



GREY HIGHLANDS
Gran Fondo
IN SUPPORT OF THE MARKDALE HOSPITAL FOUNDATION

PRESENTED BY:  **JD Smith** Logistics Solutions

SPONSORSHIP PACKAGE

Date: September 12, 2026 8:00am to 3:00pm

Location: King Edward Park, Markdale, ON

Purpose: Raising funds for the purchase of priority equipment at the Brightshores Markdale Hospital

Expected Participants: 300 riders | aged 0 to 85



www.greyhighlandsgranfondo.com



ABOUT THE EVENT

The Grey Highlands Gran Fondo, presented by J.D. Smith Logistics Solutions, returns for our 4th year on Saturday, September 12, 2026. Riders can choose from four routes: 26K, 53K, 73K, or 120K. This year, we're excited to share that a new 3k Family Fondo has been added to this year's ride!

The 2025 Grey Highlands Gran Fondo was an incredible success, raising \$125,000, well above our \$80,000 goal to support essential equipment at the Brightshores Markdale Hospital. With 236 riders, some travelling from as far as Nunavut, California, and Texas, and the support of 80 dedicated volunteers, the event highlighted the amazing spirit of our community.

With \$432,000 raised over the last three years, this is more than just a ride; it's a celebration of community, wellness, and giving back.



OUR MISSION



The Markdale Hospital Foundation, formerly the Centre Grey Health Services Foundation, supports local health care by funding essential hospital equipment, programs, and regional projects that improve patient care at Brightshores Markdale Hospital and across the Brightshores Health System.

Over the past four years, funds raised from the Grey Highlands Gran Fondo have supported the purchase of vital ER equipment and supplies, as well as technical equipment, including two new Automatic Dispensing Units used to store and dispense patient medication.

**“THE RIDER EXPERIENCE WAS GREAT.
OVERALL I WAS VERY IMPRESSED WITH
THE ORGANIZATION!”**

2025 Gran Fondo Rider





WHY SPONSOR US?

We want to take this opportunity to invite you to be a part of this year's event!

Sponsorship offers a unique opportunity to support essential local healthcare while maximizing your community exposure through our comprehensive radio and social media campaign and direct engagement with hundreds of cyclists, volunteers, and supporters.

Your support for this event is vital to the Centre Grey Health Services Foundation's efforts to raise the funds needed to support our local hospital, ensuring high-quality care is available for you, your friends, family, and neighbours when it matters most.

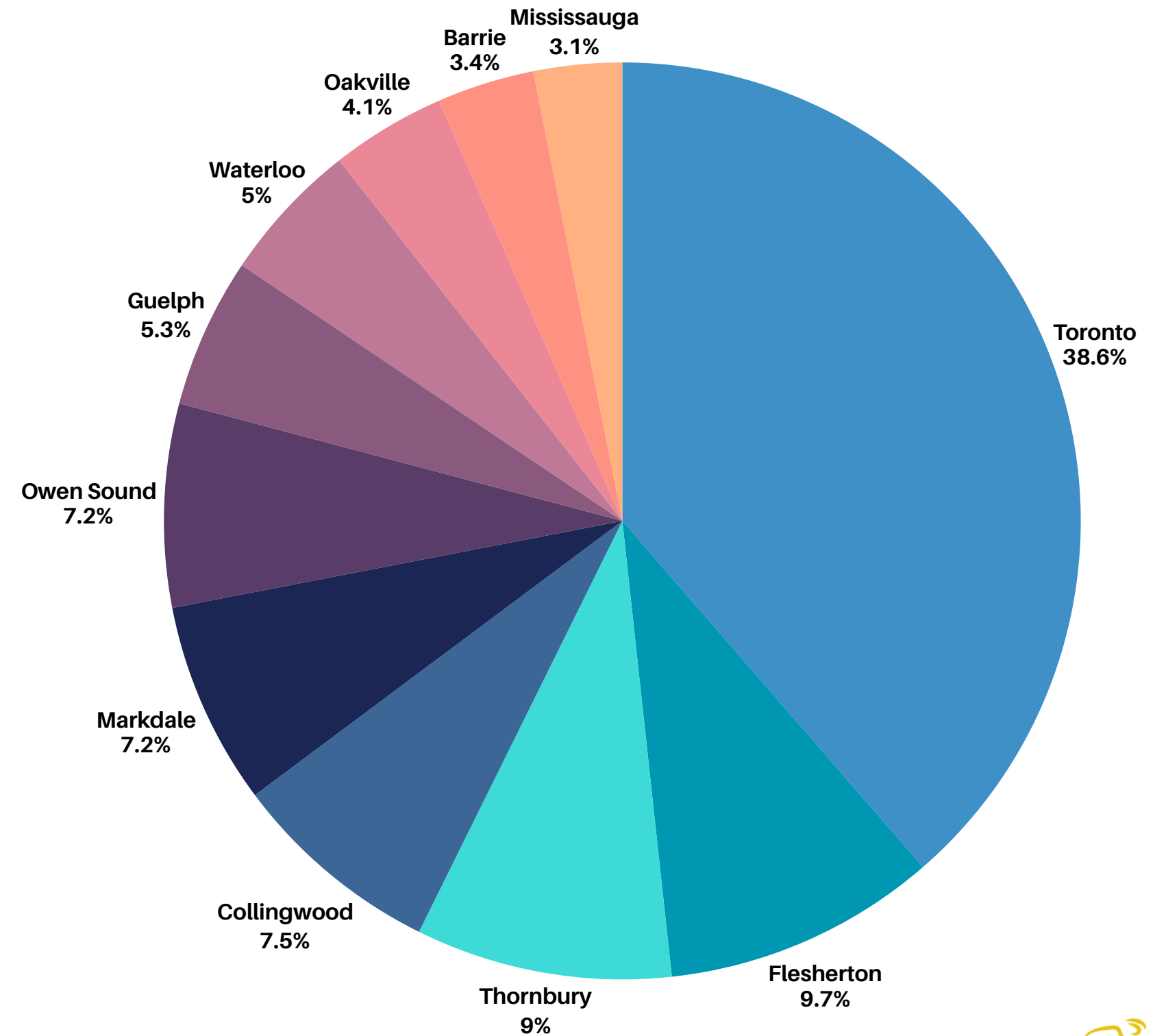
Through engaging events like this year's Gran Fondo, you can take part with confidence, knowing your sponsorship is making a meaningful difference close to home.



RIDE DEMOGRAPHICS

- **520 riders over the past three years, with an average of 230 per year.**
- **80 event day volunteers from the local community**
- The average age of riders is **50 years old.**
- The **most popular distance** is the **120K.**
- Last year, riders travelled from as far as Nunavut, Texas and California to attend the event.

Riders By Region



SPONSORSHIP LEVELS



NAME SPONSOR

\$30,000 (CLAIMED)

- Exclusive naming rights: Grey Highlands Gran Fondo presented by J.D Smith Logistic Solutions
- Logo included wherever the event name or logo appears
- Logo featured on premium participant swag item
- Recognition in all media interviews and press opportunities
- Prominent logo placement on start/finish and podium banners
- Featured recognition on the event website and email communications
- 10 complimentary ride registrations



ROUTE SPONSOR

\$10,000 (4 Available)

- Exclusive branding of one route (26 km, 52 km, 73 km, or 120 km)
- Recognition in media release announcing route sponsors
- Logo placement on route maps, signage, and website
- Logo inclusion on start/finish and podium banners
- Recognition in social media content
- 7 complimentary ride registrations



SPONSORSHIP LEVELS



REST STOP SPONSOR \$5,000 (1 Available)

- Exclusive sponsorship of all four rest stops
 - Recognition in media release
 - Brand signage at each rest stop
- Corporate volunteering opportunities for employees
- Inclusion of one custom-branded swag item
 - Recognition on event website and printed materials
 - 5 complimentary ride registrations



LUNCH SPONSOR \$3,000 (1 Available)

Support the shared post-ride experience where all riders come together to refuel and celebrate.

- Exclusive branding associated with the official post-ride lunch served to all participants
- Logo recognition at the central lunch service and seating area
- Recognition on the event website and printed promotional materials
- 3 complimentary ride registrations



SPECIALTY SPONSORSHIPS



FINISH LINE BEVERAGE SPONSOR \$2,000

- Exclusive branding at the finish line beverage station
- Logo placement on signage and service tables
- Opportunity to provide branded cups or approved product



COMMUNITY SPONSOR/ IN-KIND DONOR \$1000 and above

- Inclusion on the Community Sponsor group banner
- Recognition on event website and posters
- 2 complimentary ride registrations



NEW OPPORTUNITY



Why Sponsor the 3K Family Ride?

The **3K Family Fun Ride** is a pilot-year initiative designed to make the Grey Highlands Gran Fondo more inclusive and accessible for local families and young riders.

As a founding sponsor, your business will be recognized for helping launch a new community tradition and will enjoy strong visibility in the event's marketing. Family-focused sponsorships offer direct, positive engagement with parents, children, and caregivers in a relaxed, high-goodwill environment.

3K FAMILY FUN RIDE SPONSOR – \$2,500 (PILOT YEAR)

- Presenting sponsorship of the 3K Family Fun Ride
- Recognition as a Founding Family Ride Sponsor
- Logo inclusion on family ride signage and materials
- On-site brand presence at family ride start/finish
- Opportunity to provide a branded giveaway or activity

KIDS ACTIVITY ZONE SPONSOR \$1,500

- Exclusive branding of the Kids Activity Zone
- Logo placement on activity signage
- On-site brand presence throughout the zone
- Opportunity to provide branded activities or giveaways



VISIBILITY & MEDIA REACH

Through radio, digital, social media, tourism partnerships, and on-site engagement, the Grey Highlands Gran Fondo delivers multi-touch exposure to both local and regional audiences. We are committed to providing a layered sponsor exposure across pre-event promotion, event-day visibility, and post-event recognition using the following:

- **Multi-channel marketing strategy designed to reach both residents and out-of-town riders across the region, including:**
 - Standing media partnership with Bayshore Broadcasting, providing: on-air radio advertising, live and recorded radio interviews & digital promotion through Bayshore platforms
 - Visibility on community signage and listings
 - Additional media partnerships in development, including local radio, digital, and community publications
- **Tourism and regional outreach in collaboration with local and regional tourism organizations to:**
 - Promote Grey Highlands as a cycling and outdoor destination to out-of-town riders
 - Support overnight stays and local economic impact
- **Active digital and social media campaign leading up to event day, delivering:**
 - 10,000+ social media views pre-event
 - Consistent engagement across event updates, routes, and sponsor recognition





JOIN THE RIDE!

We're grateful for your time and interest in the 2026 Grey Highlands Gran Fondo

We look forward to building something impactful with your brand.

For more information and to discuss sponsorship options, please contact:

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