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Quikcard PRESENTS

HEROES

UNLEASHED

CROSS-CANADA CHALLENGE

in support of **little
warriors**

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This spring, the Heroes Unleashed Cross-Canada Challenge launches in support of Little Warriors

Starting May 11, Matt Devine, former overweight CEO, and current endurance athlete will cycle from the east to the west of Canada in a movement to inspire and activate transformation through physical activity, community and finding purpose – inviting Canadians to unleash their inner heroes.

Along Matt's 13-week route, he's hosting 13 fitness inspired inclusive events in 13 major cities that bring together experts and individuals from all walks of life and fitness levels, interested in engaging in their own transformation journey.

These events are designed to hold space, motivate, connect, and educate, highlighting the link between physical activity, mental health, community and finding purpose, all focused on raising funds and awareness for Little Warriors.

We invite you to sponsor Matt's journey as he cycles the path less traveled, embarking on a challenging adventure that is about inspiring others and sharing his journey towards self-discovery and transformation.

Navigating through the hills and valleys of endurance, he will amplify stories of everyday heroes, proving we're never riding solo through life's journey towards wellness.



Nicole & Matt Devine

For more info or to sponsor us contact at:
info@heroesunleashed.ca
1.780.690.1036
heroesunleashed.ca

little warriors



every child
deserves a childhood



About Little Warriors

The Heroes Unleashed Canada Ride is dedicated to championing the cause of Little Warriors, a revered national charitable organization at the forefront of combating child sexual abuse in Canada.

Little Warriors is not only a beacon of hope for survivors but also a formidable force in raising awareness, prevention, and treatment of child sexual abuse.

Through advocacy and direct support, they empower survivors and their families, advocating tirelessly for a future where children are safe from harm.

The funds raised through the Heroes Unleashed Challenge will be directly channeled towards the expansion of the Be Brave Ranch, a unique and comprehensive treatment centre dedicated to children across Canada who have been sexually abused.

By supporting this event, you are not just sponsoring a ride; you are contributing to a sanctuary that offers healing, strength, and hope to countless children and their families.

Together, we can inspire action, support healing, and champion the cause of Little Warriors. Join us on this journey of transformation, hope and empowerment.

Your Support

Your support will not only help propel Matt across the finish line but also amplify the voices of those who have been silenced for too long. Together, we can turn the tide against child sexual abuse, one kilometer at a time. Your partnership will demonstrate a commitment to social responsibility, wellness, and community support, resonating with audiences nationwide.

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SPONSORSHIP OPPORTUNITIES

13 CITIES
13 EVENTS
13 OPPORTUNITIES
TO SPONSOR

Unlock an exclusive opportunity to be a name sponsor of our 13 events.

These videos will feature a mix of lively footage and engaging interviews with fitness influencers, offering viewers a comprehensive overview of the event highlights.



PLATINUM Sponsorship | \$12,000

From the Event:

- Premier logo placement on website, the lead vehicle and at all event locations.
- Acknowledgement as the presenting name sponsor of each event.
- Two dedicated social media posts per month on all event-related channels, plus regular mentions.
- Corporate team entry into the event's endurance challenge.
- A motivational presentation from Matt Devine to your team (schedule permitting).
- Featured prominently in event and online promotions.

From IMPACT Magazine:

- A full-page ad or sponsored content story in a 2024 edition of IMPACT Magazine, distributed nationally.
- Online sponsored content story.
- Website banner on impactmagazine.ca for 3 months.
- A social media post and an Instagram story.
- Enhanced brand exposure and alignment with Canada's Impact Magazine and some of the Top Fitness Trainers across Canada.

All sponsorship funds will go toward the direct costs of the Cross-Canada Challenge; no salaries/wages, no administration fees, and no dilution of your generosity toward supporting this worthwhile endeavour.

Direct costs include, but are not limited to:

- Fuel for the support vehicle during the journey.
- Nutrition/meals during the journey for Matt and his support team.
- Accommodations during the journey for Matt and his support team.
- Social media content to engage communities during the journey and advertise our amazing sponsors.

Any excess sponsorship funds at the conclusion of the Cross-Canada Challenge, if any, will be donated directly to Little Warriors.

GOLD Sponsorship | \$10,000

From the Event:

- Logo placement on the website, lead vehicle and at all event locations.
- Acknowledgement as a Gold Sponsor at each event.
- Two dedicated social media posts per month on all event-related channels, plus regular mentions.
- Corporate team entry into the event's endurance challenge.
- A motivational presentation from Matt Devine to your team (schedule permitting).
- Featured in event and online promotions.

From IMPACT Magazine:

- A full-page ad or sponsored content story in a 2024 edition of IMPACT Magazine, distributed nationally.
- Online sponsored content story.
- Website banner on impactmagazine.ca for 3 months.
- A social media post and an Instagram story.
- Enhanced brand exposure and alignment with Canada's Impact Magazine and some of the Top Fitness Trainers across Canada.

All sponsorship funds will go toward the direct costs of the Cross-Canada Challenge; no salaries/wages, no administration fees, and no dilution of your generosity toward supporting this worthwhile endeavour.

Direct costs include, but are not limited to:

- Fuel for the support vehicle during the journey.
- Nutrition/meals during the journey for Matt and his support team.
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SILVER Sponsorship | \$7,500

From the Event:

- Logo placement on website, support vehicles and at event locations.
- Acknowledgement as a Silver Sponsor at each event.
- One dedicated social media post per month on all event-related channels.
- Corporate team entry into the event's endurance challenge.
- Featured in event and online promotions.

From IMPACT Magazine:

- A half-page ad in a 2024 edition of IMPACT Magazine, distributed nationally.
- Website banner on impactmagazine.ca for 3 months.
- A social media post and an Instagram story.
- Enhanced brand exposure and alignment with Canada's Impact Magazine and some of the Top Fitness Trainers across Canada.

All sponsorship funds will go toward the direct costs of the Cross-Canada Challenge; no salaries/wages, no administration fees, and no dilution of your generosity toward supporting this worthwhile endeavour.

Direct costs include, but are not limited to:

- Fuel for the support vehicle during the journey.
- Nutrition/meals during the journey for Matt and his support team.
- Accommodations during the journey for Matt and his support team.
- Social media content to engage communities during the journey and advertise our amazing sponsors.

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BRONZE Sponsorship | \$5,000

From the Event:

- Logo placement on website, support vehicles and at event locations.
- Shared social media posts with other Bronze Sponsors.
- Acknowledgement as a Bronze Sponsor at each event.
- Corporate team entry into the event's endurance challenge.

From IMPACT Magazine:

- A one-third page ad in a 2024 edition of IMPACT Magazine, distributed nationally.
- Website banner on impactmagazine.ca for 3 months.
- A social media post and an Instagram story.
- Enhanced brand exposure and alignment with Canada's Impact Magazine and some of the Top Fitness Trainers across Canada.

All sponsorship funds will go toward the direct costs of the Cross-Canada Challenge; no salaries/wages, no administration fees, and no dilution of your generosity toward supporting this worthwhile endeavour.

Direct costs include, but are not limited to:

- Fuel for the support vehicle during the journey.
- Nutrition/meals during the journey for Matt and his support team.
- Accommodations during the journey for Matt and his support team.
- Social media content to engage communities during the journey and advertise our amazing sponsors.

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Catch Us If You can on:

 **Facebook** Heroes Unleashed

 **Instagram** @Heroesunleashed_ca
