOLD



Maglia Bianca Sponsor

\$3,500 | UNLIMITED OPPORTUNITIES AVAILABLE
STARLANE HOMES, AIRD & BERLIS LLP, TAMARACK LUMBER

The Maglia Bianca (white jersey) is awarded to the overall top youth fundraiser (age 13 – 21). Maglia Bianca sponsors have their logo printed on the jersey and show their support to the next generation of riders who are supporting *Giro* and fundraising on their own!

- Complimentary team of 4 riders; riders must register online. All riders receive the official *Giro* participation gift
- Logo placement on the Maglia Bianca jersey
- Opportunity to contribute promotional items in the gift bag, distributed to all riders
- Logo recognition on marketing and sales material, including route maps and on the official *Giro* website
- Recognition in the Villa Charities Newsletter and Foundation Annual Report

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Volontario Sponsor

\$3,000 | OAKDALE KITCHENS

- Two (2) complimentary post-ride lunch invitations
- Exclusive logo recognition on volunteer t-shirts
- Opportunity to contribute promotional items in the gift bag, distributed to all riders
- Logo recognition on marketing and sales material, including route maps and on the official *Giro* website
- Recognition in the Villa Charities Newsletter and Foundation Annual Report

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Cycling Swag Sponsor

\$2,500 | OSMINGTON

- Two (2) complimentary post-ride lunch invitations
- Exclusive logo recognition on swag item distributed to all riders
- Opportunity to contribute promotional items in the gift bag, distributed to all riders
- Corporate logo recognition on marketing and sales material, including route maps and on the official *Giro* website
- Opportunity to activate on-site
- Recognition in the Villa Charities Newsletter and Foundation Annual Report

2 SOLD



Sweep Car Sponsor

\$1,500 | THREE OPPORTUNITIES AVAILABLE
LPI MECHANICAL, BRATTY LLP

- Two (2) complimentary post-ride lunch invitations
- Logo recognition on marketing and sales material, including the official *Giro* website
- Corporate logo recognition on route maps and sponsorship signage
- Opportunity to contribute promotional items in the gift bags, distributed to all riders
- Recognition in the Villa Charities Newsletter and Foundation Annual Report



Cycling Support Sponsor

\$500 | UNLIMITED OPPORTUNITIES AVAILABLE

- Recognition at Cycling Support Station
- Recognition on marketing and sales material and on the official *Giro* website
- Opportunity to contribute promotional items in the gift bag, distributed to all riders



Individual Rider

\$100 | REGISTRATION FEE

Age 16+

- Riders must register online. All riders receive the official *Giro* participation gift
- Mandatory fundraising minimum of \$250

Photo Credits: 3D Photos and Mike Salbeck

Grazie!

**For more information
please contact:**

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Manager, Events

Villa Charities Foundation

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villacharities.com

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