

CYCLE OF

HOPE

2026



Habitat
for Humanity®
Manitoba



Sponsorship Opportunities

Become a 2026 Cycle of Hope Sponsor

Cycle of Hope 2026 | August 3 - 9, 2026

A Journey Through Beauty, Community and Impact

Experience Southern Manitoba like never before.

Set against the backdrop of stunning prairies and vibrant rural communities, this year's Cycle of Hope brings riders and supporters together around a shared purpose: building safe, affordable homes for local families.

Now in its fourth decade, Cycle of Hope stands as one of Habitat for Humanity Manitoba's longest-running and most impactful signature events. Since 1994, our cycling community has come together year after year to raise critical funds that help families across Manitoba access safe, affordable homeownership - building not only houses, but strength, stability, and hope.

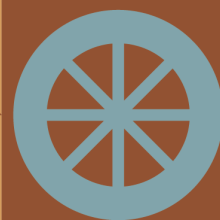
In 2026, that legacy continues as riders journey south into the heart of rural Manitoba for an unforgettable seven-day, 800-kilometre experience powered by camaraderie, determination, and purpose. More than a ride, Cycle of Hope is a moving testament to what's possible when community, compassion, and commitment come together to change lives.

We are honoured to welcome Manitoba's own, Leanne Taylor as the 2026 Cycle of Hope Event Ambassador. A Paralympic bronze medalist, advocate, and new mom, Leanne will ride alongside participants, lending her strength, spirit, and remarkable story to the journey. Her involvement powerfully reflects what Cycle of Hope stands for: resilience, inclusion, and the belief that with the right support, rebuilding and moving forward is always possible.

Together, we have a goal of \$200,000 to help support a local family as they build strength, stability, and independence through affordable homeownership.

Event Snapshot

- 50 in-person cyclists / 100+ virtual participants
- 800+ km across Southern Manitoba
- 8 communities visited
- 20,000+ combined social media impressions
- 5,000+ email subscribers reached
- \$200,000 fundraising goal
- 30+ years of cycling legacy (since 1994)



Why Athletes Ride

Because Every Pedal Stroke Builds a Future

Athletes are drawn to Cycle of Hope for the physical challenge and the camaraderie, but they stay because their effort creates real change for local families.

More than a ride, Cycle of Hope is a community where every kilometre brings a family one step closer to a safe, affordable home.

Why Sponsor Cycle of Hope

Because Purpose-Driven Partnerships Create Lasting Impact

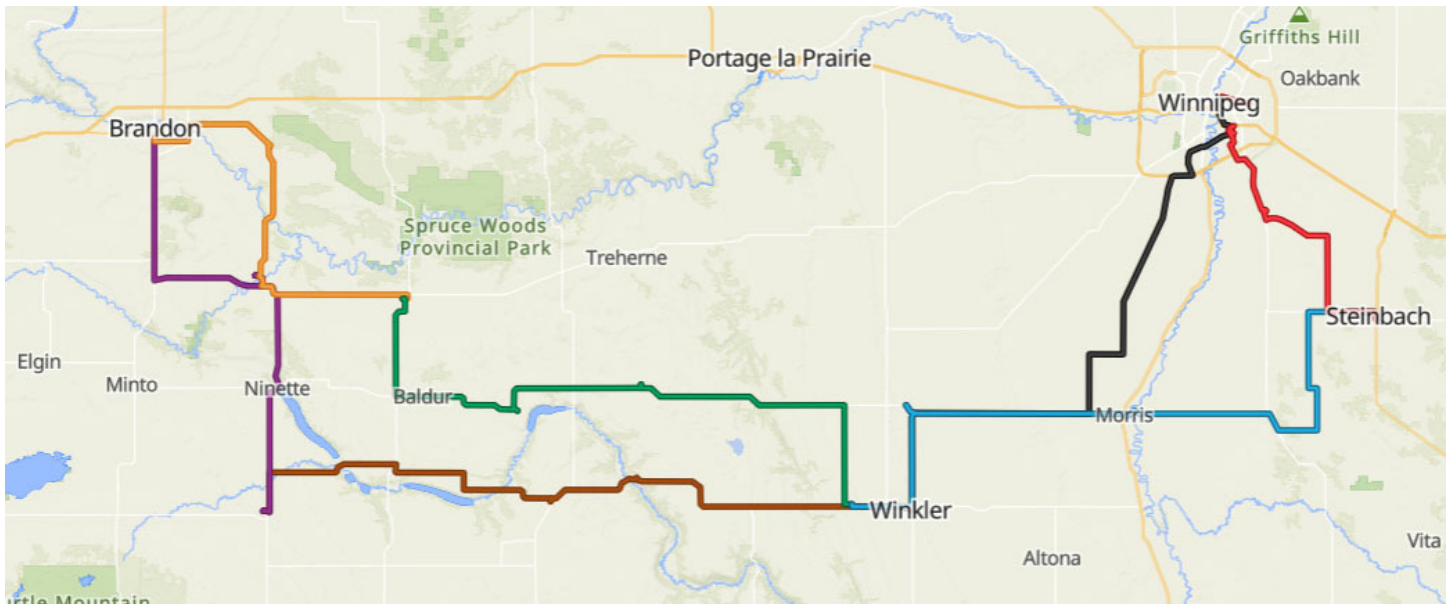
Sponsoring Cycle of Hope is more than a marketing opportunity; it is a chance to create meaningful, local change.

As a sponsor, your organization will:

- **Make a tangible local impact**
Funds raised through Cycle of Hope directly support Manitoba families on their path to affordable homeownership.
- **Champion accessibility and inclusion**
With a Paralympian ambassador riding alongside participants, Cycle of Hope proudly reflects a commitment to inclusion, resilience, and breaking down barriers.
- **Demonstrate community leadership**
Align your brand with a trusted, values-driven organization and a 30+ year legacy of impact.
- **Gain province-wide visibility**
Engage with riders, donors, volunteers, and communities across Southern Manitoba.
- **Be part of life-changing stories**
Every sponsorship helps turn the dream of homeownership into reality for real families.



2026 Route Map



Monday, August 3

65 km | Winnipeg to Steinbach

A strong opening day connecting urban and rural Manitoba via St. Anne's, Grande Pointe and Île des Chênes.

Tuesday, August 4

155 km | Steinbach to Morden

One of the longest ride days, highlighting endurance, teamwork and rural hospitality.

Wednesday, August 5

140 km | Morden - Glenboro

A powerful stretch through Manitoba's heartland, where affordable housing is critical to local workforce sustainability.

Thursday, August 6

88 km | Glenboro to Brandon

A community-focused day that brings visibility to housing needs in growing regional centres.

Friday, August 7

105 km | Brandon to Killarney

Rolling terrain and small-town spirit showcase the importance of housing stability beyond major cities.

Saturday, August 8

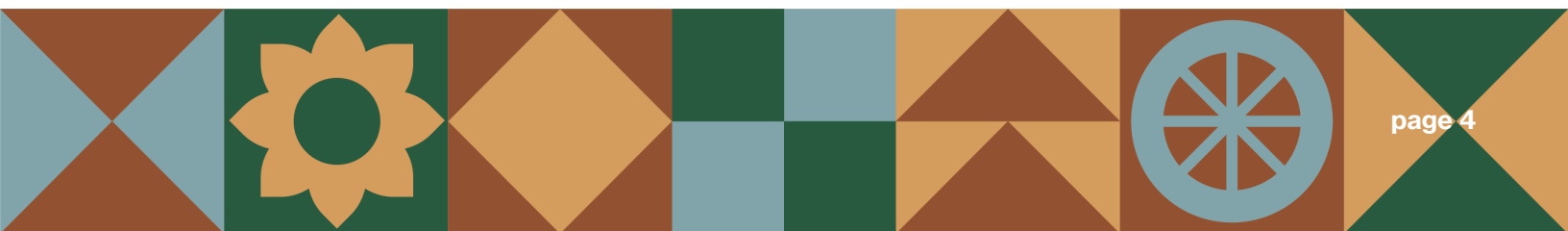
150 km | Killarney to Winkler

A celebratory return leg fueled by community pride and shared purpose.

Sunday, August 9

135 km | Winkler to Winnipeg

A meaningful homecoming that reinforces why we ride - to help families find a place to call home.



Sponsorship Opportunities:

Presenting Sponsor (\$20,000 | Exclusive)

The Presenting Sponsor sets the pace for the entire Cycle of Hope journey. This exclusive sponsorship positions your organization as the primary champion of affordable housing across Manitoba and a driving force behind one of Habitat Manitoba's longest-running fundraising events.

Benefits include:

- Naming recognition as 'Cycle of Hope presented by [Company]'
- Meet & Greet with the Leanne Taylor Paralympian where she shares her personal story, performance mindset, and how adaptive sport creates pathways to possibility
- Premier logo placement on athlete jerseys and team T-shirts
- Prominent logo placement on the event website with hyperlink
- Logo on all printed materials and presentations
- Featured presence on Cycle of Hope social media channels
- Dedicated sponsor highlight video
- Minimum 3 dedicated social posts
- Invitation for four to a Habitat Manitoba's Gratitude event with Habitat Families on October 8th with recognition of Presenting support to the COH ride
- Speaking opportunity at Closing Celebration on August 9th at the Pandora West Build site in Winnipeg
- Partial Tax Receipt
- First right of refusal for 2027

Impact: Your support helps fund major construction costs for affordable homes, moving families from housing instability to long-term security.



Accessibility & Inclusion Champion – \$12,500

By becoming our **Accessibility & Inclusion Champion**, your company stands beside Paralympian Leanne Taylor in breaking barriers, inspiring others, and ensuring that everyone, regardless of abilities, can participate, be seen, and belong.

- One **private corporate keynote** or **Lunch & Learn** with Leanne (60 minutes)
- Logo placement on athlete jerseys and team T-shirts
- Prominent logo placement on the event website with hyperlink
- Featured presence on Cycle of Hope social media channels
- Logo on all printed materials and presentations
- Invitation for two to Habitat Manitoba's Gratitude event with Habitat families on October 8th

Impact: As an Accessibility & Inclusion Champion, your brand becomes a symbol of progress, compassion, and innovation in creating a Manitoba where everyone has the opportunity to be seen, heard, and included.

Leanne Taylor
Photo Credit: Ray Penner



Golden Prairie Route Champion \$7,500

Route Champions take ownership of route signs throughout the ride and the communities it connects.

Benefits include:

- Exclusive route sponsorship
- Logo recognition on daily route signage and digital updates
- Dedicated social media feature highlighting your sponsored community
- Verbal acknowledgements at rider briefings
- Invitation for two to Habitat Manitoba's Gratitude event with Habitat families on October 8th

Impact: Your sponsorship directly supports Habitat Manitoba's work to build accessible and affordable homes, ensuring families can stay rooted in the communities where they live and work.



EcoWellness Sponsor \$5,000

EcoWellness Support Sponsors help riders stay safe, fueled, and supported while reinforcing the importance of environmental responsibility throughout the event, with an average of three rest stops per day.

Benefits include:

- One virtual 30 minute "Inclusion & Mindset" session with Leanne for their employees - ideal for Diversity, Equity & Inclusion or Accessibility Month programming
- Recognition at all rest stops with the ability to provide branded collateral
- Opportunity to participate in interactive on site activations at rest stops along the route,
- Strong alignment with road safety, wellness, and sustainability messaging
- Invitation for two to Habitat Manitoba's Gratitude Event with Habitat families on October 8th

Impact: Your support reinforces the message that everyone deserves to arrive safely at HOME, while helping build affordable housing across Manitoba and encouraging responsible recycling practices throughout the event.



Community Sponsor - \$3,500

Community Sponsors celebrate the incredible generosity and hospitality of the Manitoba communities that welcome Cycle of Hope riders each day.

Benefits include:

- Logo recognition on the event website
- Recognition tied to community engagement moments

Impact: Cycle of Hope is powered by community spirit. From shared meals with local residents to accommodations and on-the-ground support, the towns we visit play an essential role in the journey. Your sponsorship helps honour and support these communities that rally around the team and embody the heart of Habitat's mission - neighbours helping neighbours.

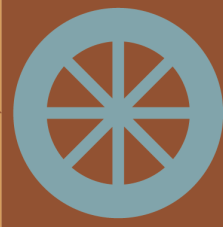
First-Year Rider Program Sponsor - \$2,500

New riders bring fresh energy and new networks, but fundraising minimums can feel intimidating. This program removes barriers and builds long-term engagement. Reduces fundraising barriers for up to 10 new riders.

Benefits Include:

- Name/logo recognition on website
- Acknowledgement in rider communications
- Social media recognition
- Recognition as a supporter of new rider development
- Full tax receipt

Impact: You help new riders build confidence, momentum, and lasting commitment to Habitat Manitoba's mission, strengthening the future of Cycle of Hope while helping more families access safe, affordable homes.



Be Part of Something Bigger

Affordable housing is a growing challenge across Manitoba. Rising costs, limited supply, and economic pressures are placing strain on families and communities alike. By sponsoring Cycle of Hope, your organization plays a direct role in addressing this crisis through action, partnership, and leadership.

Get involved. Opportunities are limited. The time to act is now.



For more information contact:

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Charitable Registration No. 11930 1034 RR0001

