



Bike the Creek

June 13, 2026

SPONSORSHIP PACKAGE

Bridging Communities,
One Pedal at a Time



BIKE THE CREEK 2026

Bike the Creek is an awesome community event that raises awareness on the benefits of cycling and how active transportation is essential to building a healthy and sustainable community. Established in 2014, the event is planned with partners, BikeBrampton, Toronto and Region Conservation Authority (TRCA), Peel Region, City of Brampton, City of Mississauga and the Town of Caledon. This event attracts over 1000 cycling enthusiasts and engages over 50 volunteers from the community.

Cycling leads to a strong, healthy, vibrant, sustainable communities. Your sponsorship will align your business with these benefits while gaining exposure to hundreds of cyclists.

Event Vision

To inspire the community to get out and enjoy cycling and educate them on the benefits of active transportation and highlighting the incredible trail system in the Region of Peel.



BIKE THE CREEK SPONSORSHIP LEVELS 2026

Platinum Sponsor - \$1500

- o Your logo featured on Bike the Creek's event page and registration page, with a hyperlink to your company website using language such as "Event Proudly Sponsored by"
- o Adopt one of our Pavilions along the event route which includes signage visible to all participants
- o Vendor space at the main event site
- o Social media mentions from one of the event partners
- o Logo included on marketing material for event where possible
- o Recognition by Master of Ceremonies

Gold Sponsor - \$750

- o Your logo featured on Bike the Creek's event page and registration page, with a hyperlink to your company website using language such as "Event Proudly Sponsored by"
- o Vendor space at the main event site
- o Social media mentions from one of the event partners
- o Logo included on marketing material for event where possible
- o Recognition by Master of Ceremonies

Silver Sponsor - \$500

- o Social media mentions from one of the event partners
- o Vendor space at the main event site
- o Logo included on marketing material for event where possible

Bronze Sponsor - \$300

- o Logo included on marketing material for event where possible

Prize Draw Sponsor

- o Recognition by Master of Ceremonies

In-Kind Sponsor

- o Recognition by Master of Ceremonies
- o Name or Logo on event website

For more information on becoming a sponsor, please contact events@trca.ca.

