

# spin and make a difference!

IN SUPPORT OF



**SPIN**  
**A-THON** 2020

Dedicated to  
raising money for  
youth mentoring



Pedal with us Saturday, March 28th, 2020  
REGISTER OR DONATE @ [www.YAY.org](http://www.YAY.org)

HOSTED BY



536 Eastern Avenue  
Toronto (@ Carlaw)

# SPIN A-THON 2020

IN SUPPORT OF  
**YOUTH  
ASSISTING  
YOUTH** YAY  
MENTOR • GROW • SUCCEED

HOSTED BY  
**torq**  
RIDE

It's an Uphill Battle! Every day, youth struggle to beat the odds!  
On March 28<sup>th</sup> 2020 we'll Spin to help youth find their way to the top!

## Youth Assisting Youth

Youth Assisting Youth (YAY) is a non-profit charitable organization that recruits outstanding youth, ages 16 to 29, and trains them to be Leaders, Role Models and Mentors to at-risk and newcomer youth ages 6 to 15. We've seen first-hand how a mentoring relationship can change a life and help a young person cope with a mental health diagnosis, heal from trauma and succeed in the face of adversity. Investing in peer-to-peer mentoring, is an investment in the future leaders of tomorrow.



## The Event

On **Saturday, March 28, 2020**, **Torq Ride** is hosting Youth Assisting Youth's **8<sup>th</sup> Annual Spin-A-Thon**. Participants will have fun, get fit, and support Youth Assisting Youth by raising pledges for our proven youth mentoring program for at-risk kids. The event averages more than 100 participants, 500 donations and \$30K raised each year. Supporting the Spin-a-Thon is an incredible way to support at-risk youth and youth volunteerism, while also demonstrating a commitment to building strong communities.



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When you invest in Youth Assisting Youth you're helping to shape the leaders of tomorrow, by empowering youth today. Youth Assisting Youth relies on the support and generosity of sponsors like you to keep our youth mentoring program alive. Every \$1 invested in our program leads to a \$23 return to the community. Invest in today's youth! Shape tomorrow's leaders!

## Sponsorship Opportunities

Help us empower youth in your community. To discuss sponsorship opportunities, please contact Ed Carlson at [ecarlson@yay.org](mailto:ecarlson@yay.org) or (416) 932-1919 ext. 222; or Sally Spencer at [spencer@yay.org](mailto:spencer@yay.org) or (416) 932-1919 ext. 227.

Click [HERE](#) to view an inspiring success story and Global News piece – “Three Generations Come Together Through Mentoring”.

## Value In Kind | Raffle Prize Donation

Donations of goods and services is a great way to show your commitment to youth and building strong communities. You'll receive special identification in the event program, on the event web page, and mention during prize give-a-ways!



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## Presenting Sponsor \$5,000

- Identified as the Presenting Sponsor in signage at the event
- Speaking opportunity at the event
- Front cover logo placement on Spin-A-Thon program and full page ad
- Hyperlink on our website for a year (identified as Presenting Sponsor)
- Social media exposure via Facebook (1,292 Followers), Twitter (3,113 Followers) and Instagram (874 Followers)
- T-shirt sponsorship including prominent logo placement
- The Presenting Sponsor logo spot on event participant kits
- Option to include promotional items in event participant kits
- Introduction of company as Presenting Sponsor at the event
- Mention as Presenting Sponsor in event press release
- First right of refusal for sponsoring the next Spin-A-Thon

## Gold Sponsor \$3,000

- Identified as the Gold Sponsor in signage at the event
- Half page ad in the Spin-A-Thon program
- Hyperlink on our website for a year (identified as Gold Sponsor)
- Social media exposure via Facebook (1,292 Followers), Twitter (3,113 Followers) and Instagram (874 Followers)
- The Gold Sponsor logo spot on event participant kits
- Option to include promotional items in event participant kits
- Mention as a Gold Sponsor in event press release



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## Silver Sponsor \$1,000

- Identified as a Silver Sponsor in signage at the event
- Quarter page ad in the Spin-A-Thon program
- Hyperlink on our website for a year (identified as Silver Sponsor)
- The Silver Sponsor logo spot on event participant kits
- Option to include promotional items in event participant kits
- Mention as a Silver Sponsor in event press release

## Bronze Sponsor \$500

- Identified as a Bronze Sponsor in signage at the event
- Logo printed in the Spin-A-Thon program
- Option to include promotional items in event participant kits
- Mention as a Bronze Sponsor in event press release



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