

World Championship **Fundraising Goal: 5,000 Counselling Sessions (\$250,000)**

2023 Quad Tandem Title Sponsorship



Your
Company

Fundraising Goal: 5,000 Counselling Sessions (\$250,000)

2023 Quad Tandem World Championship



- On July 15th, 2023, WIRTH Hats is hosting the Quad Tandem World Championship which has **multiple teams riding across Newfoundland, Canada.**
- Reaching **our goal of 5,000 counselling sessions** sponsored through this race will not be possible without **the support of partnerships and our community.**



Fundraising Goal: 5,000 Counselling Sessions (\$250,000)

2023 Quad Tandem World Championship

Members of WIRTH Hats have rode a quad tandem bike as a means to fundraise for a cause close to their hearts.





Fundraising Goal: 5,000 Counselling Sessions (\$250,000)

2023 Quad Tandem World Championship

The film, **All 4 One: A Tandem Tour Story**, was created during our **2018 Race**.

vimeo.com/342504688 | Password: bike



Fundraising Goal: 5,000 Counselling Sessions (\$250,000)

2023 Quad Tandem World Championship



Fundraising Goal: 5,000 Counselling Sessions (\$250,000)

Meet the Team that made it happen.



WIRTH Hats

Event Organizer

Mental Health Organization



Adam Miller

Film Producer

Emmy Award Winning Cinematographer
Lead Producer of Insider Inc.



Michael Downie

Daily Real-time Broadcaster

Popular Vancouver-based YouTuber of
DownieLive



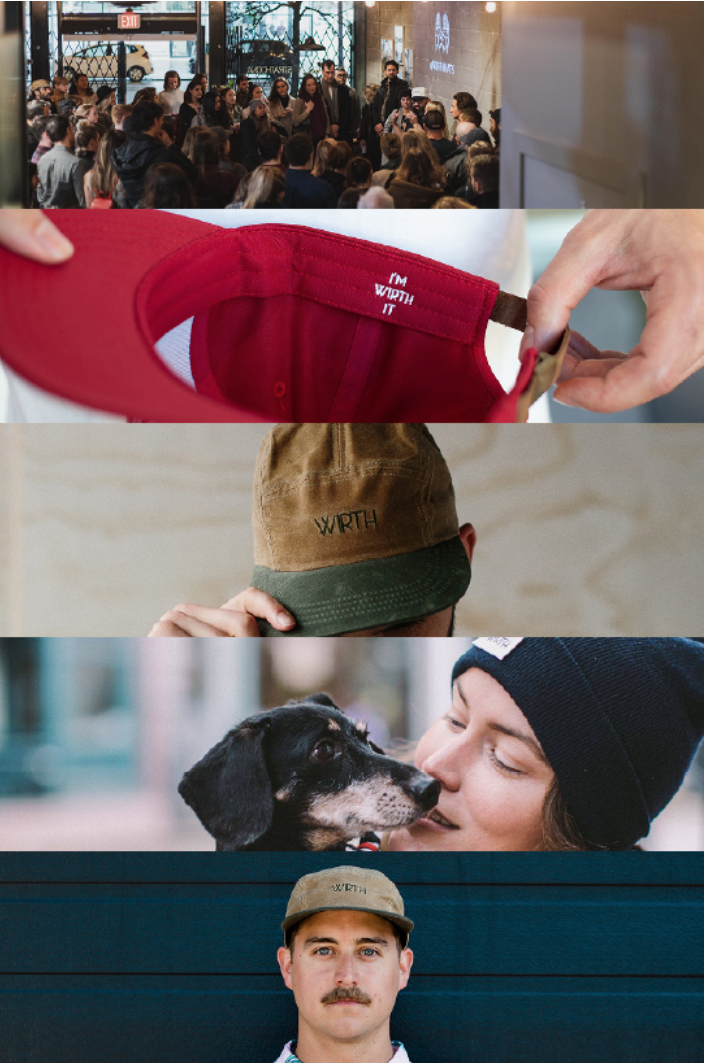
WIRTH Hats - Event Organizer



- A Canadian non-profit dedicated to reducing the barriers for individuals to access counselling services. Through the sale of our hats, we enable the WIRTH Hats Counselling Fund to sponsor counselling sessions through our Counselling Program.
- Since 2018, WIRTH Hats has sponsored over 5,500 counselling sessions for individuals who would otherwise be unable to afford it.
- Learn more about our counselling program at counselling.wirthhats.com
- WIRTH Hats was created in memory of **Jakob Wirth**, whose dream was to create a hat company. Our full story is available in the view above or at story.wirthhats.com



WIRTH Hats - Event Organizer



WIRTH Hats Metrics

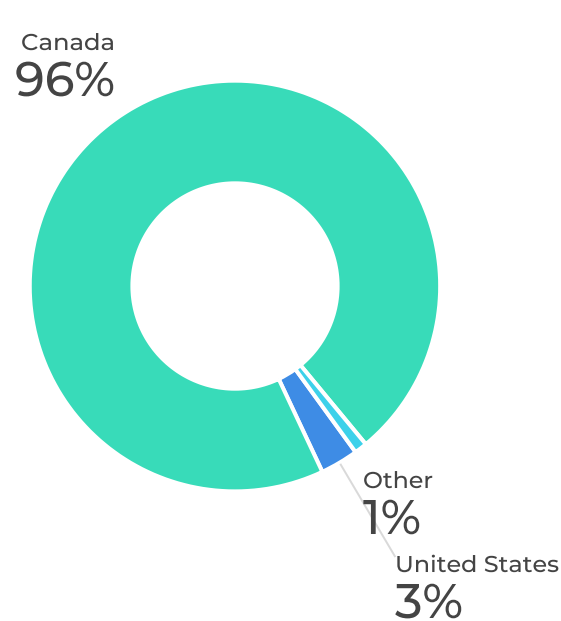
- **5500+** Sponsored Counselling sessions
- **2M** individuals reached through social channels
- Company Webpage Traffic **400K+** visitors to date
- Hats orders and shipments cover **25+** countries
- **10+** Sold Out Community Events
- Media exposure to CBC, Oprah Daily, Narcity, Vancouver Magazine, CBS Wire, The Georgia Straight, Curiosity, Daily Hive.



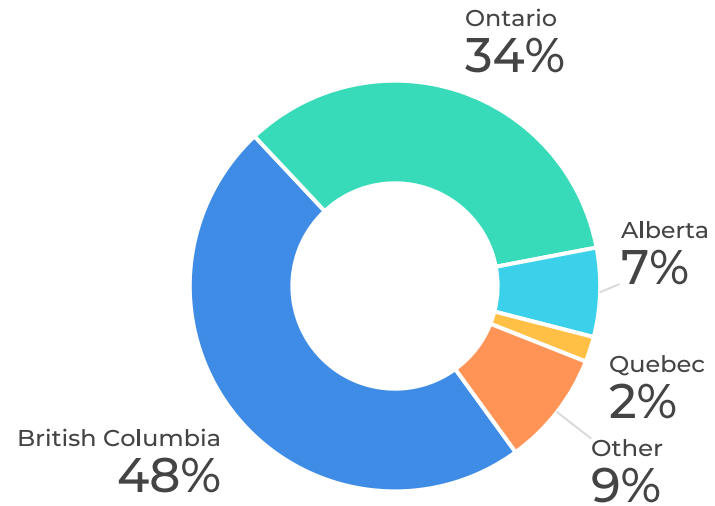
WIRTH Hats - Event Organizer

WIRTH Hats Counselling Program

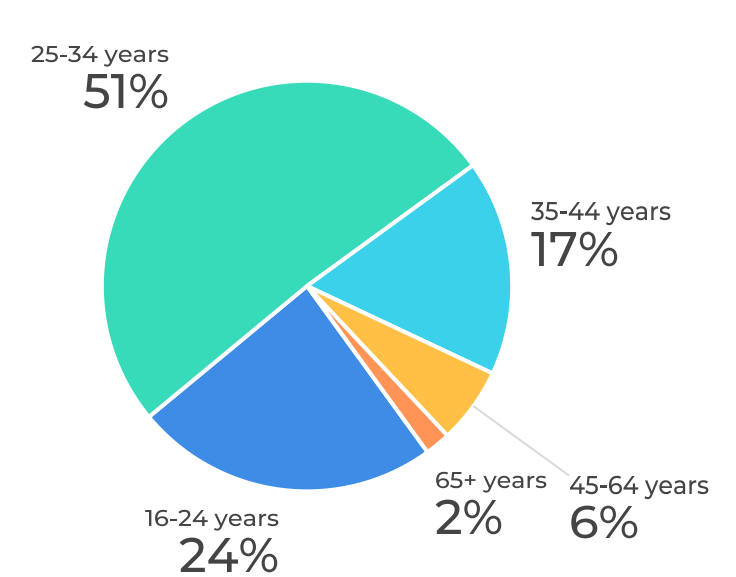
Applicants by Country



Applicants by Province in Canada



Applicants by Age



Adam Miller - Media Team

Adam Miller is a Documentary Filmmaker and the Lead Producer of Insider Inc.



**Two-time Emmy Award
Winning Cinematographer**



Insider Inc.

• **9.7M** followers



Insider Inc.

• **5M** subscribers



Adam Miller - Media Team

Adam Miller owns Island City Studios based in New York City, US



Adam's Videos on Insider Inc.

- *Parchment Making*: **46M** views
- *Looking Back At Lock Down*: **229k** views
- *Black Lives Matter Through Generations*: **592k** views.



Adam's Videos on Insider Inc.

- *Parchment Making*: **5.9M** views
- *Drum Factory*: **863k** views
- *Jeffery Epstein's Little Black Book*: **592k** views.

Michael Downie - Media Team

Michael is a Vancouver-based YouTuber and Local Vancouver Celebrity



DownieLive
(YouTuber)

Lifestyle and
travel-related content



YouTube

- **329k** Subscribers
- **9** videos with over **1M** views
- Top video Released last month with **2.3M** viewers
- **29M** views entire channel



Instagram

- **25K** followers



TikTok

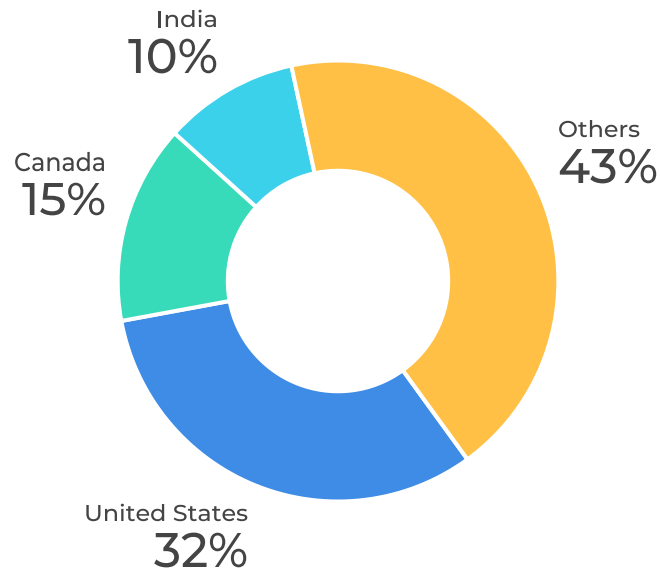
- **185K** Followers



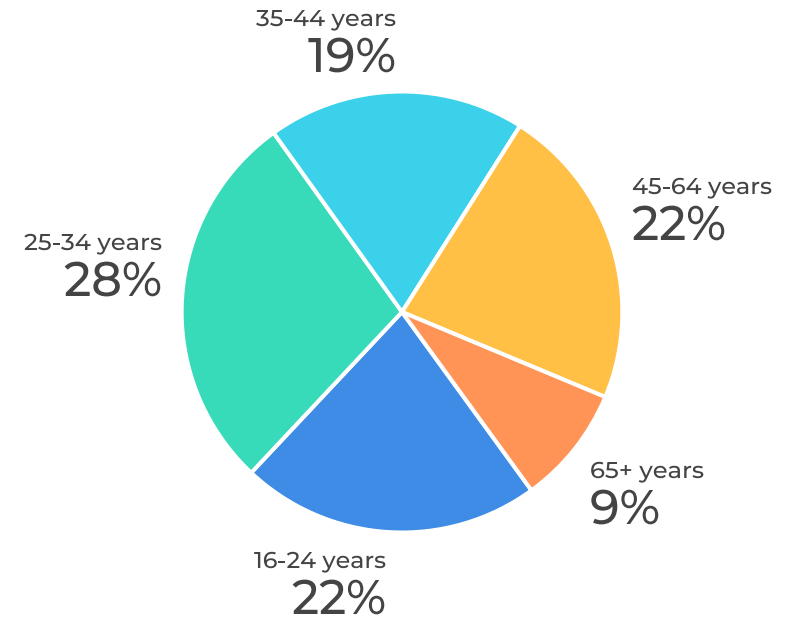
Michael Downie - Media Team

Michael is a Vancouver-based YouTuber and Local Vancouver Celebrity

Viewers by Country



Viewers by Age



Fundraising Goal: 5,000 Counselling Sessions (\$250,000)



2023 Quad Tandem Title Sponsorship



Title Sponsor



Your
Company

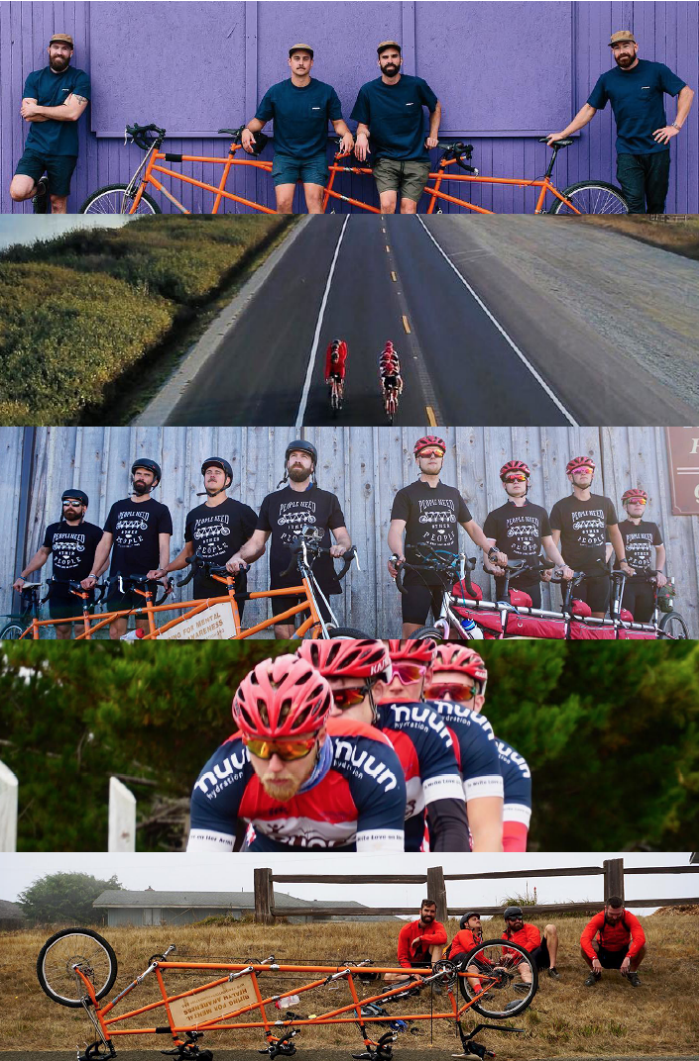


Your
Company

Fundraising Goal: 5,000 Counselling Sessions (\$250,000)



Title Sponsor



- **Your company name** in the race title: WIRTH Hats Quad Tandem World Championships Presented by Your Company
 - Race title will be featured in everything we do: Website, Media, Social, Outreach.
- **Your Company logo** on
 - the most prominent part of all riders bike jerseys
 - all of the bikes
 - all produced media
- **Your Company** presented and shared at all community events
 - Vancouver event leading up to the race, kick off event right before the race, multiple post race events showing the race documentary.
- Access to 2018 Quad Tandem Documentary for all **Your Company** employees to view leading up to 2023 race.

**** We're excited to collaborate with **your team** to arrive at the exact title sponsor terms in order to make this partnership an unprecedented win-win for everyone involved.*

**Your
Company**

Fundraising Goal: 5,000 Counselling Sessions (\$250,000)



Title Sponsor

By becoming the Title Sponsor, you attach your brand to an exciting and positive event, which positions yourself as a connected, trusted and leading company in the mental health space.

Our goal is to create content (photos and video) for you to use as marketing materials to attract new employees and new users in an eye-catching and positive manner.



Your
Company

Fundraising Goal: 5,000 Counselling Sessions (\$250,000)



Title Sponsor

In recognition of your Title Sponsor position, you will additionally receive the following:

- 3 professional photos taken EACH race day, for your use (recommended: Marketing, Promotional, Recruitment, Employee Engagement). (\$5,000 value)
 - 2 professional video created w/ your brand message in mind, for your use. (First video delivered 2 weeks before beginning of race, Second video is an experience recap video). Messaging for each video is determined by you. (\$5,000 value)
- 60 second paid promotion in first and last DownieLive YouTube channel Daily Race Update videos. (\$12,000 value)

